

**FOR IMMEDIATE RELEASE**

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**Call for Artists  
Altars de Muertos 2010 @ Latino Cultural Center**

(Dallas – September 29, 2010) -- The Latino Cultural Center invites proposals from Dallas and North Texas artists interested in creating *altares de muertos* for the 2010 Día de los Muertos (Day of the Dead). The LCC will select up to six artists to create altars for the LCC's annual celebration of the Day of the Dead. Artists will be paid an honorarium of \$150 for the creation of the altar.

**Timeline**

September 29, 2010	Call for Artists Emailed
October 15, 2010	Deadline for Applications
October 19, 2010	Announcement of Selected Artists
October 26-29, 2010	Artist Installation of Altars
October 30 through November 6, 2010	Altars on View

Please note that the altars must be completed no later than October 29 (Friday) as the LCC's Day of the Dead celebration will be held on Saturday, October 30.

We have identified six spaces for altars at the LCC:

- North Gallery Wall
- Breezeway
- Courtyard
- Theater Lobby / South Wall
- Theater Lobby / East Wall
- Theater Lobby / West Wall

By installing altars throughout the building, we hope to provide ample space for people to experience the altars as they visit our facility. Images of the spaces are provided below for artists not familiar with the LCC.



Figure 1: The North Gallery wall features a built-in bookcase that can be incorporated into the altar. The exhibition *Morelos: Estampas de la Independencia* by artist Mizraim Cárdenas will be on view in this gallery at the same time as the altar.



Figure 2: The breezeway wall is right outside the LCC Gallery adjacent to the courtyard.



Figure 3: The LCC has 2 courtyards; altares placed in the courtyards will be subject to the elements. The sculpture currently sited in the west courtyard (pictured) is by Jesus Moroles.



Figure 4: Theater Lobby / South Window Wall



Figure 5: Theater Lobby / West Wall. A free-standing altar would be ideal for this area. This wall is covered with custom wood paneling; to avoid damage, no nails, tape, or anything that leaves a residue can be attached to this wall. (The chairs will be moved.)



Figure 6: Theater Lobby / East Window Wall. Placement should be towards the middle or north side of the wall to minimize impact on audience entering the theater.

## General Guidelines for Altar Construction

In keeping with the altares tradition, keep in mind that the goal of constructing an altar is to honor and welcome back the soul of the deceased person. An altar may be dedicated to an individual or a group of people who have departed. Items on the altar should celebrate the spirit of the deceased in a way that encourages enjoyable memories. Please note that the altars are to be for specific people, not animals, political or domestic causes.

- Keep your safety and the public's safety in mind when installing your altar.
- Please bring your own tools and hardware.
- Upon request, the LCC will provide ladders for all artists to share.
- No drawing or painting directly on the walls
- Do not use velcro, foam tape or double-stick tape to attach items to the walls.
- Do not plan to hammer nails into the wall to hang objects.
- Please do not use stickers, contact paper, or similar materials
- Keep food packaged or wrapped to discourage vermin.

- Use battery-operated candles.
- Each artist is responsible for installing his / her altar creation.
- Feel free to make your altar as expressive and artistic as you wish!

We suggest that artists do not use valuable or irreplaceable items in the altares that would pose a significant personal loss if broken / stolen.

### **To Apply**

Please send a cover letter stating your interest and a description of the altar and your resume/bio. A preliminary design or drawing is optional.

Applications must be received no later than 5 p.m. on October 15, 2010. Please mail or deliver to:

Latino Cultural Center  
Attn: 2010 Altares  
2600 Live Oak  
Dallas, TX 75204

### **About the Latino Cultural Center**

The Latino Cultural Center is a division of the City of Dallas Office of Cultural Affairs. Our mission is to serve as a regional catalyst for the preservation, development, and promotion of Latino and Hispanic arts and culture. The Center's 27,000 sq. ft. facility was designed by renowned Mexican architect Ricardo Legorreta and features a 300-seat theater, two visual arts galleries, and an outdoor plaza. Its signature purple tower serves as a beacon to guide visitors to our East Dallas / Deep Ellum location.

The Latino Cultural Center is located at 2600 Live Oak, Dallas, Texas 75204. Located immediately east of downtown Dallas, the Center is less than 1 mile from the Dallas Arts District and conveniently located two blocks north of the DART Green Line Deep Ellum Station. Onsite free parking available. The Center is open Tuesday through Saturday, 10 a.m. to 5 p.m. and in the evenings when performing arts events are scheduled. For additional information, call (214) 671-0045 or visit [www.dallasculture.org/latinocc](http://www.dallasculture.org/latinocc)

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