Mark Santarelli and Linda Arreola Collection of Magú Materials, circa 1999-2004 CSRC.2016.014

Finding aid prepared by David Platt and Xaviera Flores
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Abstract: The Mark Santarelli and Linda Arreola Collection of Magú Materials consists of items related to the short film documenting the art and activism of Gilbert “Magú” Luján. Materials date roughly from 1999 to 2004. This collection includes audiovisual materials, electronic formats, and production papers.

Scope and Content
The collection contains production materials from the 2003 documentary Magú: Portrait of an Artist. It was directed and produced by Mark Santarelli and Linda Arreola. Showcased at the Silver Lake Film Festival in 2004, the documentary follows the career of influential Chicano painter, sculptor and activist Gilbert ‘Magú’ Luján. The collection is largely made up of audiovisual resources in the form of U-Matics, Betacam SP, and DV cassette, but also contains compact discs, hard drives, and production papers from various Magú projects Santarelli produced. The audiovisual materials document several of Magú’s installations used in the film; extra film footage; and the film itself, which captures Magú speaking on Chicano Art; the Chicano movement; and being one of Los Four. The collection dates from 1999-2004.

Preferred Citation
[Identification of item], [Box #/Folder #], Mark Santarelli and Linda Arreola Collection of Magú Materials (Collection 2016-014). Chicano Studies Research Center, University of California, Los Angeles.

Luján, Gilbert (Biography)
Gilbert Luján popularly known by the moniker Magú, was an influential Los Angeles painter and sculptor, best known for bringing Chicano art to widespread public attention both through his own work and the founding of Chicano art collective Los Four. Magú’s paintings, murals and sculptures were grounded in the textures and objects of daily Chicano life and pop-culture, most recognizably lowriders, often with bright paint jobs and driven by Aztec warriors. A self-proclaimed “ethnic artist” and cultural nationalist, Magú elevated folk art to fine art in an attempt to address, firstly, all fellow Chicanos with art that articulated Chicano identity and individuality and was relevant to the common folk and, secondly, the mainstream art audience by proclaiming the cultural legitimacy of Chicanismo and a uniquely Chicano worldview.

Luján, Gilbert (Biography- EXTENDED)
Gilbert Luján (b. 10/16/1940; d. 07/24/2011), popularly known by the moniker Magú, was an influential Los Angeles painter and sculptor, best known for bringing Chicano art to widespread public attention both through his own work and the founding of Chicano art collective Los Four. Magú’s paintings, murals and sculptures were grounded in the textures and objects of daily Chicano life and pop-culture, most recognizably lowriders, often with bright paint jobs and driven by Aztec warriors. A self-proclaimed “ethnic artist” and cultural nationalist, Magú elevated folk art to fine art in an attempt to address, firstly, all fellow Chicanos with art that articulated Chicano identity and individuality and was relevant to the common folk and, secondly, the mainstream art audience by proclaiming the cultural legitimacy of Chicanismo and a uniquely Chicano worldview.

Luján grew up in East LA, a place he compares to Tijuana with the shacks and dirt roads that characterized it at the time. Regarding his poor upbringing he states, “Abraham Lincoln had a log cabin. I had a tin shack.” This instilled in young Gilbert...
Santarelli has lived in the predominately Latino neighborhood of El Sereno in Los Angeles since 1997. Raised in Texas, Santarelli went to college at Texas Tech in Lubbock and graduated in 1980. He then lived in New Mexico at a co-ed Benedictine community where he studied CG Jung. In Santa Fe, he apprenticed to a documentary filmmaker and worked on a film about New Mexican Chili. Santarelli later studied film at San Francisco State. He moved to Los Angeles in 1986 and worked on low budget movies as an assistant cameraman and an assistant editor. Santarelli met Linda Arreola in 1995 and she introduced him to her mentor, the artist Gilbert Luján, better known as Magú. Arreola inspired and collaborated with Santarelli to make “Magú: Portrait of an Artist.” After receiving his license in psychotherapy in 2000 and graduating as a psychoanalyst in 2012, Santarelli now has a private practice in South Pasadena, CA.

