Guide to Just Another Poster Exhibition Collection CEMA 133

Finding aid prepared by Sal Guerena
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Title: Just Another Poster Exhibition Collection
Identifier/Call Number: CEMA 133
Contributing Institution: University of California, Santa Barbara, Davidson Library, Department of Special Collections, California Ethnic and Multicultural Archives
Language of Material: English
Physical Description: 6.0 boxes consists of 3 Document Boxes, 2 Slide Binder Boxes, and 1 Oversize Box
Date (inclusive): 1992-2003
Abstract: Just Another Poster? Chicano Graphic Arts in California explores the critical role posters and other graphic arts have played in the Chicano struggle for self-determination in California. This is one of the many projects that focus on what has been called the Chicano poster movement or explore the inextricable ties between the history of Chicano cultural production and the Chicano civil rights movement.
creator: Güereña, Salvador
Processing Information note
Processed by Salvador Güereña, July 2011.
Custodial History note
The bulk of the collection is composed of aggregated CEMA administrative files collected by Salvador Güereña and includes his own curatorial meeting notes on the project dating from its inception in 1993 through execution in 2000.
Biographical/Historical note
¿Just Another Poster? Chicano Graphic Arts in California was a major interpretive interdisciplinary traveling exhibition on Chicano graphic art in California that was developed between 1993-1999, launched in 2000 and toured nationally through 2003. The exhibition was a comprehensive exploration of the critical role posters and other graphic materials played in the Chicano struggle for self-determination. The project’s origins are attributed to University Librarian Joseph A. Boissé’s desire to produce a full-color volume of silkscreen art from collections in the California Ethnic and Multicultural Archives.
The exhibition was organized by the University Art Museum, University of California, Santa Barbara, in collaboration with CEMA, Department of Special Collections, Davidson Library, UCSB, and the Center for the Study of Political Graphics in Los Angeles. The interdisciplinary curatorial team included Holly J. Barnet, Marla C. Berns, C. Ondine Chavoya, Salvador Güereña, George Lipsitz, Chon Noriega, Rafael Perez-Torres, Tere Romo, and Carol Wells, Director. The project was overseen by Marla C. Berns.
The exhibition was funded in part by grants from: The Rockefeller Foundation, the National Endowment for the Arts, the U.S.-Mexico Fund for Culture, the Intercampus Arts Program of the University of California, California Council for the Humanities, UC MEXUS of the University of California, California Arts Council, the Humanities Research Institute of the University of California in Irvine, and the UC Santa Barbara Library.
Condition Governing Access note
none
Conditions Governing Use note
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Series Description
Series I Curatorial Team Planning contains agendas, notes minutes, general correspondence including e-mails and some on letterhead, project plan, and grant proposals.
Series II Production consists of production files, checklists with various drafts, including preliminary catalogs. Also included are exhibit loans and exhibition texts, including wall panels in English and Spanish, and educational materials.
Series III Publicity and Publications holds news releases, sample promotional materials from the venues, and a copy of the exhibition catalog and poster.
Series IV Slides is held in two binder boxes with slides marked as part of the preliminary selections for the exhibition selection process.
Series V Photographs contains photographs depicting the silkscreen process.
Scope and Contents note
### Series I Curatorial Team Planning

- Box 1, Folder 1: Correspondence and Meeting Notes 1992-1993
- Box 1, Folder 2-7: Correspondence and Meeting Notes 1993
- Box 1, Folder 8: Correspondence and Meeting Notes 1993-1994
- Box 1, Folder 9: Correspondence and Meeting Notes 1993-1996
- Box 1, Folder 10: Correspondence and Meeting Notes 1994-1995
- Box 1, Folder 11-13: Correspondence and Meeting Notes 1995-1998
- Box 1, Folder 14: Correspondence and Meeting Notes 1996
- Box 1, Folder 15-16: Correspondence and Meeting Notes 1998
- Box 1, Folder 17-22: Correspondence and Meeting Notes 1999
- Box 1, Folder 23: Correspondence and Meeting Notes 1999
- Box 1, Folder 24-26: Correspondence and Meeting Notes 2000
- Box 1, Folder 27: Correspondence and Meeting Notes 2000-2001
- Box 1, Folder 28: Correspondence and Meeting Notes undated
- Box 1, Folder 29: Correspondence and Meeting Notes, Mexico 1999
- Box 2, Folder 1: Grant 1994
- Box 2, Folder 3: Permission to Reproduce 2001
- Box 2, Folder 4: Project Plan undated
- Box 2, Folder 5: Project Plan and Summary undated
- Box 2, Folder 6: Roster of Team 1995-1996
- Box 2, Folder 7: UCSB Library Fundraising 1997

### Series II Production

- Box 2, Folder 8: Artist Lists and Mechicano Art Center Inventory 1999
- Box 2, Folder 9: Bibliography on Chicano Graphic Art undated
- Box 2, Folder 10: Checklists Drafts, Catalog of Preliminary Selections 1995
- Box 2, Folder 11: Checklists Drafts, Catalog of Revised Selection 1998
- Box 2, Folder 12-15: Checklists Drafts 1999
- Box 2, Folder 16-17: Checklists Drafts undated
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<th>Box</th>
<th>Folder</th>
<th>Description</th>
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<tr>
<td>Box 2, Folder 18</td>
<td>Checklists Drafts, Mechicano Art Prints 1996</td>
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<td>Box 2, Folder 19-20</td>
<td>Exhibit Loans 1999-2001</td>
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<td>Box 3, Folder 1-2</td>
<td>Exhibit Loans 2000-2001</td>
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<td>Box 3, Folder 3</td>
<td>Exhibit Loans 2003</td>
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<td>Box 3, Folder 4</td>
<td>Frame Signed undated</td>
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<td>Box 3, Folder 5</td>
<td>Spreadsheets of CEMA Posters undated</td>
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<td>Box 3, Folder 6</td>
<td>Texts 2000</td>
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<td>Box 3, Folder 7</td>
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<td>Box 3, Folder 8-9</td>
<td>Texts in Spanish undated</td>
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<td>Box 3, Folder 10-12</td>
<td>Texts and Labels ca. 1999</td>
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**Series III Publicity and Publications**

| Oversize-Box 6, Folder 1 | Announcement Poster for UCSB Venue 2001 |
| Box 3, Folder 13 | Exhibition Catalog 2001 |
| Box 3, Folder 14-15 | Sample Promotional Materials 2000-2003 |
| Oversize-Box 6, Folder 2 | Sample Publicity Articles 2001 |
| Box 3, Folder 16 | Fowler Museum, UCLA 2001 |
| Box 3, Folder 17 | University Art Museum, UC Santa Barbara 2001 |

**Series IV Slides**

| Box 4-5 | Preliminary Selection Slides undated |

**Series V Photographs**

| Oversize-Box 6, Folder 3 | Silkscreen Process Photograph Documentation undated |