

Western Arts Alliance Institute Mazatlán May 29 – June 1, 2010

“Music is everywhere in the Centro Histórico, the resurrected arts district and architectural marvel of this city on México’s west coast. So are galleries, sidewalk cafes and that illusive, prized product of a cosmopolitan city: the so-called creative class — artists, actors, writers, musicians, designers, hipsters, foodies and fashionistas.”
The New York Times, October 2009

Ideas, Experience, Perspective

The perspectives of the most experienced amongst us become even more important as we address the changing nature of our field and communities, the transition of leadership, and the importance of sharing knowledge and experience with others. To gain these perspectives, we invite both experienced as well as emerging leaders together with extraordinary guest speakers to the relaxed environment of the Western Arts Alliance Institute. We will listen, reflect, respond, and renew.

Cultural Enrichment

The Institute will be based in Mazatlán’s restored opera house, the Teatro Angela Peralta, which sits on the Plaza Machada in El Centro Histórico. The neighborhood is full of lovely galleries, restaurants, hip night spots, and quirky boutiques. You will be able to stroll the plaza and the surrounding narrow streets and alleys—the downtown is lively, charming and completely safe. In addition, we have planned two excursions to expand your experience Mazatlán (con comida, cerveza y Tequila, claro).



Teatro Angela Peralta

Program

Day One – Saturday, May 29

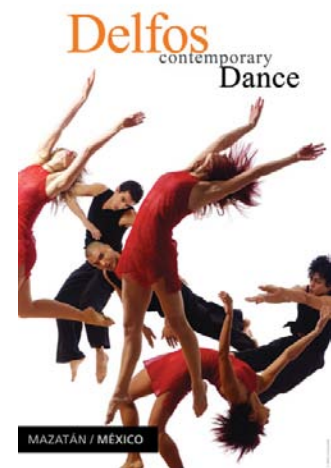
The program will begin at approximately 2:00 pm.

Welcome & Introductions

Panel: *The Search for New Shores: Delfos Danza, Decentralization and re-Development*

In 1998, thanks to the support of Mazatlán City Hall through the Municipal Cultural Diffusion (Mazatlán’s public arts agency), Delfos Danza Contemporánea moved from México City to the Angela Peralta Theater in Mazatlán—literally beyond the *frontera* of Mexican contemporary dance. Soon after the move, Delfos established the Mazatlán School of Professional Dance and the spark was set. Thus began a ten-year process of decentralization, promotion, dance education, artistic growth, and downtown re-development.

This panel examines how Mazatlán’s arts and civic leaders invited one of the leading contemporary dance companies of México City to the crumbling El Centro Histórico, reinvigorating the company and the community in the process. Co-artistic directors of Delfos, Víctor Manuel Ruiz and Claudia Lavista, and Mazatlán’s Director of Tourism of Mazatlán and former Artistic Director of the Angela Peralta Theater Ricardo Urquijo Beltran, will discuss the remarkable journey and how the artistic development of a dance company became intertwined with the revitalization of the Plaza Machado. Joe Randel of ArtesAméricas will moderate.



Opening Reception – “Disfrute refrescos con tu amigos nuevos”

Day Two – Sunday, May 30

Special Guest: Mark Hugo Lopez – *Hispanics and the Growing Diversity of America*

In the past 30 years, the U.S. Hispanic population has more than tripled to become the nation's largest, and youngest, minority group. Today, there are 47 million Hispanics in the U.S., representing 16% of the U.S. population. By 2050, projections suggest there will be 129 million Hispanics in the U.S.— 29% of all U.S. residents. This growth has implications for the nation's politics, educational institutions, and cultural institutions. This presentation will explore the growing diversity of the U.S., with a specific focus on Latinos.

Mark Hugo Lopez is the Associate Director of the Pew Hispanic Center where he studies the political engagement of Latinos, Hispanics and the criminal justice system, Latinos and their experience with the economic downturn, and Latino Youth. Lopez also helps coordinate the Center's national surveys. Additionally, he currently serves as a Visiting Professor at the University of Maryland's School of Public Policy and as the Second Vice President of the American Society of Hispanic Economists (ASHE). Lopez received his Ph.D. in economics from Princeton University in 1996. He joined the Pew Hispanic Center in January of 2008.

Cultural Excursion: El Quelite

In the afternoon we'll visit the pre-Hispanic village of **El Quelite** and lunch at the famous [El Meson de los Laureanos](#)—a very traditional Mexican restaurant that draws on local recipes hundreds of years old—with not to miss house-made cheeses (pictured at right), pozole, and barbecued goat.



