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BLINK Grant Application

Applicant Information

Name Latinos Organizing for Understanding and Development
 Address (no P.O. boxes) 4350 Clover Court
 City/State/Zip Madison, WI 53711
 Phone 608-695-2474
 Email oscarmireles@yahoo.com

Deadlines

- Deadlines are: February 1, June 1, and October 1
- All application materials must be emailed to the Madison Arts Commission (madisonarts@cityofmadison.com) by 4:30 pm on the day of the deadline.



"The Beehive Project" by Chele Isaac, was an interactive public art project consisting of a large scale beehive, featuring a queen bee inside typing a story on an old typewriter. The public participated by helping to write the story.

Project Description

Project Title Latino Art Fair 2022
 Location(s) Overture Center for the Arts

Start date/time 05/07/20 End date/time 05/07/20

Project costs:

Artists Fees	\$ 3,000.
Promotional materials	\$ 500.00
Materials	\$ 500.00
Additional project income (if any):	
Park Bank	\$ 2,000.
Donations	\$ 500.00
	\$

Madison Arts Commission

The City of Madison (MAC) recognizes the unique value of the arts and the contribution they make to the quality of life within our community. Madison Arts Commission was created by ordinance in 1974, to advise the Mayor, Common Council and city agencies on matters which relate to the creation, presentation and funding of public art.

Amount requested from MAC 1,500.00
 Estimated Total Costs / Income 4,000.00 4,000.00

Do you have the necessary insurance coverage?
 Yes No

Do you have all necessary permits and permissions?
 Yes No In progress

Conceptual Approach

The Latino Art Fair is in its sixth year of operation showcases Latinx visual and mixed media artists from Mexico, Puerto Rico as well as Central and South American countries.

This BLINK project will present the Latino Arts Strings (a Mariachi group) who will perform folkloric music outside on State Street to help celebrate Cinco de Mayo, a major Mexican holiday. Performing in the streets is a part of this musical culture.

Project Description (400 words or less)

The Latino Art Fair has been sponsored by the Latino Chamber of Commerce of Dane County who is now partnering with Latinos Organizing for Understanding and Development (LOUD) to host the Latino Art Fair on Saturday May 7, 2021 both outside and inside the Overture Center for the Arts. We are also working with latinx artist for public space artwork to be placed outside the facility.

While many residents in Dane County view downtown Madison as the major place for the Madison art scene, many Latinos feel that these same facilities, are generally not viewed as welcoming and/or a central place to come to meet.

The Latino Art Fair offers a mixture of cultures, traditions and history which produces a wide range of art. Some art themes include depicting the isolation of living in a foreign country, building community as well as the connection to Wisconsin and their respective countries of origin.

Latino Arts Strings is a Mariachi performance group plays traditional Mexican classics. This type of folkloric music has such a distinctive sound, that it will not only capture the imagination of the listeners, but encourage them to attend the event.

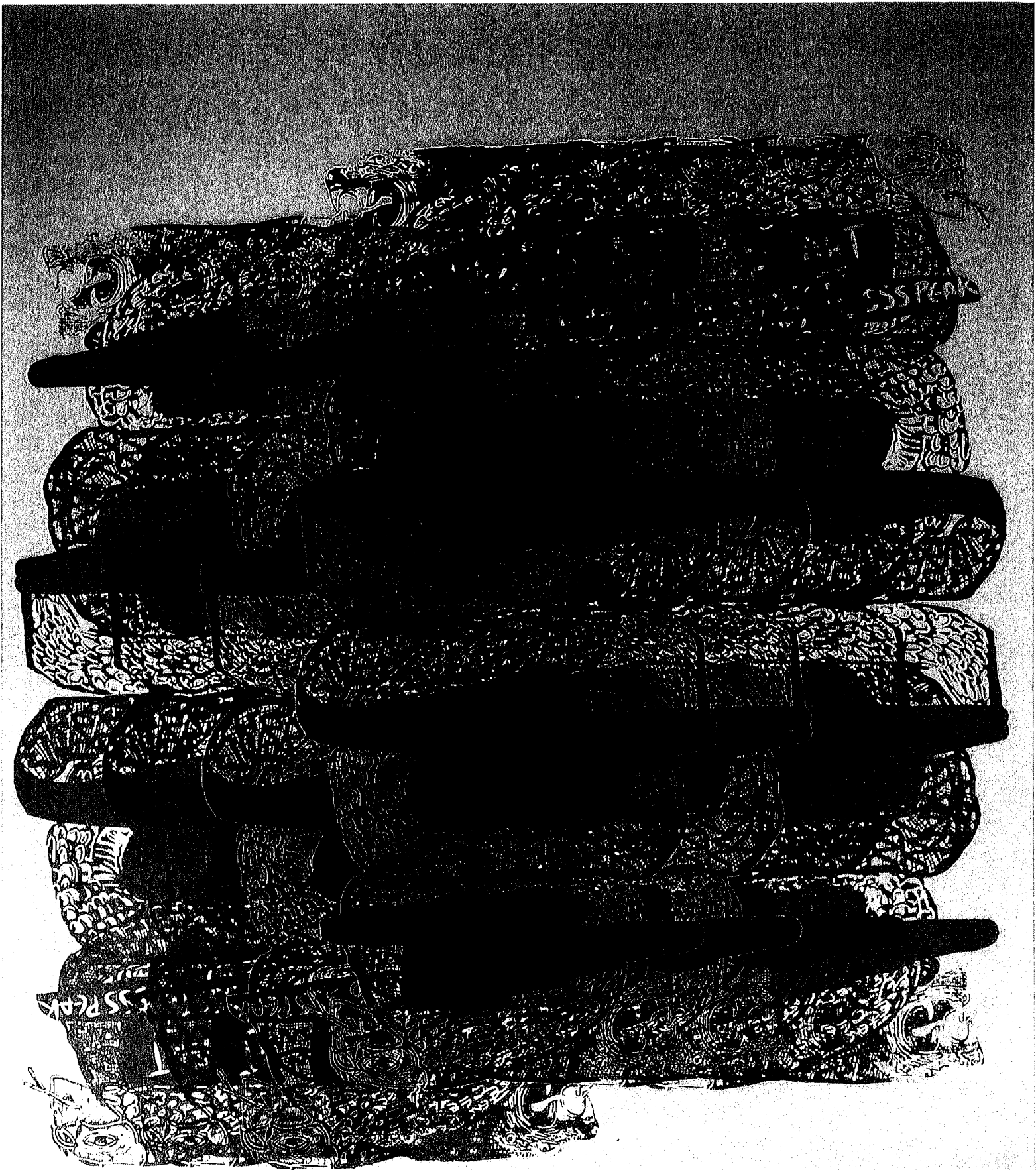
The Latino Arts Strings group will perform in the Kids in the Rotunda performing space capping off a weekend of traditional art and culture.

