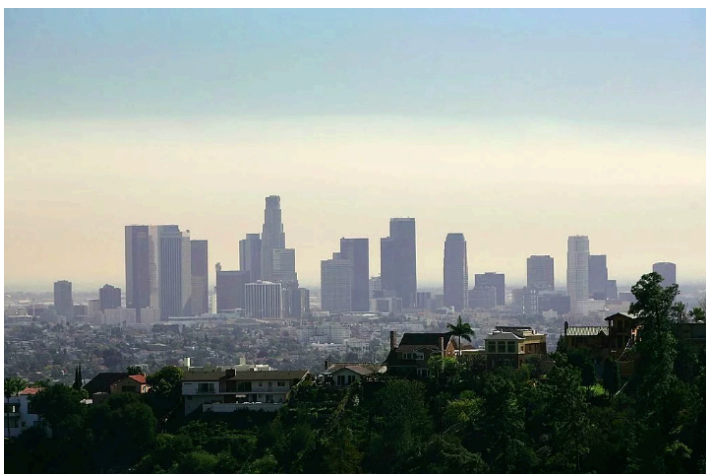


Exhibitions

Latin American Galleries Flock to Los Angeles for Pacific Standard Time Pop-Up

The initiative aims to cash in on the flurry of Latin American art activity in LA this fall.

Henri Neuendorf, April 17, 2017



Latin American galleries are coming to LA. Photo: David McNew/Getty Images.

Galleries from around the Americas are banding together to organize a six-week pop-up group exhibition at a former production warehouse in Los Angeles this fall. The initiative aims to capitalize on the buzz surrounding the Getty-organized initiative Pacific Standard Time: LA/LA, which focuses on Latin American and Latino art.

The collaboration, called [proyectosLA](#), brings 20 galleries from Central, South and North America to the city's Chinatown neighborhood. Participants range from big multinational outfits, such as [Galeria Nara Roesler](#) and Mendes Wood DM of Brazil and Henrique Faria of Buenos Aires and New York, to smaller outfits including Proyectos Ultravioleta of Guatemala and Instituto de Vision from Bogota, Colombia.



proyectosLA will take place in a former production warehouse. Photo: courtesy of Werkartz.

The exhibition's co-founder Teresa Iturralde says the pop-up, which opens in mid-September, will take advantage of a moment when Latin American art is top of mind in the city. "We wanted to give the galleries an opportunity to get to know Los Angeles, to get to know the collectors—and for the collectors to get to know them," Iturralde told the *Los Angeles Times*, which first reported news of the collaboration.



proyectosLA will take place in a former production warehouse. Photo: courtesy of Werkartz.

But don't expect to see any booths—this isn't an art fair. To shape a cohesive exhibition out of the participants' inventories, organizers enlisted curators Luiza Teixeira de Freitas and Claudia Segura to select and install individual works within the 20,000 sq. ft. space which will be renovated and designed by Mexican architect Ezequiel Farca. "We've selected the galleries, the curators select the work," Iturralde explained. The space will also include a communal workspace for participants, private viewing rooms, and onsite storage.

More than 70 institutions across Southern California are participating in the Getty's Pacific Standard Time initiative, which runs from September 2017 to January 2018. "This is the first time that all of the major museums in Southern California are devoting time to Latin American art in a conscientious way," Iturralde told the LA Times. "There are so many important exhibitions that don't travel here. But Los Angeles is the most important Latin American city. This will be an opportunity to see something new."