



ANNOUNCING:

CUBA / NOW / AHORA

TORRANCE ART MUSEUM'S SUR:BIENNIAL PARTICIPATION,  
COINCIDING WITH THE GETTY'S PACIFIC STANDARD TIME: LA/LA

**VENUE:** Torrance Art Museum

**LOCATION:** 3320 Civic Center Dr, Torrance, California

**DATES:** September 9<sup>th</sup> – November 4<sup>th</sup> 2017

**WEBSITE:** [TorranceArtMuseum.com](http://TorranceArtMuseum.com)

Marking Torrance Art Museum's (TAM) third time participating in SUR:biennial and first exhibition affiliated with the Getty-led Pacific Standard Time initiatives, TAM is pleased to announce *Cuba / Now / Ahora*, opening at Torrance Art Museum on September 16, 2017.

*Cuba / Now / Ahora* is TAM's contribution to the 2017 SUR: biennial. SUR is a biennial multi-venue, international exhibition program. Participating institutions produce projects with artists from across Latin America, as well as Latin American artists working in and engaging Southern California. 2017's iteration is SUR's fourth and Torrance Art Museum's third participation.

*Cuba / Now / Ahora* is also a part of Getty's Pacific Standard Time: LA/LA, a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles, taking place from September 2017 through January 2018 at more than 70 cultural institutions across Southern California. Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America.

This exhibition is organized by Maurizio Hector Pineda and Benjamin W. Tippin, under the direction of Max Presneill, the museum's director, and along with the assistance and support of the team of Torrance Art Museum and the Torrance Art Museum Advocates (TAMA). Participating artists include: **Ariamna Contino, Alejandro Figueredo Diaz-Perera, Jorge Otero Escobar, Diana Fonseca, Luis Gomez, Alexander Hernandez, Tony Labat, Francisco Maso, and Esterio Segura.**

*Cuba / Now / Ahora* is an ambitious project featuring an in-depth look at contemporary Cuban artwork, with emphasis on digital media exchange culture. The focus of the exhibition is the offline digital "mercado" (marketplace) sharing culture that has arisen around the phenomenon of "El Paquete Semanal": a weekly terabyte packet of entertainment, downloaded webpages and information that is carried into Cuba, shared and consumed throughout Cuban society.

The works that TAM will be hosting exist and were created in conditions tempered by limited access to the virtual information systems that most of the developed world takes for granted. The artists and their works are shaped by these limitations and the cultural responses that grew to meet them. While the high-speed, constantly available information stream that forms the hallmark of contemporary societies in the global north is not at this time available to the people of Cuba, "El Paquete Semanal" forms a unique and ingenious workaround. It is bought cheaply and distributed from hand to hand, shared and downloaded. Containing everything from entertainment to software to international news, "El Paquete" acts as an ob-



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ject that mediates Cuba and the rest of the world.

During the fall and throughout the exhibition, Torrance Art Museum will present a series of events for visitors and families ranging from tours to artist-led hands-on events, artist talks, performances, screenings, and live music.

Examples include:

- Daily exhibition tours
- Stories in Art, a free, artist-led children's art workshop
- Thursday Film program

**Media Contacts:**

For more information on exhibition and Torrance Art Museum, please contact Benjamin Tippin:

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For SUR: Biennial: Robert Miller, Rio Hondo College

[robert.miller@riohondo.edu](mailto:robert.miller@riohondo.edu)

**Additional Materials:**

Exhibition website: [www.torranceartmuseum.com/cubanowahora](http://www.torranceartmuseum.com/cubanowahora)

SUR:biennial website: [www.facebook.com/surbiennial](http://www.facebook.com/surbiennial)

Pacific Standard Time LA/LA website: [www.pacificstandardtime.org](http://www.pacificstandardtime.org)

Social Media: twitter: @torranceart; #TAM, #CUBANOWAHORA

instagram: @torranceartmuseum; #TAM, #CUBANOWAHORA

**About SUR:biennial:**

The 4<sup>th</sup> SUR:biennial focuses around three core venues in Los Angeles: Torrance Art Museum, Rio Hondo College Art Gallery, and Cerritos College Art Gallery. The biennial showcases recent works of local and international artists who have been influenced by the cultures and artistic traditions of Mexico and Central and South America. Unlike many recent exhibitions of Latino/a, Mexican, Mexican-American, or Chicano/a art, the SUR:biennial seeks to explore notions of globalization and exchange that take place in the ambiguous geographical, cultural, and artistic borderlands between Los Angeles and "the South," regardless of the artist's nationality.

**About Pacific Standard Time LA/LA:**

Pacific Standard Time LA/LA is a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles taking place from September 2017 through January 2018. Led by the Getty, Pacific Standard Time: LA/LA is a collaboration of arts institutions across Southern California.

