Guide to the Latino Museum of History, Art, and Culture collection CEMA 52

UC Santa Barbara Library, Department of Special Research Collections

UC SANTA BARBARA

Library
University of California, Santa Barbara
Santa Barbara 93106-9010
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URL: http://www.library.ucsb.edu/special-collections
Language of Material: English
Contributing Institution: UC Santa Barbara Library, Department of Special Research Collections
Title: The Latino Museum of History, Art, and Culture collection
creator: Becerril, Monica
Identifier/Call Number: CEMA 52
Physical Description: 10 Linear Feet (14 document boxes and 2 oversize-flat boxes)
Date (inclusive): 1988-1998
Abstract: Founded by Director, Denise Lugo, the Latino Museum of History, Art, and Culture (1995-2000), was located in the Downtown Arts District of Los Angeles and promoted awareness of contemporary Latin American art and culture. The Museum featured artists from countries such as Argentina, Cuba, Guatemala, Mexico, and Peru. Examples of some notable artists whose works were featured in their exhibitions include Cuban American artist, Paul Sierra, and Los Angeles Chicano Art Group, the Los Four (Frank Romero, Carlos Almaraz, Robert de la Rocha, Gilbert "Magu" Lujan, and fifth member, Judithe Hernández). The Museum’s then Curator of American Art, Monica Becerril (formerly known as Monica Torres-Creason), donated the materials found in this collection. This collection largely contains organizational and internal files, exhibition planning files, and promotional material such as flyers, pamphlets, and catalogs that advertised artist exhibitions curated by the Museum from 1988-1999.

Conditions Governing Access
The collection is open for research

Conditions Governing Use
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Preferred Citation
[Identification of Item], The Latino Museum of History, Art, and Culture collection, CEMA 52. Department of Special Research Collections, UC Santa Barbara Library

Immediate Source of Acquisition
Donated by Monica Becerril (formerly known as Monica Torres Creason), 2002.

Processing Information
Processed by Mari Khasmanyan and Chelsea Lumidao, 2018.

Scope and Contents
Founded by Director, Denise Lugo, the Latino Museum of History, Art, and Culture (1995-2000), was located in the Downtown Arts District of Los Angeles and promoted awareness of contemporary Latin American art and culture. The Museum featured artists from countries such as Argentina, Cuba, Guatemala, Mexico, and Peru. Examples of some notable artists whose works were featured in their exhibitions include Cuban American artist, Paul Sierra, and Los Angeles Chicano Art Group, the Los Four (Frank Romero, Carlos Almaraz, Robert de la Rocha, Gilbert "Magu" Lujan, and fifth member, Judithe Hernández). The Museum’s then Curator of American Art, Monica Becerril (formerly known as Monica Torres-Creason), donated the materials found in this collection.

This collection largely contains organizational and internal files, exhibition planning files, and promotional material such as flyers, pamphlets, and catalogs that advertised artist exhibitions curated by the Museum from 1988-1999.

Arrangement
All items in the collection are arranged by their original order and have been organized into the following series:

Personal biographical files This series contains Monica’s work notes, calendars, personal memorabilia and other work files from her time as Curator at the Latino Museum.

Organizational files This series contains exhibition notes, flyers, and internal files (memos, correspondence, contracts, budget material) relating to the organization of exhibitions by the Museum. The series also includes files related to a Dia de los Muertos exhibition, and exhibitions related to various Latin American artists.

Publications and promotional material This series contains outreach materials and promotional writing the Museum’s artists and exhibitions. It includes magazines, newspapers, and news article clippings.
Photographs This series contains photographs taken at the Museum’s events and exhibition openings. It also includes photographs taken by Monica of artist Judithe Hernandez.

Audiovisual materials This series contains video files of interviews between the Museum and the artists they represented. Please note: access to video files may be limited if service copies have not yet been digitally made of the original recordings.

