

City of Dallas News Release

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City of Dallas

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CONTACT:

Rosalinda Luna

rosalinda.luna@dallascityhall.com

214-671-0046

Latino Cultural Center Accepting Booking Reservations for 2011-2012 Season

Dallas (April 29, 2011) -- Arts organizations and artists interested in booking the Latino Cultural Center for the October 2011-September 2012 season are invited to submit their facility requests to reserve space and dates. The Latino Cultural Center will review applications for the use of the space on a first-come, first-served basis. In keeping with the focus and mission of the Latino Cultural Center, use of the space is limited to arts and cultural programs.

Since its opening in 2003, the Latino Cultural Center had made its Oak Farms Dairy Performance Hall available to Dallas artists and arts and cultural organizations to present their artistic programs. The Latino Cultural Center has hosted a broad range of performances, including theater productions, music concerts, dance performances, literary readings, and film screenings. The 300-seat Oak Farms Dairy Performance Hall features a proscenium stage and is fully ADA accessible. Discounted rental rates are available for nonprofit arts and cultural organizations at \$125 / hour; commercial rate is \$400 per hour.

To obtain a facility request form, please email Hortencia Rubalcava, Cultural Programs Coordinator, at Hortencia.rubalcava@dallascityhall.com.

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.

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