Through a series of thematically linked exhibitions and programs, Pacific Standard Time: LA/LA highlights different aspects of Latin American and Latino art from the ancient world to the present day. With topics such as luxury arts in the pre-Columbian Americas, 20<sup>th</sup> century Afro-Brazilian, alternative spaces in Mexico City, and boundary-crossing practices of Latino artists, exhibitions range from monographic studies of individual artists to broad surveys that cut across numerous countries.

Supported by more than \$16 million in grants from the Getty Foundation, Pacific Standard Time: LA/LA involves more than 70 cultural institutions from Los Angeles to Palm Springs, and from San Diego to Santa Barbara. Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America.

**About Torrance Art Museum:**



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Founded in 2005, the Torrance Art Museum is the premiere visual art space to view contemporary art in the South Bay. The museum encourages all people to develop and increase their understanding and appreciation for modern programs, artist talks, lectures, and symposia. Through its emphasis on contemporary artistic expression in Southern California and globally, the Torrance Art Museum brings together visual artists and community members; fosters experiences in the arts to strengthen creative and critical thinking skills; and builds bridges between the visual arts and other disciplines in the humanities and sciences.

Editors Notes:

**Max Presneill, Director and Head Curator, Torrance Art Museum**

Max Presneill is an artist and curator who has led the Torrance Art Museum since 2009. Under his leadership TAM has established itself as a significant institution for the exhibition of contemporary art, both regionally and internationally, with a particular focus on emerging art.

He is also the Curatorial Director of ARTRA Curatorial ([www.artrala.org](http://www.artrala.org)), an independent curatorial projects management team which organize international exhibition exchanges as well as the MAS ATTACK series of pop-up exhibitions.

He has extensive experience internationally as a curator having organized exhibitions for museums, institutes and galleries in the US and UK, the Netherlands, Japan, France, Mexico, China, Turkey, Australia, Germany, Austria, Norway and more.

He is also a contributing writer to the emerging artists section of FABRIK magazine, the Founder of Raid Projects, an influential non-commercial experimental art space in Los Angeles (1998-2012) and sits on the Boards of various art organizations.

His curatorial interests are with artist led projects, emerging art, new models for curatorial methodologies and an international scope for partnerships and exchanges.

**Maurizio Hector Pineda, Assistant Curator, Torrance Art Museum**

Maurizio Hector Pineda is an emerging curator from EL Salvador who currently lives and works in Los Angeles, CA. His current curatorial position is at the Torrance Art Museum where he is an Assistant Curator.

Mr. Pineda received his BFA degree in Interdisciplinary Studies from the San Francisco Art Institute in 2000. Maurizio was the owner and director of SWYS Gallery in Long Beach, CA, 2001-2005. He was a visiting curator at The Tree House Gallery in Los Angeles, and has worked at the Santa Monica Museum of Art and for Regen Project in Beverly Hills. He has curated exhibitions for Togonon Gallery in San Francisco and was the Curatorial Director at The Mission Cultural Center for Latino Art in San Francisco, 2009-2012. His most recent project was a curatorial residency at the NLE Curatorial Lab where he co-curated *The Only Way Out Is Through* (NYC), 2014. He assisted on a curatorial project for Artadia (NYC) at the Stephen Wirtz Gallery in San Francisco, 2012. Pineda has participated in these public artwork selection committees: Bay Area Transit federal public art commission: 24 Mission Street Plaza, project pending. Yerba Buena Center for the Arts: Taraneh Hema-mi, *FREE*. San Francisco Arts Commission: Michael Bartalos, *Mission Parade*.

He has contributed in these panels: American Literature Association: *Institutional Memory (W) here: Historic Chicana/o and U.S.* San Francisco Art Institute: *The Gallery and Alternative Art Space Edition*.



Notable curatorial projects: *Manongs, Some Doors and a Bouquet of Crates* – Carlos Villa. *In You We Trust* – Debby & Larry Kline. Both projects were produced in San Francisco at MCCLA, 2011.

**Benjamin W. Tippin, Assistant Curator, Torrance Art Museum**

Benjamin W. Tippin is a theorist and curator currently living and working in Los Angeles, California. He received a Bachelor of Fine Arts in Sculpture from California State University Long Beach and studied at Goldsmiths University of London where he received a Masters of Arts in Contemporary Art Theory. Tippin has collaborated to produce work and exhibitions in Los Angeles and London.

He works on the intersection of technology, art and political production, focusing mainly on digital image platforms and the aesthetics of networks. He currently works as an Assistant Curator at Torrance Art Museum. Most recently, he presented a paper, "Social Image Economies, Cartographic Surveillance, and their Implicit Control", at the 2016 Conference for European Society for Literature, Science and the Arts in Stockholm.

