



MEDIA ALERT
FOR IMMEDIATE RELEASE

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Media Contact: **Scott Canty**
Director of LAMAG
323.644.6269
exh_scanty@sbcglobal.net

**DEPARTMENT OF CULTURAL AFFAIRS ANNOUNCES
CONVERSATION WITH THE ARTISTS AS PART OF THE
LOS ANGELES ARTISTS FELLOWSHIP LABORATORY EXHIBITION**

Visual Arts Exhibition Dates: Through June 30, 2012
Plaza de la Raza

Conversation with the Artists: June 16 & 23, 2012, 2:00 p.m.
Plaza de la Raza

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) is pleased to present the program **Conversation with the Artists** as part of the Los Angeles Artists Fellowship Laboratory Exhibition (LAAFL), an experimental public art initiative that will showcase the work of eight visual artists, two performance artists, and one literary artist. The exhibition and performances will be on view at Plaza de la Raza through June 30, 2012.

The exhibition will present **Conversations with the Artists**, a dialogue series with the eight visual arts Fellows. Admission to the exhibition, artist talks, and all events is free. Please refer to the detailed schedule that follows for more information.

**Conversation with the Artists:
Saturday, June 16, 2:00 p.m.**

Mark Steven Greenfield, Maryrose Mendoza, Heather Flood, and Diane Gamboa

Saturday, June 23, 2:00 p.m.

Rika Ohara, Lynne Berman, Steven Hurd, and Martin Durazo

Plaza de la Raza is located at Lincoln Park, 3540 North Mission Road, Los Angeles, CA 90031. Admission is free. The Gallery is open Mondays through Fridays, from 12:00 noon to 7:00 p.m., and Saturdays and Sundays, from 12:00 noon to 4:00 p.m. For general information, please call 323.223.2475.

The Los Angeles Artists Fellowship Laboratory is a new DCA initiative from its Public Art Division. The Laboratory was created as a method for studio artists to create experimental, site-specific public artworks minus the usual constraints of more traditional public art commissions. The Public Art Division is committed to expanding the type of artists who participate in the City's public art programs. This initiative seeks to attract artists whose open-ended studio practice demonstrates a capacity for elevating the standards for public art as well as advancing aesthetic civic



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purpose. It also serves as a potential artist-training component of DCA's Public Art Division to encourage studio artists to see public art as an attractive and meaningful opportunity for their creative talents.

The first group of artists that inaugurates this public art initiative are: **Lynne Berman, Martin Durazo, Heather Flood, Diane Gamboa, Mark Steven Greenfield, Steve Hurd, Maryrose Mendoza, and Rika Ohara** in the visual arts. The recipients in the performing arts are: **Paul Outlaw** and **Raphael Xavier**. The LAAFL literary artist is **Joseph Mattson**.

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

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$38.2 million in fiscal year 2010/11. It consisted of: \$9.5 million in funds from the Public Works Improvements Arts Program (PWIAP); \$8.9 million in City related and indirect cost allocations; \$8.7 million from the Private Arts Development Fee Program (ADF); \$7.7 million in Transient Occupancy Tax funds; and over \$3.4 million in private and public funds raised from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio totaling \$18.2 million in PWIAP and ADF funds in FY10/11. DCA's Marketing and Development Division raised over \$16.9 million since FY07/08 to re-grant to LA-based artists and arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA also grants approximately \$2.2 million annually to over 280 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the culturela.org website visited by over 3 million people annually.

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