Day Three – Monday, May 31

Special Guest: Josh Kun – *Listening to the Future of the Arts*

Josh Kun is Associate Professor in the Annenberg School of Communication and the Department of American Studies and Ethnicity at University of Southern California (USC). He is director of The Popular Music Project (www.usc.edu/pmp) at USC Annenberg's The Norman Lear Center. He holds a Ph.D. in Ethnic Studies from UC Berkeley and a B.A. in Literature from Duke University. He is the author of *Audiotopia: Music, Race, and America* (University of California Press) which won a 2006 American Book Award.

He has published widely on popular music, the US-México border, the popular cultures of Los Angeles, and inter-American literary and cultural studies. As a critic and journalist, Kun is a regular contributor to *The New York Times*, *The Los Angeles Times*, *Los Angeles Magazine*, *VIBE*, and *Tu Ciudad Los Angeles*. His writing has also appeared in *LA Weekly*, *Village Voice*, *SPIN*, *Mother Jones*, *Rolling Stone*, and in México *La Jornada* and *Proceso*.

Most recently, he co-founded Reboot Stereophonic, a non-profit record label dedicated to excavating lost treasures of Jewish-American music. His latest book is *And You Shall Know Us By The Trail of Our Vinyl: The Jewish Past as Told by the Records We Have Loved and Lost* (with co-author Roger Bennett; Random House), and he's currently working on *The Ballad of Tijuana: American Myths, Mexican Dreams, and the Making of Tijuana*.

Special Guest: Sandra Guido – *Sustaining Mexico: Environmental Conservation, Education and Social Change*

Sandra Guido holds a Masters Degree in Oceanography from the Center for Scientific Research and Higher Education of Ensenada (CICESE). She also works in the area of environmental education at the Aquaculture and Environmental Research Center for Food and Development in the city of Mazatlán, Sinaloa. Sandra develops environmental education programs on the marine and coastal environment, as well as programs for primary schools.

She is the coordinator of the Network of Environmental Educators in the state of Sinaloa, a nongovernmental organization that works towards creating a sustainable society through education. She also heads the regional sustainable development agenda and environmental education at the Museum of Natural History Estero del Yugo. Sandra is a founding member of the Board of Directors of the Fonda de Acción Solidaria (FASOL), a non-governmental organization that provides small grants directly to grassroots groups working to make social and environmental change in northwest México.

Cultural Excursion: Tequila Tasting

In the spirit of David Lieberman's wine seminar of WAA Institutes past—we'll sit down for a guided **Tequila tasting**. Should you over-indulge we'll have suggestions for the best Menudo in Mazatlán.

Day Four – Tuesday, June 1

Panel: *Curating Mexican Performance*

In many ways, identifying exciting Mexican performing artists is the easy part. How do we as programmers, agents, and managers curate work from such a diverse and dynamic cultural diaspora? Where does one begin such a process? What do you need to know about México's folk traditions to understand and appreciate contemporary Mexican performance? Get the inside scoop from our panel of experts who will share their knowledge, strategies, and tips to success.



Panelists:

Igor Lozada is General Director of Cultural Affairs for Cultura UDG at the University of Guadalajara. He co-founded, produced, and was executive director of Teatro de Ciertos Habitantes. He was formerly Executive Producer and Theater Coordinator of the Cervantino International Festival. **Claudia Norman** is Artistic Director of New York City's México Now Festival and previously served as Latin American Program Officer at Arts International. **Raúl Rico González** is an independent producer, opera director, and impresario based in Mazatlán. **Steve Heath** is an agent at SRO Artists with a personal passion for Mexican music. He moonlights as a talent buyer for the Arab American Community Center in Dearborn, MI, that produces the prestigious diversity festival "Concert of Colors" in Detroit.

Closing Discussion

Institute Mazatlán Team

Facilitator, Joe Randel

Since 2006, Joe Randel has served as the Director of ArtesAméricas at Texas Performing Arts, The University of Texas at Austin. A fluent Spanish and Portuguese-speaker, Joe has extensive experience living, working, and studying in Latin America. Prior to assuming his current role, Joe worked as the Performing Arts Center's Event Manager for three years. Before moving to Austin in 2002, Randel worked as Production Coordinator during four seasons with the Wolf Trap Foundation for the Performing Arts. Additionally, Joe serves on the Programming Committee for the International Society of the Performing Arts (ISPA), as well as the Congress Planning Committees for ISPA's upcoming congresses in New York and São Paulo.



