

TACOMA ART MUSEUM

MEDIA RELEASE

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Gear Up for Tacoma Art Museum's Annual *Día de los Muertos* Free Community Festival

(Tacoma, WA) – [Tacoma Art Museum](http://TacomaArtMuseum.org) announces its 11th annual [Día de los Muertos Free Community Festival](#), taking place Sunday, November 1, 10 am–4 pm. This day-long celebration is TAM's largest annual community event. Admission is free and all ages are welcome. Family-friendly activities, events, and performances are scheduled throughout the day, and the galleries are open.



New for 2015:

- Calavera Costume Competition – Get artsy and win \$100! Calaveras are the iconic Día de los Muertos skeletons made famous by artist [Jose Guadalupe Posada](#). Contestants are encouraged to dress from head to toe. Please note, face paint is allowed, but masks are not allowed. All ages can enter. Each contestant receives a small gift; the winner receives a \$100 prize! Judging will be held at 2:30 pm with costume presentation and awards at 3:00 pm.
- Outdoor chalk memorials – In the practice of Día de los Muertos, celebrate your ancestors by creating an outdoor chalk memorial under TAM's entry canopy (all materials supplied). Get inspired by visiting the community altar installations.
- See *Latino Americans* – TAM will screen episodes of this 6-part PBS film series in the Haub Visitor Orientation Space. Film website: <http://www.pbs.org/latino-americans/en/>.
- Face painting *without* the long wait – Centro Latino will offer free face painting, one of the most popular activities at the festival! This year TAM will implement a 30-minute blocked ticketing system to alleviate the wait. Sign up for a time in the Cheney classroom on the third floor.
- Art making in the TAM Studio – Create your own artwork inspired by the prints of [Jose Guadalupe Posada](#).

Back this year:

- The traditional tapete (sand painting) – This year’s tapete will be created by artist [Rene Julio](#). Julio was born in Mexico City, studied visual arts in Mexico, and immigrated to the United States 17 years ago. He has painted more than 20 murals in the Seattle area.
- [Cónsul Eduardo Baca Cuenca](#), Mexico Consulate in Seattle, will present the welcome greeting.
- Community altars are on view from October 20 through November 1.
- [Mariachi Lucero](#) – Tap your toes to live musical mariachi music from 11 am-12 pm.
- [Danza Quetzacoatl de Olympia](#) – See this colorful 30-minute performance of traditional dance at 2 pm.
- Sugar skull decorating – Another popular favorite, offered all day in the Murray Family Event Space off the lobby.
- Mexican food – Burritos, Mexican soda, and more at TAM Cafe.

Tacoma Art Museum, Centro Latino, Pacific Lutheran University, and University of Puget Sound worked together to receive the NEH/ALA *Latino Americans: 500 Years of History* grant, which is funding 6 programs related to the Latino American experience, including Día de los Muertos.

See www.TacomaArtMuseum.org/DDLM for more details about this free community festival. For questions about the Calavera costume competition, email BBoard@TacomaArtMuseum.org.

Presented in partnership with: Centro Latino, Proyecto Mole, and the Consulate of Mexico in Seattle. This program is supported by *Latino Americans: 500 Years of History*, a public programming initiative produced by the National Endowment for the Humanities (NEH) and the American Library association (ALA), which is part of a NEH initiative, The Common Good: The Humanities in the Public Space. Programs are presented in partnership with: Centro Latino, University of Puget Sound, and Pacific Lutheran University.

A note for families: *Art AIDS America* is on view at TAM. The artworks in this exhibition address complex social and personal agendas that shaped the AIDS crisis. Some works in this exhibition contain adult language and sexual content. Parents and guardians are encouraged to preview the exhibition.



Image Credits:

Community altars can be very complex and layered with decorations and mementos, or very simply decorated.

Face painting is one of the most popular activities at the Día de los Muertos festival.

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About Tacoma Art Museum

Celebrating 80 years, Tacoma Art Museum has become an anchor in the city's downtown and a gathering space for connecting people through art. TAM's collection contains more than 4,500 works, with an emphasis on the art and artists of the Northwest and broader American west. The collection includes the world's largest retrospective museum collection of glass art by Tacoma native Dale Chihuly on continued view; the world's largest collection of jewelry by Northwest artists; key holdings in 19th century European and 20th century American art; and one of the finest collections of Japanese woodblock prints on the West Coast. TAM recently welcomed a promised gift of 295 works of western American art in the Haub Family Collection, one of the premier collections in the nation and the first major museum collection of western American art in the Northwest.

HOURS – Tuesdays–Sundays 10 am–5 pm. **Free Third Thursday 5 pm-8 pm.**

ADMISSION – Adult \$14; Student age 6-17, Military, Senior (65+) \$12; Family \$35 (2 adults and up to 4 children under 18). Children 5 and under free. Members always free.

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