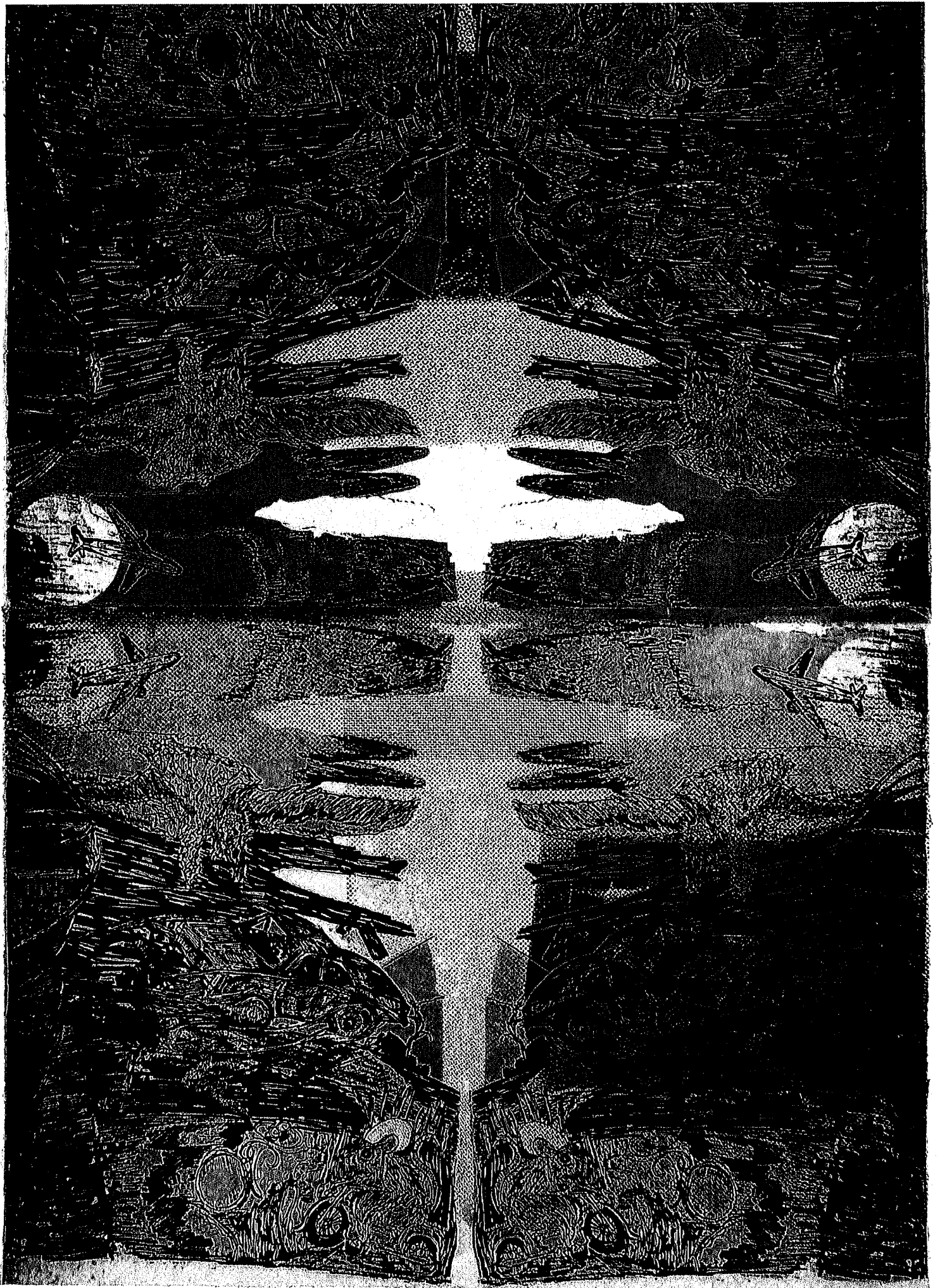


CONNECT



OCT. 2 | 2015 LATINO ART FAIR Celebrate the cultural roots and rich heritage of local Latino artists during the third annual Latino Art Fair. Sponsored by the Latino Chamber of Commerce, the one-night event showcases the city's diverse art scene. Thought-provoking depictions such as biracial artist Claire Michelle Miller's "Don't Go" (above) address the identity issues surrounding self-perception, blended families and the societal complexities of race. *Overture Center, Madison.*
lccmadison.org.





Everything or nothing

BY BRIAN RIESELMAN ■ PHOTO BY ROLANDO CRUZ

Growing up in the picturesque village of Buenavista in Michoacán, Mexico, in the foothills of the Sierra Madre del Sur, Rolando Cruz knew what he was different.

"We were Roman Catholic in a very small town," he says, seated near Gallery 1 at the Overture Center, where his series of identity-shifting photographic self-portraits are on exhibit through Nov. 29. "I could not be myself." Not accepted and not safe, the gay teenager fled to the United States 21 years ago, leaving everything behind.

Now 37, Cruz was taken in upon his arrival by family members in Delavan, where he began to learn English. But it's finally his sexual identity was not accepted there, and he graduated from high school, but even with a job in Madison he could not afford a place to live.

He slept in stairways until a second job allowed him to lease an efficiency apartment. During this time of struggle, the Overture Center was a refuge. He visited the galleries often, getting lost in the exhibits and fantasizing that one day his own art would hang there.

This year, he got his wish. Cruz won the 2014 Latino ArtFest of Dane County arts competition, and now his work shares the gallery space with fellow winner Yvonne Pino's powerfully wrought prints in a show called "Celebrate!"

On the day we meet at Overture for our interview, Cruz is preparing for another life-altering journey. He is scheduled to return for the first time to Mexico on the following day, to appear at a citizenship hearing at the American Embassy in Ciudad Juárez, across the border from El Paso, Texas. His appointment in Juárez will force Cruz to miss the opening of his Overture show.