Related Materials
Researchers may also wish to consult:
Self Help Graphics and Art Archives, CEMA 3. Department of Special Research Collections, UC Santa Barbara Library

Personal and biographical files

Notebooks
General
Notebooks and journals are comprised of to do lists, contacts, reminders, and plans.

flat-oversize 16
Notebook March 28, 1996 - May 16, 1996
flat-oversize 16
Notebook May 21, 1996 - September 11, 1996
flat-oversize 16
Notebook September 12, 1996 - November 14, 1996
flat-oversize 16
Notebook November 18, 1996 - January 07, 1997
flat-oversize 16
Notebook January 07, 1997 - February 12, 1997
flat-oversize 16
Notebook March 24, 1997 - June 1, 1997
flat-oversize 16
Notebook February 12, 1997 - March 24, 1997
flat-oversize 16
Notebook June 02, 1997 - August 22, 1997
flat-oversize 16
flat-oversize 16
Notebook November 07, 1997 - January 26, 1998
flat-oversize 16
flat-oversize 16
flat-oversize 16
Notebook March 12, 1998 - April 28, 1998
flat-oversize 16
Notebook April 29, 1998 - June 17, 1998
flat-oversize 16

box 5, folder 16
Monica Torres Creason resume 1999

box 7, folder 15
Letter of recommendation from the Latino Museum 1996 September 4

box 10, folder 22
Nametag and pin

flat-oversize 15, folder 1

Personal desk calendars May 1996 - November 1996

Organizational files

Notes
General
Folders contain handwritten notes by Monica de La Garza (previously Monica Torres Creason) on various meetings, exhibitions, and plans.
Organizational files

Notes

<table>
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<tr>
<th>Box</th>
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<th>Description</th>
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<tr>
<td>box 1,</td>
<td>note 27-34</td>
<td>Notes from meetings October 30, 1996 - July 17, 1997</td>
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<tr>
<td>box 2, folder 6</td>
<td></td>
<td>Notes from meetings 1997 April 11</td>
</tr>
<tr>
<td>box 2, folder 7-8</td>
<td></td>
<td>Notes from phone calls and meetings 1996-1997</td>
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<td>box 2, folder 14-18</td>
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<td>Notes from meetings October 1997</td>
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<td>box 2, folder 23-30</td>
<td></td>
<td>Notes from staff meetings April 20, 1998 - June 3, 1998</td>
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<td></td>
<td>Meeting notes 1997-1998</td>
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<td>box 5, folder 11</td>
<td></td>
<td>Notes on Casa Sola Collection undated</td>
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<td>box 7, folder 17</td>
<td></td>
<td>Miscellaneous notes 1997-1998</td>
</tr>
<tr>
<td>box 7, folder 23</td>
<td></td>
<td>Notes regarding Con Santos article undated</td>
</tr>
<tr>
<td>box 7, folder 29</td>
<td></td>
<td>Notes regarding Elsa Flores' visit and meeting 1988-1989</td>
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Flyers

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<td>Pamphlets and flyers 1996</td>
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<td>Folder contains flyers and pamphlets from exhibitions placed by the Latino Museum of History, Art, and Culture.</td>
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<td>box 3, folder 39</td>
<td></td>
<td>Flyers and advertisements 1997</td>
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<tr>
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<td></td>
<td>Treateo Con Ganas exhibition flyers 20 December 1996</td>
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<td>box 4, folder 17-18</td>
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<td>General</td>
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<td>Los Angeles County Museum of Art and Latino Museum flyers and pamphlets 1995-1998</td>
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<td>Folder contains flyers on the Dia de los Muertos exhibition and booklets titled Alabrava and Pocho Magazine.</td>
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<td>Miscellaneous flyers undated</td>
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<td>box 7, folder 26</td>
<td></td>
<td>Miscellaneous flyers 1997</td>
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<td>box 8, folder 16</td>
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<td>Mural postcards and pamphlets</td>
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Dia de los Muertos

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<td>Oxaca: Su Rito a la Muerte exhibition presentation slides 1996 November 2</td>
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<tr>
<td>box 6, folder 4</td>
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<td>Dia de los Muertos: My Personal Icon exhibit 1997 August 26</td>
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<td>box 7, folder 24, 26</td>
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<td>Dia de Los Muertos information 1996 November 2</td>
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Los Four

