



For Immediate Release
February 4, 2014

LINDA VALLEJO: "MAKE 'EM ALL MEXICAN"

THE CLEMENTE SOTO VELEZ CULTURAL & EDUCATIONAL CENTER

NEW YORK, NEW YORK. — Linda Vallejo, a Los Angeles based artist, has created an iconoclastic, provocative, and wickedly funny body of work entitled *Make 'Em All Mexican* offering biting satire with an unexpected, post-postmodern twist. Over thirty works will be included in this major exhibition at The Clemente, organized through Katharine T. Carter & Associates.

"In her new series, Vallejo appropriates and repurposes sacred and pop Western icons, from *Venus de Milo* through the British Queen and early American Presidents to Elvis Presley, and turns them into Latinos. In the process, she "de-constructs time-honored images to create new cultural icons." She reveals cultural consciousness, cultural dreams and wishes, and the separateness that so many Americans feel today."

Since 2010, Vallejo has been "enthralled with images charged with a cultural viewpoint that interpret contemporary issues." She makes the viewers "laugh and then apologize for 'thinking it's a joke.'

Vallejo believes that she has found a way to describe the Latino/Mexican-American/Chicano conundrum, condition, and attitude in "living the American dream." She persuades the viewer to envision their imaginary and wished-for political and social status and then forces them to face the reality of their predicament. In this way, she challenges all prejudices – the old and new ones alike, offering an entertaining, refreshing and highly cathartic experience in times when the freedom to use satire is limited." ***Eva Kirsch, Robert and Frances Fullerton Museum of Art, San Bernardino CA.***

George Lawson, George Lawson Gallery, San Francisco, CA states "As the *Make 'Em All Mexican* series matures, as it gets past the joke, which is essentially a fulcrum, and into the incredibly long lever that is Vallejo's imagination, the seemingly inexhaustible variations on the theme manifest themselves as a pliant language and a tool for examining the function of art in our culture."

William Moreno, former director of Mexican Museum, San Francisco, and curator, states, "The focus of Vallejo's newest suite of work *Make 'Em All Mexican* is anything but subtle. Conceptually-Informed, poignant and ironic, she melds populist cultural conventions and racial politics into an edgy brew, adroitly tapping into that nebulous space between anger and laughter."



Make 'Em All Mexican: Super-Hombre, 2014
Acrylic on re-purposed plastic
26" (h) x 26" (w) x 16" (d)

LINDA VALLEJO: "MAKE 'EM ALL MEXICAN" AT THE CLEMENTE

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About the Artist

Solo exhibitions of Vallejo's *Make 'Em All Mexican* have been presented by Arte Americas in collaboration with the Fresno Art Museum, California State University, San Bernardino Fullerton Art Museum, and the New Mexico State University Art Gallery. In 2014 *Make 'Em All Mexican* will also be featured the Lancaster Museum of Art and History, Lancaster, California, the George Lawson Gallery, and in *Unlikely Thoughts* at the Museo de Las Americas, Denver, Colorado.

She was selected as a 2014 COLA Fellow by the Los Angeles Department of Cultural Affairs. Her work is in the permanent collections of The National Museum of Mexican Art in Chicago, Illinois, Carnegie Art Museum in Oxnard, CA, Los Angeles County Museum of Art at the University of California at Santa Barbara (CEMA), UCLA's California Multicultural and Ethnic Archives, and Stanford University's Chicana Art Multimedia Database.

Vallejo was included in the Getty Foundation's Initiative *Pacific Standard Time: Art in LA 1945-1980* in *L.A. Rising: SoCal Artists Before 1980* published by The California/International Arts Foundation and in two major exhibitions *Mapping Another LA: The Chicano Art Movement*, UCLA Fowler Museum, and *Doin' It in Public: Art and Feminism at the Woman's Building*, Ben Maltz Gallery, Otis College of Art and Design, Los Angeles, CA

Her work has been shown in notable international venues including: the National Museum of Mexican Art, Otis College of Art and Design Ben Maltz Gallery, Los Angeles Craft and Folk Art Museum, UCLA Fowler Museum, The Carnegie Art Museum, Bronx Museum, Museum of Modern Art, New York; San Antonio Museum, Mexico City; Modern Art Museum, and the Southwest Museum of Art, among others. She has received numerous grants, fellowships and awards; her work has been reviewed in *ArtNews*, *Art Business News*, *Southwest Art*, *Angeles Times* and *Art Limited Magazine*.

She is represented by The George Lawson Gallery, San Francisco, CA, 415.703.4400, info@georgelawsongallery.com. Additional information and images at www.lindavallejo.com

About The Clemente

The Clemente Soto Vález Cultural & Educational Center Inc (The Clemente) is a Puerto Rican/Latino cultural institution that has demonstrated a broad-minded cultural vision and a collaborative philosophy. While The Clemente's mission is focused on the cultivation, presentation, and preservation of Puerto Rican and Latino culture, it is equally determined to operate in a multi-cultural and inclusive manner, housing and promoting artists and performance events that fully reflect the cultural diversity of the Lower East Side and the city as a whole. www.csvcenter.org

EXHIBITION DATES: APRIL 3 – APRIL 27, 2014

ARTIST TALK AND OPENING RECEPTION: THURSDAY, APRIL 3, 6 PM – 8 PM

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