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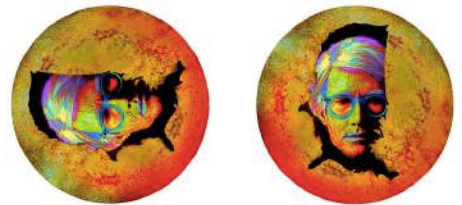


Microsoft Technology Center

Exhibition Proposal

This exhibition was created with the mission of expanding connections among Latino-Hispanic employees at Microsoft and Latin American artists in New York City. HOLA-Microsoft Corporation, LULAC, and ArteLatAm have united forces to organize a networking event showcasing five of the most influential, emerging, Latin American visual artists living in New York. It will be a fusion of an art exhibition, and a meet and greet event to illustrate the many characteristics of the Latin American community. Linked culturally, professionally, and technologically, our art exhibition and networking event aims to gather a diverse audience from all socioeconomic and racial backgrounds. The featured artists will be showing approximately 13 art pieces consisting of drawings, paintings, and sculptures, each with their own unique style. The selection of artworks will show the various facets of the artists' creative processes and identities.

As one of the most influential participants of the American society, both socially and economically, it was a necessary common interest between the partnered organizations to link the Latin American community to more diverse allies. Thus, we hope that *Link Heritage's* target audience can reach members of small to medium corporations, leaders from profit and non-profit organizations, as well as people related to the art world such as art museums, galleries, curators, art historians, and art critics who are seeking to expand their professional network.



"On the Map" Andy Warhol's Portrait, by Pablo Caviedes



Suit 2 by Hermann Mejia

The exhibition is programmed to take place at the Microsoft Technology Center on February 22th, 2018 from 6PM to 9PM. *Link Heritage* will feature the following artists: Pablo Caviedes, Hermann Mejia, Diego Anaya, Carlos Torres-Machado and Sandra Mack-Valencia.

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Artist Overview:

Pablo Caviedes

Pablo is an Ecuadorian artist universally recognized as a preeminent force within the emerging 21st Century US-Latino transcultural art-scene. Exhibiting his work for more than twenty-five years, his work has been shown in prominent venues and prestigious exhibitions in Ecuador, France, Spain, Poland, Italy, Puerto Rico and the United States of America. Like many first-rate Ecuadorian artists, Pablo attended the College of Visual Arts in Ecuador and studied Fine Arts in Paris, France, afterwards. He was awarded in 1994 with the Paris Prize and was later recognized as one of ten artists, under 40 years old, selected for the Emergent Artists from Latin America and the Caribbean in Paris, identifying a new generation of important up-and-coming Latino artists.



"The Queen Got Caught Eating Her Sheep" a.k.a. "Insomnia" by Sandra Mack-Valencia

Sandra Mack-Valencia

Born in Colombia, under the smell of oil paint, turpentine, and linseed oil in her father's studio, she developed a passion for the arts, specifically for painting and drawing. When she turned 16, she registered at the Escuela de Arte Eladio Vélez, a local art school in her neighborhood. After receiving her BFA from the Universidad de Antioquia, she moved to New York and finished her MFA at Hunter College. Sandra's work has been exhibited in Colombia, New York, and Japan. She is a recipient of the Nathalie Angles Award, the Sommerville Arts Prize, and was nominated for the Joan Mitchell Foundation Painters and Sculptors Grant. In 2011, her work was selected as part of the (S) Files Bienial at El Museo del Barrio in New York. In 2014, Sandra was chosen as one of the Outstanding Antioqueños in the World. Her art practice was featured in a documentary that aired in her native city.

Diego Anaya

Born in Mexico, Diego studied at the "Academia de Arte Contemporaneo," in Mexico in 2008 and at "The Art Students League of New York" in 2010. Introduced to the art world through an apprenticeship in Monterrey, Mexico, Diego's work includes a diverse range in painting, sculpture, drawing and installations. Regardless of genre, his wide ranging body of work has a central goal: to explore the intricate relationship between identity, origin, and belonging from a personal and a social perspective. His artwork has been presented in several individual and group exhibitions in Mexico, Taipei-Taiwan, Chile, Ghana, Miami and New York.