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<tr>
<td>box 1, folder 5-16</td>
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<td>Los Four research and Latino art history research undated</td>
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<td>box 1, folder 17-18</td>
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<td>Magu Lujan research undated</td>
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<td>Los Four and the Los Angeles County Museum of Art 1973</td>
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<td>box 3, folder 1-7</td>
<td></td>
<td>Los Four research undated</td>
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<td>box 3, folder 8-9</td>
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<td>Los Four research - Gilbert &quot;Magu&quot; Lujan undated</td>
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<td>Los Four research - Frank Romero undated</td>
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<td>Los Four research - Carlos Almarez undated</td>
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<td>Los Four research - Judithe Hernandez undated</td>
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<td>Los Four research undated</td>
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<td>Los Four research - regarding Carlos and Monica undated</td>
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<td>Los Four research - regarding Magu and Monica undated</td>
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<td>Los Four research - regarding Judithe and Monica undated</td>
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<td>3, 28-35</td>
<td>Los Four research undated</td>
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<td>5, 7-9</td>
<td>Los Four research information attained from meetings, studio visits, artists, etc. 1996-1997</td>
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<tr>
<td>8, 7</td>
<td>Los Four information undated</td>
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<td>7, 28</td>
<td>Original Los Four 1973 exhibition brochure 1973</td>
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<td>7, 30-31, 8, 1-6</td>
<td>Los Four papers 1997-1998</td>
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<td>9, 8</td>
<td>General Folder contains a fax transmission, budget breakdown, exhibition checklist, memos, chronological curatorial schedule, notes, copies of articles, and lists of artwork.</td>
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<td>9, 9-13, 10, 1-6</td>
<td>Los Four: a retrospective of the East Los School of Painting October 1998 - February 1999</td>
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<td>8, 8-15</td>
<td>Los Four 1997</td>
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<td>8, 16-23</td>
<td>General Folders contain notes, correspondence, chronological list of the collection, photocopies of notes, memos, contracts, and a paper by Adam Creason.</td>
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<tr>
<td>9, 22-24</td>
<td>Paul Sierra 1998</td>
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<td>9, 7</td>
<td>General Folders contain copies of faxes, notes, copy of presentation slides, correspondence, and schedules of events.</td>
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<td>Paul Sierra: a cultural corridor 1998 August 9</td>
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<td>1, 24-25</td>
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<td>Paul Sierra 1993-1995</td>
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<td>Paul Sierra information undated</td>
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<tr>
<td>8, 16-23</td>
<td>Paul Sierra organizational files 1993-1998</td>
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<td>General Folders contain flyers, exhibit reports, curator statements, news articles, résumé, and notes on the work between Paul Sierra and the Latino Museum of History, Art, and Culture.</td>
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<tr>
<td>8, 22-24</td>
<td>Paul Sierra 1998</td>
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<td>Files from the Latino Museum 1997</td>
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<td>General Folder contains handwritten memos, notes, minutes of meetings, and lists of artwork.</td>
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</table>
Latino Museum miscellaneous files 1996

box 2, folder 1-3

The Latino Museum information 1996-1997

General

Folders contain job descriptions, notes on the Cultural Grants Program, notes on Plan for Latino, and Monica Creason's application for employment with the Latino Museum.

box 2, folder 9

The Latino Museum information 20 August 1996

General

Folder contains flyers for the Pre-Columbian Renditions and Expressions exhibition and Monica De la Garza's business cards.

box 2, folder 4-5

Regarding books, library information, etc. undated

box 2, folder 19-22

Meeting files 1998

General

Folder contains minutes of meetings, memos, budget statements, and notes.

box 3, folder 36

The Latino Museum envelopes and letterhead undated

box 4, folder 1-2, 6-8

Organizational files 1996-1997

General

Folders contain an informational packet on the Latino Heritage Resource Center of California, an informational packet on the Los Four exhibition, and papers on the background of the Latino Museum of History, Art, and Culture.

