



MEDIA ALERT
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**City of Los Angeles
Department of Cultural Affairs
and the
City of Los Angeles
Office of Council District 14
Celebrate and Unveil
El Sereno Serape
for the
Alhambra Art Wall Project**

Los Angeles – The **City of Los Angeles Department of Cultural Affairs (DCA)** and the **City of Los Angeles Office of Council District 14** celebrate the completion of *El Sereno Serape* for the **Alhambra Art Wall Project** by artist **Sonia Romero** on Friday, June 10, at 9:00 a.m.

The Alhambra Art Wall Project was developed in response to the Council Office’s interest in beautifying the neighborhood while providing safe and accessible pedestrian access. “Public art reflects our values and cultures as a city,” said **Councilmember Kevin de León**. “This beautiful mosaic celebrates the best of who we are as Angelenos and will highlight the beauty and community of El Sereno for years to come.”

Sonia Romero was awarded the commission for the Alhambra Art Wall Project based on her proposal entitled “*El Sereno Serape*,” which consists of approximately 2,800 8” x 8” prefabricated ceramic tiles that are silkscreened to construct patterns and images that represent the people, landscapes, and histories specific to residents from the communities in El Sereno.

The artist divided the subject matter into three themes: **Family, Landscape,** and **History**. In the *Family* tiles, the images reflect local El Sereno residents and community members, which is directly inspired from the artist’s call for photo submissions as part of the community engagement process. In the *Landscape* tiles,

images and colors representative of the rolling hills and valleys reflect the El Sereno land. In the *History* tiles, the artists used images and colors representative of **El Arroyo Rosa de Castilla** and the **Tongva** people who originally inhabited the area.

The **Bureau of Street Services** constructed a sidewalk that required a retaining wall be built into the hillside, and in collaboration with DCA the Office of Council District 14 determined that an aesthetic treatment installed on the retaining wall would act as a gateway and cultural marker for the community of El Sereno. This project was a City partnership between DCA and the Office of Council District 14, the Bureau of Street Services, the **Bureau of Engineering**, and the **Bureau of Street Lighting**.

ABOUT THE CITY OF LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS (DCA)

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles' vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA's residents and visitors, and ensure LA's varied cultures are recognized, acknowledged, and experienced. DCA's mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grant-making; public art; community arts; performing arts; and strategic marketing, development, design, and digital research. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit culturela.org or follow us on Facebook at: [facebook.com/culturela](https://www.facebook.com/culturela), Instagram [@culture_la](https://www.instagram.com/culture_la), and Twitter [@culture_la](https://twitter.com/culture_la).

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