



MEDIA ALERT
FOR IMMEDIATE RELEASE

March 4, 2010

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**COUNCILMEMBER BERNARD PARKS
WILL ANNOUNCE MARCH 2010 AS
“LOS ANGELES BIG READ MONTH”**

Los Angeles - March 2010 will be dedicated as “Los Angeles Big Read Month” by the Mayor and the Los Angeles City Council during a proclamation ceremony at Los Angeles City Hall City Council Chambers, on March 5, 2010, at 10:00 a.m. The NEA’s Big Read Project will be launched by Councilmember Bernard Parks who will officially acknowledge the program produced by the Department of Cultural Affairs through a grant awarded from NEA, and will present LA’s featured book, *Sun, Stone and Shadows: 20 Great Mexican Short Stories*. Students, schools, partners, and participating organizations will be recognized by elected officials at City Hall.

The Big Read is an initiative of the National Endowment for the Arts (NEA) designed to restore reading to the center of American culture. The NEA presents The Big Read in partnership with the Institute of Museum and Library Services and in cooperation with Arts Midwest. The Department of Cultural Affairs (DCA) and the NEA hope to unite communities through great literature, as well as inspire students to become life-long readers with the 2009/10 Big Read Program in Los Angeles.

LA is home to many persons of Mexican descent. The rich and vibrant culture and traditions of Mexico are prevalent in the art and architecture, restaurants, and the names of our city and its streets, neighborhoods, and communities. Rarely, however, are the majority of our city’s residents - young and old - exposed to the deep literary traditions of Mexico. This year’s Big Read project features *Sun, Stone and Shadows: 20 Great Mexican Short Stories*. Using this collection of short stories by some of Mexico’s outstanding literary figures, DCA and its partners will implement a program of events and activities designed to engage, enlighten, inform, and celebrate our shared heritage and humanity.

Since September 2009, the Big Read Program in Los Angeles has featured a series of activities throughout the City designed for all ages. (Please refer to the following detailed schedule of activities).

Events and Activities:

**Big Read Guadalajara In-School Reading Group
September 2009 - March 31, 2010**



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Approximately 200 students from our partner schools in Guadalajara, Tecolotlán and Colima, Mexico (Escuela Preparatoria No. 6, Escuela Preparatoria Regional de Tecolotlán, Escuela Secundaria Estatal “Zenaida Gutiérrez Vázquez,” Escuela Secundaria Estatal No. 32, The American School Foundation of Guadalajara, A.C., and Preparatoria Anáhuac, Colima) will participate in this activity. Students will read the English and Spanish edition of *Sun, Stone and Shadows*, and participate in reading/activity groups and create a short story for children based on the book. This “short story” will be presented to Los Angeles children and families in partnership with a local library and the Mayor’s Partnership Schools in Watts Project.

**Sony Pictures Media Arts Program
October 2009 - March 2010**

The Sony Pictures Media Arts Program (SPMAP) is a partnership between the City of Los Angeles Department of Cultural Affairs, the California Institute of the Arts Community Arts Partnership, and Sony Pictures Entertainment. The program brings together the latest technologies from Sony Pictures Entertainment with top arts professionals from the California Institute of the Arts to offer students in the City of Los Angeles a unique opportunity to pursue their artistic dreams. Approximately 60 to 75 students from the Banning’s Landing Community Center, Center for the Arts, Eagle Rock, San Fernando Gardens Community Service Center, Charles Mingus Youth Arts Center, and William Reagh Los Angeles Photography Center will participate in this Big Read activity. Students will read selected stories from *Sun, Stone and Shadows* and will create an original short film to be shown at the Sony Pictures Media Arts Program 2009/10 Culminating Event.

Locations: Banning’s Landing Community Cultural Center
100 East Water Street
Wilmington, CA 90744
310.522.2015

Center for the Arts, Eagle Rock
2225 Colorado Boulevard
Eagle Rock, CA 90041
323.226.1617

San Fernando Gardens Community Service Center
10896 Lehigh Avenue
Pacoima, CA 91331
818.834.9266

Charles Mingus Youth Arts Center
10624 Graham Avenue
Los Angeles, CA 90002
213.485.1795



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William Reagh Los Angeles Photography Center
2332 West 4th Street
Los Angeles, CA 90057
213.382.8133

**Los Angeles In-School Reading/Activity Group
November 2009 - March 31, 2010**

The City of Los Angeles Department of Cultural Affairs will partner with the Los Angeles Unified School District's Santee Education Complex, where approximately 822 students (and some of their parents) in Spanish and English as a Second Language (ESL) classes will participate in LA's Big Read Program as part of their required in-class studies or independent study . In addition, selected students will participate in the Latino Theater Company's *From the Page to the Stage Program*.

Location: Santee Education Complex
1921 South Maple Avenue
Los Angeles, CA 90011
213.763.1000

**Partnership with the City of Los Angeles Public Library
November 2009 - March 31, 2010**

This project is a collaboration between the City of Los Angeles Public Library and the City of Los Angeles Department of Cultural Affairs. DCA will work with the Head of the Library's Young Adult Programs to distribute Reader's Guides, bookmarks, and copies of *Sun, Stone and Shadows* to selected libraries throughout the City. Discussion groups will take place at ten branches and on the Teen 'Scape web site.

Location: Various locations throughout the City

**Los Angeles Theatre Company Component with Latino Theater
Company's
From the Page to the Stage Program
January 2010 - March 31, 2010**

This activity will involve approximately 150 students from Santee Education Complex participating in workshops offered by the Latino Theater Company. Workshops are based on a story from *Sun, Stone and Shadows* as inspiration for students to create their own theatrical adaptation. Additionally, over 700 students and the general public will be reached directly through a culminating performance at the Los Angeles Theatre Center.