box 4, folder 12

Calendar Advisory 1997 May 16

box 4, folder 3

Miscellaneous papers 1997

General

Folder contains a flyer for the "Reawaken the Vision" exhibition, a release form for the L.A. artists, and an article discussing LACMA's acquisition of Mexican modernist art.
box 4, folder 4-5

Informational brochure undated

box 4, folder 26

Chronological schedule of the exhibitions 1997

box 5, folder 10

Murals of Victor Clothing Co. undated

box 5, folder 30-34

Files from the Latino Museum 1997

General

Folders contain fax transmissions, draft chronology of collections, notes on the Dia de los Muertos exhibition, release forms, and correspondences.

box 6, folder 11-30, box 7, folder 1-9

The Latino Museum information 1995-1997

General

Folders contain memos, notes, proposals, inventory and price lists, artists lists, schedules, correspondence, conditioning reports, minutes, activity reports, and copies of related articles.

box 6, folder 1-3

The Latino Museum and the Getty 1997

General

Folders contain correspondences between the Latino Museum and the Getty, along with organizational files such as a mailing list, media list, notes, and release forms.

box 7, folder 10

The Latino Museum projected strategic plan 1996-1998

box 7, folder 11

Rough sketch of the Latino Museum fall open plan 1997

box 7, folder 22

Regarding Leo Limon 1997 October 23

General

Folder contains a list of Leo Limon's exhibitions.

box 8, folder 29, box 9, folder 1-5
Monica's reports and evaluations undated

General


box 9

Torres-Creason, Monica and Margarita Medina. The Latino heritage resource center curatorial department status report. The Latino Museum of History, Art, and Culture. (Draft) 1998 February 20

box 9

Torres-Creason, Monica and Margarita Medina. The Latino heritage resource center curatorial department status report. The Latino Museum of History, Art, and Culture. (Draft) undated

box 9, folder 6

Torres-Creason, Monica and Margarita Medina. The Latino heritage resource center curatorial department policy and procedures handbook. The Latino Museum of History, Art, and Culture. (Draft) 1998 February 20

box 10, folder 7-21


General

Folder contains agendas, copies of articles, correspondences, memos, time sheets, draft of exhibition timelines, and invoices.

Publications and promotional material

Artscene magazine

box 4, folder 20


box 4, folder 21


box 4, folder 22


box 4, folder 23


News articles

box 1, folder 1-4

Latino Museum of History, Art, and Culture articles 1997-2002

General

Folder contains online articles related to the Latino Museum.

box 2, folder 10-11

Latino Museum articles 1996 November 1996

box 4, folder 9-11

The Latino Museum photo copies of articles 1997-1998

box 5, folder 26-28

Latino march news articles 1996

box 7, folder 18-21

Miscellaneous articles and flyers

box 5, folder 12

Latin American Museum news articles undated
## Newspapers

<table>
<thead>
<tr>
<th>Flat-oversize 15, folder 2</th>
<th>El machete. [San Jose, Calif.]: San Jose State. 1997 March 20</th>
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<td>The Los Angeles times: life and style. [Los Angeles, Calif.]: Times-Mirror Co. (copy) 1995 June 26</td>
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<tr>
<td>Flat-oversize 15, folder 6</td>
<td>Miscellaneous newspapers 1996-1997</td>
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<th>La Opinión. Los Angeles, Calif. 1998 May 13</th>
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<td>Flat-oversize 15, folder 9</td>
<td>The Los Angeles times. Los Angeles (Calif.): Times-Mirror. 1998 May 04</td>
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<td>The Los Angeles times. Los Angeles (Calif.): Times-Mirror. 1998 May 30</td>
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<th>Box 4, folder 19</th>
<th>Los Angeles (Calif.).The Los Angeles festival guide. Los Angeles, Calif: The Dept. 1998</th>
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<tr>
<th>Box 4, folder 25</th>
<th>Self Help Graphics postcards undated</th>
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<tr>
<th>Box 5, folder 2-6</th>
<th>Miscellaneous flyers of various museums and galleries undated</th>
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Publications and promotional material