ArtesAméricas is a program of Texas Performing Arts, The University of Texas at Austin, in partnership with the University's Teresa Lozano Long Institute of Latin American Studies. The program promotes cultural dialogue in the Americas through the performing arts. In addition to presenting the best performing artists from throughout the hemisphere, ArtesAméricas supports events and programs that serve as catalysts to broaden the understanding, appreciation, and support for the performing arts in the Americas.

Project Consultant/Coordinator, Lynn Fisher, Frontera Arts

Lynn Fisher has worked in performing arts management and booking since 1991. She also currently manages Delfos Danza Contemporánea of Mazatlán, Mexico. Through support from the NEA, NEFA and National Dance Project, she produced and managed a six-week U.S. tour in the fall of 2004 for Delfos. Lynn specializes in working with culturally diverse performers and companies in the U.S. for whom she books and manages tours in both traditional presenting organizations and community-based organizations. She has conducted professional development workshops for Western Arts Alliance, Arts Northwest and Texas Commission on the Arts, served on the City of Austin Cultural Contracts Panel and on the board of Dance Umbrella in Austin Texas. She is an associate of ArtSource Management. A former actress and singer in Chicago, Lynn Fisher studied theater at the University of Denver and received her B.A. in Sociology and Anthropology from Lake Forest College.



Frontera Arts, based in Austin, Texas specializes in project management and consulting for U.S. and international performing artists and arts organizations.

Registration

Registration for the Institute is \$350 for WAA members, \$425 for non-members. Registration includes an opening reception on Saturday evening and lunch on Sunday and Monday. A registration form is attached.

Scholarships

Three scholarships will be available for emerging leaders from WAA member organizations. The Scholarship includes registration and \$500 towards expenses (hotel, travel, per diem). Scholarships are based on the following criteria: the potential to reach individuals, communities, and/or organizations that are currently under-represented in the Institute; the potential to bring new knowledge or expertise to the Institute; and a record of accomplishment. To apply, please send a one or two page letter with your registration form. For more information, please call Tim Wilson at 503-274-4729.

Presenter scholarships are made possible by the Jerry Willis Fund, established by the Western Arts Alliance Board of Directors in 1997 and funded by individual gifts from WAA members. The fund is dedicated to the education and mentoring of new and emerging presenters. Jerry Willis (1938 - 1997), was the long-time manager of Caltech Public Events, a co-founder of Western Arts Alliance, and one of the leading forces in academic performing arts presenting.



The courtyard of the Melville Hotel

Travel & Accommodation

Mazatlán is served by US Airlines (from Phoenix), Continental Airlines (from Houston), and Alaska Airlines (from Los Angeles and Seattle). The Mazatlán airport, General Rafael Buelna Airport (MZT), is about 9.5 miles from downtown. A taxi ride to El Centro de Mazatlán, will take about 20 minutes and cost about \$15-\$20 (practice your bargaining skills).

We are in the process of securing hotels at various price points and locations around the Plaza Machada and the downtown waterfront. If you would like more details about the hotels, please contact the WAA office.

Proposed Hotels

All of these are within a short walk of the Teatro Angela Peralta where most events will take place.

[Posada Freeman](#) (a Best Western Hotel), right on the waterfront, rooftop bar, great views, approximately \$80 w/breakfast.

[The Melville Hotel](#), built as a school for nuns, all “suites” hotel just off the Plaza Machado. A bit rustic, but well kept and charming. Approximately \$75

[Casa Lucila](#), Mazatlán’s new upscale “spa hotel” on the waterfront. Eight gorgeous rooms, many with beautiful ocean views, \$100-\$200 including an amazing breakfast.

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made possible in part by a grant from the
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Western Arts Alliance

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Institute Mazatlán
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Ideas, Experience, Perspective

Registration Form

Please print clearly or type right in the form

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Do you have any special dietary needs? _____

Registration Fees

(Check one)

Institute Registration Fee

Member \$350

Non-Member \$425

Scholarship Applicant
(Attach letter)

Check Only One:

Enclosed is my check

Enclosed is a Purchase Order or TA

Please charge the total to my credit card (VISA, MC, and AMEX only)

Card Number: _____ Exp. Date: _____

Name on Card: _____

Billing Address: (if different from above) _____

Signature: _____

Space is limited to 35, so register ASAP but no later than Friday, April 30, 2010.

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