Hermann Mejía

Born in Venezuela, Hermann was recently featured by the Huffington Post as one of Venezuela's 15 famous artists its readers "should know about". As an adolescent, Hermann started creating through street art and he later received formal training with a graphic design and illustration degree at the prestigious Instituto de Diseño de Caracas (Caracas Design Institute, 1991-1995) In 1995, Herman started exploring fine arts as a vehicle of his personal artistic expression, which resulted in his work being shown in many art exhibitions, both collective and solo shows, in Venezuela and several other countries. Hermann has also worked as an on-demand illustrator for written media and for many publishers.

Carlos Torres-Machado

Carlos developed a sensitivity to color and the bright variations of light found in individual colors due to his upbringing in Ecuador. All his artwork series demonstrate a unique and keen sense of tonality paired with an extreme attention to detail and it is what makes his multiple bodies of artworks stand out as extremely pleasing and harmonious as well as thought-provoking. Carlos studied contemporary arts, communication, photography and psychology in Argentina and Ecuador. Finally receiving a BFA in 2009, his work has been shown in galleries and institutions around the world. Widely known for his murals, such as the monumental Data Center #1 made of 23 canvases and measuring 17x10 feet, Carlos has received numerous art residencies, awards and honors in recognition of his cultural achievements.



Organization Overview:

HOLA from Microsoft is a Microsoft research group whose vision is to educate and connect Microsoft to the Latino/Hispanic community and to advance Microsoft's global diversity strategy by:

- Enhancing employee development and supporting building a pipeline within Microsoft through aiding in recruiting, retaining and advancing current and future employees in the Latino/Hispanic community.
- Engaging the Latino/Hispanic community in the development of products and services.
- Being a resource for promoting our products to the global Latino/Hispanic communities and organizations.

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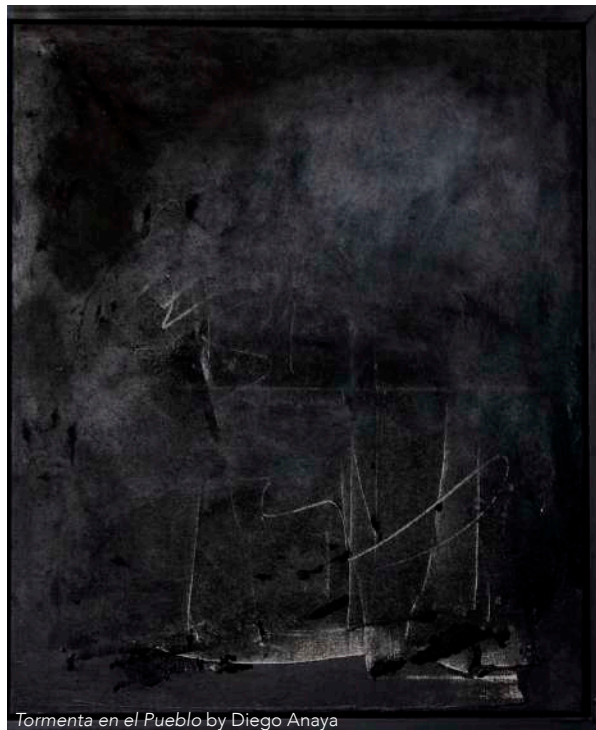
ArteLatAm
artelatam.org



Microsoft Corporation was founded in 1975 and is a worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.

ArteLatAm is an arts organization based in New York and known for providing the resources that working Latin American visual artists living in the United States and abroad need to thrive. Their mission is to contribute to a better and deeper understanding of Contemporary Latin American Art. Our everyday goal is to help the artists discover new patterns and opportunities that will allow them to have greater global reach and visibility.

The League of United Latin American Citizens (LULAC) Queens Council for Education, former LULAC Queens 23055, is part of the oldest and most active non-profit organizations that helps Latino Communities in the United States. Their vision is to advance the economic conditions, educational attainment, health, and civil rights of the Latino population in New York.



Tormenta en el Pueblo by Diego Anaya