Sources:


Los Four (Biography)

Los Four was an influential Chicano art collective, seen as having been at the forefront of the Chicano movement for over a decade. They gained widespread recognition for Chicano culture and paved the way for future artists. Los Four was founded by Magú in 1973, consisting originally of himself and artists Frank Romero, Carlos Almaraz, Roberto ‘Beto’ de la Rocha and, later, Judithe Hernández. The members were all college-educated and their art reflected an intellectual engagement with the Chicano movement and the need to assert Chicano identity and culture through art, both to a mainstream audience and to their own community. The group’s breakthrough came with an exhibition at the Los Angeles County Museum of Art in 1974, widely seen as the first-time Chicano art was legitimized as the first ever exhibition of Chicano art at a major gallery. Apart from their extensive exhibitions over the next decade and a half, they are also well-known for murals painted across Los Angeles, including the Los Angeles Metro stations designed by Luján, Romero and Hernandez.

Santarelli, Mark (Biography)

Mark Santarelli has lived in the predominately Latino neighborhood of El Sereno in Los Angeles since 1997. Raised in Texas, Santarelli went to college at Texas Tech in Lubbock and graduated in 1980. He then lived in New Mexico at a co-ed Benedictine community where he studied CG Jung. In Santa Fe, he apprenticed to a documentary filmmaker and worked on a film about New Mexican Chili. Santarelli later studied film at San Francisco State. He moved to Los Angeles in 1986 and worked on low budget movies as an assistant cameraman and an assistant editor. Santarelli met Linda Arreola in 1995 and she introduced him to her mentor, the artist Gilbert Luján, better known as Magú. Arreola inspired and collaborated with Santarelli to make “Magú: Portrait of an Artist.” After receiving his license in psychotherapy in 2000 and graduating as a psychoanalyst in 2012, Santarelli now has a private practice in South Pasadena, CA.

Related Materials: UCLA


Patricia Correia Gallery Collection 1991-2008 (Collection130), UCLA Chicano Studies Research Center, University of California, Los Angeles.

Roberto Gutierrez 1960-2005 (Collection 74), UCLA Chicano Studies Research Center, University of California, Los Angeles.
Related Materials: California
Centro Cultural de la Raza Archives, CEMA 12. Department of Special Collections, University Libraries, University of California, Santa Barbara.
Collection of the Center for the Study of Political Graphics (CSPG).
Ester M. Hernandez Papers, M1301. Dept. of Special Collections, Stanford University Libraries, Stanford, Calif.
Harry Gamboa Jr. Papers, M0753, Dept. of Special Collections, Stanford University Libraries, Stanford, Calif.
Royal Chicano Air Force Archives, CEMA 8, Department of Special Collections, University Libraries, University of California, Santa Barbara.
Rupert Garcia and Sammi Madison Garcia Collection, CEMA 101, Department of Special Collections, University Library, University of California, Santa Barbara.
Self-Help Graphics and Art Archives,CEMA 3. Department of Special Collections, UC Santa Barbara Library, University of California, Santa Barbara.
Shifra M. Goldman Papers, CEMA 119, Department of Special Collections, University Library, University of California, Santa Barbara.

Provenance
Materials donated by Mark Santarelli and Linda Arreola (2016).

Subjects and Indexing Terms
Four (Art group)
Lujan, Gilbert, 1940-2011
Mexican American art
Mexican Americans--California--Los Angeles

Box 1

Series I. Audiovisual circa 2002, undated

Box 1
Magú: Portrait, compact disc, undated
Box 1
Magú: Portrait of an Artist, BETACAM, undated, August 2
Box 1
No. 11, U-matic, undated
Box 1
Magú - No. 12, Los 4 Magú, LACMA, U-matic, undated
Box 1
Magú Menudo No. 1, Tape No. 10, U-matic, undated
Box 1
Magú: Portrait of an Artist master, U-matic, undated
Box 1
Magú Studio 2/23/02 No. 8, U-matic, undated
Box 1
Magú Station No. 1, Red No. 9, U-matic, undated
Box 1
Magú, Mental Menudo, DV cassette, 2003 March
Box 1
Magú station, DV cassette, 2002 March
Box 1
2/23/02 Magú, DV cassette, 2002 February 23
Box 1
Magú, Alter, DV cassette, undated
Box 1
Series II. Digital (hard drive) undated

Box 1


Box 1
Production notes and permissions 2003 March 8, undated
Box 1
Silver Lake Film Festival filmmaker pass 2004 September 27