Married to his American partner for five years, Cruz will either be granted a visa and return to the U.S., or be denied and therefore forbidden to come back. Although this would mean separation from his spouse, five children and the life he has made for himself, he is remarkably calm and self-assured.

"I have to be," he says with a soft smile. "This is another crossroads. It's everything or nothing."

Cruz shoots with a Nikon D90 in his garage using techniques he learned watching YouTube instructional videos. Rather than relying on computer applications to achieve effects, he uses costumes, makeup, paint and crayons smashed to powder he applies to his skin. Prior to composing his shots, he sketches a number of studies to achieve his vision.

Viewers will inevitably encounter, in the "characters" looking so boldly back at us (that's into the camera lens), a person with a distinct identity called "immigrant" or "gay" or perhaps evoke some other reaction or impression. Cruz challenges us to consider what our responses mean in a way that is both witty and artistic, even beautiful.



Rolando Cruz's art asks, "What would you give up for a chance to be yourself?"

Year Cruz moved to United States: 1994

Number of immigrants granted U.S. residency each year: ABOUT 608,000
ACCORDING TO THE U.S. CITIZENSHIP AND IMMIGRATION SERVICES

Date USCIS stopped automatically denying applications for citizenship of immigrants in same-sex marriages: JUNE 26, 2015

Common experiences such as love and family relationships

"I want viewers to not only see some one different, but to see themselves."

Notes Cruz called this week from Mexico with good news. His visa was granted, and he's waiting the paperwork to return to the U.S. Once home he will apply for citizenship.

"I'm asking, what does it mean to be a son or a daughter, a brother or sister, a man or woman, husband, wife, straight, gay?" says Cruz. "What does it mean to be an immigrant? And what would you give up for a chance to be yourself?"

He adds, "Without knowing people, we focus on external appearances. I'm using photographic art to focus on how we can connect based on common feelings, com-