Location: Los Angeles Theatre Center
514 South Spring Street
Los Angeles, CA 90013
213.489.0994



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**Mexico Sister City Youth Collaboration and Visual Art Project
January - March, 2010**

Partnering with the United Nations International Sister City organization, "Friends of Taxco," students in the United States and Mexico will read selected stories from *Sun, Stone and Shadows* and create altars celebrating the lives of several deceased authors, including Octavio Paz, Martin Luis Guzman, and Juan Rolfo. Educators from the Canoga Park Youth Arts Center will travel to Taxco, Mexico and conduct art workshops based upon themes from *Sun, Stone and Shadows*. The resulting original artworks will be brought back and presented to students in Los Angeles at the Canoga Park Youth Arts Center, who will respond by creating their own artworks based upon themes in the book. The resulting artworks by the combined participants from Mexico and the United States will create a large visual exhibition for display at the Barnsdall Jr. Art Center Gallery and the Los Angeles City Hall Bridge Gallery.

Location: Canoga Park Youth Arts Center
7222 Remmet Avenue
Canoga Park, CA 91303
818.346.7099

DCA After-School Reading/Activity Group at the William Grant Still Arts Center

English - January 16, 2010 - 10 a.m. to 2 p.m.
Spanish - January 23, 2010 - 10 a.m. to 2 p.m.

Students from the William Grant Still Arts Center will read selected stories from *Sun, Stone and Shadows* and create an original illustration and poster graphic that will explore the thematic elements in the short stories. The readings will lead to two visual art workshops, Poster Design and Brownie Puppets. On January 16 and 23, readings of selected short stories by guest celebrities will take place in English and Spanish. The students work will be exhibited at the Barnsdall Jr. Art Center Gallery and the Los Angeles City Hall Bridge Gallery in March 2010.

Location: William Grant Still Arts Center
2520 South West View Street
Los Angeles, CA 90016
323.734.1164

DCA After-School Reading / Activity Group at the Sun Valley Youth Arts Center

January 19 - March 13, 2010

During the Sun Valley Youth Arts Center's Winter Session, an after-school reading/activity group, comprised of 15-20 students in three teen art classes, will select short stories in *Sun, Stone and Shadows* and create artworks in three mediums: digital photography, ceramic sculpture, and papier-mâché sculpture inspired by the stories' themes and/or characters. The students work will be



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exhibited at the Barnsdall Jr. Art Center Gallery and the Los Angeles City Hall Bridge Gallery in March 2010.

Location: Sun Valley ("Stone House") Youth Arts Center
8642 Sunland Boulevard
Sun Valley, CA 91352
818.252.4619

**In-School and Library / Community Partnership at the Abraham Lincoln High School
February 2010 - March 31, 2010**

This project is a creative collaboration between the Los Angeles Unified School District (Lincoln High School), City of Los Angeles Public Library (Lincoln Heights Branch), City of Los Angeles Department of Recreation and Parks, and the City of Los Angeles Department of Cultural Affairs. This collaboration is a site-specific program that brings students into the library and the new Lincoln Heights Youth Complex. Approximately 500 students, grades 9-12 from Lincoln High School's VOICE (Victory Over Ignorance through Culture and Education) Program will read *Sun, Stone and Shadows* through required in-class curriculum. The program will culminate in an Community Festival, a publication, and a presentation at the Lincoln Heights Senior Center.

Location: Abraham Lincoln High School
3501 N. Broadway
Los Angeles, CA 90031
323.441.4600

**Exhibitions at Los Angeles City Hall Bridge Gallery and the Barnsdall Jr. Arts Center Gallery
March 2 through March 26, 2010, LA City Hall Bridge Gallery
April 12 - May 28, 2010, Barnsdall Jr. Arts Center**

Students' work from DCA's after-school reading and activity groups will be exhibited at the Los Angeles City Hall Bridge Gallery and the Barnsdall Jr. Arts Center Gallery. The Opening Reception will be on March 5, 2010, from 4:00 to 6:00 p.m. at the Los Angeles City Hall Bridge Gallery.

Locations: Los Angeles City Hall Bridge Gallery
200 N. Main Street
Los Angeles, CA 90012
323.644.6269

Barnsdall Jr. Arts Center
4800 Hollywood Boulevard
Los Angeles, CA 90027
323.644.6275



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“Sun, Stone and Shadows” - The Next Generation
City of Los Angeles Central Library - Mark Taper Auditorium
March 23, 2010 – 7:30 p.m.

The public is invited to a free panel discussion focusing on mid-career and emerging authors/writers that have been influenced and inspired by the authors - Juan Rolfo, Octavio Paz, Rosario Castellanos, Carlos Fuentes, et al - of works found in this year's selected book, *Sun, Stone and Shadows: 20 Great Mexican Short Stories*, while concurrently celebrating the 40th anniversary of the Los Angeles-Mexico City Sister City relationship.

Location: City of Los Angeles Central Library - Mark Taper Auditorium
630 W. 5th Street
Los Angeles, CA 90071
213.202.5500

About the City of Los Angeles Department of Cultural Affairs (DCA)

The Department of Cultural Affairs both generates and supports high quality arts and cultural experiences for Los Angeles residents and visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles.

Managing a portfolio of \$36 million in fiscal year 2009/10, DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations and awards the Artist-in-Residence (A.I.R.) and City of Los Angeles (C.O.L.A.) Individual Artist Fellowships. The Department provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs for young people. It manages the City's Arts Development Fee and Percent for Arts Programs, a portfolio of approximately \$9 million annually, and the Art Collection and Murals Programs. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website.

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