

# THE NEW MUSEUM

OF CONTEMPORARY ART

65 FIFTH AVENUE NEW YORK 10003 (212) 741-8962

MOVING SOON TO 583 BROADWAY  
BETWEEN HOUSTON & PRINCE

FOR IMMEDIATE RELEASE  
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EVENTS: EN FOCO AND HERESIES COLLECTIVE

Exhibition: June 11-July 20, 1983

Performance: June 23, 8:00 p.m.

Opening: June 10, 6:30-8:30 p.m.

Party following opening at the Pier 63 Marina, Hudson River at 23rd St., 9:00 p.m.

EVENTS: EN FOCO AND HERESIES COLLECTIVE is the second in the ongoing EVENTS exhibition series in which THE NEW MUSEUM invites independent groups of artists to organize and present an exhibition. EN FOCO INC., a Latino visual arts agency based in the Bronx, presents La Gran Pasión, a juried exhibition of photography which expresses "that 'romantic vision' that prods us to continually reassess the richness and extravagance of our culture and to project that vision into viable new forms." HERESIES COLLECTIVE, INC., a feminist publishing organization also based in New York City, presents Classified: Big Pages by the Heresies Collective, an investigation of media, class, and consumerism based on an upcoming issue of their journal.

EVENTS provides an opportunity for EN FOCO and HERESIES to freely express their own points of view without the Museum's traditional curatorial control over the selection and installation of art. EVENTS thus helps preserve and promote the principles and purposes, autonomy and viability of these independent groups, which often operate outside the art world establishment. As artists have often banded together in groups such as EN FOCO and HERESIES in response to exclusion from an esthetic or cultural mainstream, the resulting organizations generally embrace a more democratic approach to the investigation and exhibition of contemporary art. EVENTS thus offers the public an unusual and enlightening exposure to a variety of artistic sensibilities as well as to differing cultural and political esthetics.

EN FOCO INC. was founded in 1973 to introduce, aid, and encourage Hispanic and other community artists. Through a variety of programs including exhibitions, lectures, screenings, and documentation, EN FOCO INC. has developed a network of

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artists throughout the United States and Caribbean. Charles Biasiny-Rivera, Executive Director of EN FOCO INC., and Frank Gimpaya, Associate Director, organized and juried La Gran Pasión. Included in the exhibition are: Gilbert Acevedo, Elsa Flores Almaraz, Nydza Bajandas, Louis Carlos Bernal, Robert C. Buitron, Sylvia Arlene Calzada, Hector M. Mendez-Caratini, Carlos De Jesus, Jack Delano, Jose L. Galvez, Jose Ruben Gaztambide, Reynaldo Hernandez, Carlos Delsantos Heyward, Frieda Medin, Frank X. Mendez, Antonio Mendoza, Julio Piedra, Rafael Ramirez, Sophie Rivera, Rafael Robles, Juan Sanchez, Christina Santiago, Daniel Jose Salazar, Naomi Simonetti, John N. Valadez, Ricardo Valderde, Jose Antonio Vasquez, Rene M. Verdugo, and Ramon Vila.

Drawing on a national community of Latino artists, EN FOCO's exhibition "will allow these artists to reveal to an outside and removed society an interior glimpse of the intensity and vitality of the life process as perceived by these Hispanic photographers. La Gran Pasión is also a reminder to those of us that have been caught up in the rapid acceleration of mediocrity and consumer cultism that the human life force is second only to the God force and, as such, should be recognized, praised, and expressed."

HERESIES COLLECTIVE, founded in 1975, publishes the important, internationally distributed Heresies: A Journal of Feminist Art & Politics. The collective attributes the success of their journal largely to the collaborative process that draws on the talents and theoretical insights of professional women in their fields. Each issue is edited and designed by a different collective of women. The result is a magazine that reads like a book and represents, in most cases, years of work to attempt to render a definitive statement in such areas as sexual politics, racism, theater, film, architecture, and music.

In Classified: Big Pages by the Heresies Collective, the group's journal comes to life on 6-x-8 foot pages in a walk-around magazine installation. The construction of the show reflects the editorial vision of HERESIES, described as "lively, raunch and irreverent" by Ellen Willis of The Village Voice. Based on "Mothers, Mags and Movie Stars: Feminism and Class" from Heresies' upcoming issue, the installation will counterpose media representations of mothers with stories and images of real-life moms, cutting through myths and stereotypes with an examination of "our own and our mothers' lives." The installation will read like a lexicon of cultural anthropology. Included in the exhibition, for instance, will be a dictionary of media representations of mothers in various guises and a "jean-eaology" of designer jean ads with a different message (mounted in "THE WINDOW" on 14th Street). HERESIES COLLECTIVE includes Cecilia Vicuña, Vanalyne Green, Michele Godwin, Sue Heinemann, Elizabeth Hess, Lyn Hughes, Patricia Jones, Kay Kenny, Nicky Lindeman, Lucy R. Lippard, Sabra Moore, Sandra de Sando, and Holly Zox.

For EVENTS PERFORMANCE NIGHT, HERESIES will present Lenora Champagne, Vanalyne Green, and Jessica Hagedorn & Laurie Carlos in a not-to-be missed evening, Thursday, June 23rd, 8:00 p.m., in the auditorium at 65 Fifth Avenue.

A catalog with statements by both EN FOCO and HERESIES and documentation of the exhibition will be published during the show.

The Museum's hours are: 12:00-6:00 p.m. Monday-Friday (open Wednesday until 8:00 p.m.) and 12:00-5:30 p.m. Saturday.

Please contact PAM FREUND, 741-8962, for photographs or further information.