

## ARTNEWS

## ProyectosLA, Fair-Exhibition Hybrid Timed to Pacific Standard Time: LA/LA, Reveals Artists, Title

BY Maximiliano Durón POSTED 08/08/17



Interior view of Warkartz studio, where proyectosLA will open in September.  
COURTESY PROYECTOSLA

Luiza Teixeira de Freitas and Claudia Segura, the curators behind proyectosLA, an upcoming fair-exhibition hybrid that will coincide with the Getty Foundation's Pacific Standard Time: LA/LA initiative, have announced the names of the 62 participating artists, including **Marta Minujín**, Julio Le Parc, Amalia Ulman, Carlos Cruz-Diez, Carmen Argote, and Rubén Ortiz-Torres.

Those artists come from 19 galleries based in Latin America and the United States, both emerging and established, from Cecilia de Torres (of New York) and Nara Roesler (New York, São Paulo, and Rio de Janeiro) to Arredondo/Arozarena (Mexico City) and Instituto de Visión (Bogotá). The represented artists come from throughout the regions and span multiple generations.

“The idea is also to integrate different dialogues between works that maybe would not appear together,” Teixeira de Freitas told *ARTnews*.

“The theme had to be very wide, very open that could integrate the different artists, modern artists, contemporary artists,” Segura added.



Claudia Segura, left, and Luiza Teixeira, the curators of proyectosLA.  
GONÇALO F. SANTOS

The project, which will be staged in a converted 20,000-square-foot warehouse in downtown Los Angeles, will run from September 16 to October 28 and is now officially a part of PST: LA/LA it, a far-reaching exhibition initiative that will see over 70 exhibitions take over institutions across Southern California focusing on Latin American art history and its relationship to Los Angeles.

Several of the artists included in proyectosLA are also in PST shows, including Argote and Mondongo, who are in “Home—So Different, So Appealing” at the Los Angeles County Museum of Art; Minujín, who is in “Radical Women” at the Hammer Museum; and Paulo Bruscky, who will be in “Xerografia: Copyart in Brazil, 1970-1990” at the University Galleries at the University of San

Diego. Ortiz-Torres, who will also have a solo gallery show at Royale Projects as part of PST, is a cocurator of a PST: LA/LA exhibition, “How to Read El Pato Pascual: Disney’s Latin America and Latin America’s Disney” at the MAK Center for Art and Architecture in Los Angeles and the Luckman Fine Arts Complex at Cal State L.A.

The show’s title, “Here the border is you,” seems to feed off PST: LA/LA’s recently adopted tagline, “A Celebration Beyond Borders,” a nod to the U.S.’s current political climate, which has been marked by a rise in anti-immigrant rhetoric and Donald Trump’s calls over the past two years to build a wall along the U.S.-Mexico border. “The definition of a border is the line separating two countries, administrative divisions, other areas, people and cultures,” Teixeira de Freitas and Segura write in their curatorial statement. “Contrary to what one could expect, Los Angeles defies this explanation and the border continually dilates in each person.”

“The idea was to think of Los Angeles as the last citadel of Latin America,” Segura said. “The concept is basically thinking that the border in Los Angeles that separates Los Angeles from Latin America does not exist. Los Angeles is part of Latin America, and we could say that Latin America is in Los Angeles still, nowadays.”

“We really want to be there and see how the city and how the public feels having such a project that focuses on Latin America,” Segura added. “I’m really curious to see what this is going to produce or what will be the consequences.”

The full list of participating artists and their galleries follows below.

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**Henrique Faria,** New York and Buenos Aires

- Jesús Bubu Negrón
- Leandro Katz
- Marta Minujín
- Dolores Zinny-Juan
- Horacio Zabala

[Click here for full list of participating galleries...](#)