Newspapers

Folders contain flyers and pamphlets from various museums and galleries such as the Getty Villa, Self Help Graphics, Getty Center, Museum of Contemporary Art, etc.

box 5, folder 17

Omlec civilization information undated

box 5, folder 18

Hojalateria Mexican tin art undated

box 5, folder 19

Moore, Joan, and Raquel Pinderhughes. *In the barrios: Latinos and the underclass debate.* New York: Russell Sage Foundation. (copy) 1993

box 5, folder 20


box 5, folder 21

United Farm Workers pamphlet undated

box 5, folder 22

Miscellaneous information on Mexico undated

General

Folder contains a informational packet on Cinco de Mayo, Mexican history, a map of Mexico, and photographs.

box 5, folder 23

Raquel RaBinovich undated

General

Folder contain copies of articles, testimonies, and descriptions of the artwork.

box 5, folder 25

Rosas, Alejandro. *Chicano and Latino artists of Los Angeles.* Glendale, Calif: (copy) 1993

box 6, folder 5

Dan Saxon Gallery undated

General

Folder contains a list of artwork and their prices and a photo copy of a flyer.

box 6, folder 6-10

Chicano Art undated

General
Publications and promotional material

Newspapers

Folder contains various excerpts and articles related to Chicano art.

box 7, folder 13

**Miscellaneous papers undated**

General

Folder contains various flyers, pamphlets, and a sugar skull mask.

box 7, folder 14

**Museum of Latin American Art flyers 1997**

box 7, folder 27

**Natural History Museum. The Cat’s Meow newsletter. October 1998**

box 7, folder 25


box 8, folder 25-28


box 8, folder 25

**Precita Eyes Mural Arts Center 1997 May 01**

box 9


Photographs

- album 11  Photos of Judithe Hernandez's work 1997 February 13
- album 11  Peter Hernandez collection regarding Judithe Hernandez February 1997
- album 11  Photos by Monica Torres Creason regarding Judithe Hernandez February 1997
- album 11  Jamie and Marie Hernandez collection undated
- album 11  Latino Museum staff and Los Four members 1996
- album 11  Latino Museum of History, Art, and Culture; Los Angeles, CA 1996-1997
  General
  Table of Contents: 1996. Con Safos video shoot; 1/17/97, Los Four member/artists, Judithe Hernandez video shoot, Santa Monica, CA; 1997, Los Four video shoot at Frank Romero's house, Los Angeles, CA; 1997, Latino Museum building, prior to renovation
- album 11  Latino Museum of History, Art, and Culture; Los Angeles, CA 1997
  General
<table>
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<th>Album</th>
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| 12    | **Latino Museum of History, Art, and Culture; Los Angeles, CA 1996-1997**  
**General**  
| 13    | **Latino Museum of History, Art, and Culture; Los Angeles, CA 1997-1998**  
**General**  
Table of Contents: 8/27/97, Frank Romero Studio Visit; June 1997 Beto de la Rocha, video shoot; 1997 Dan Guerrero Collection; May 1998, Frank Romero Exhibit at Cal State LA, Luckman Gallery  |
| 14    | **Latino Museum of History, Art, and Culture; Los Angeles, CA 1997**  
**General**  
| 14    | **Latino Museum of History, Art, and Culture; Los Angeles, CA 1997-1998**  
**General**  

**Audiovisual material**

- **item V9302/VHS** Public relations for Paul Sierra: A Cultural Corridor 1998 May 10  
- **item V9303/VHS** The Latino Museum of History, Art, and Culture "For the Kids." An Interview with artist Paul Sierra 1995 June 20  
- **item V9300/VHS** The Latino Museum "Los Four" 1996 October 30  
- **item V9301/VHS** Casa Martinez with Robert Martinez "Bicultural Names, Bicultural Lives" 1995 June 20