

## Entijuanarte festival aims to create audiences

By Eduardo Santana \* Enlace

7:17 p.m., Sept. 30, 2010

**TIJUANA** — The Entijuanarte festival runs through Sunday, and this year’s guest of honor is the plastic art of the state of Zacatecas.

The festival features events Friday through the weekend both at the Centro Cultural Tijuana and on Avenida Revolución.

Founder emeritus Manuel Felguérez, who returns to Tijuana after 17 years, will open his exhibit “Informalismo y geometría íntima; pintura y gráfica” at 4 p.m. Friday at the Sala Galería Álvaro Blancarte of the Autonomous University of Baja California.

The independent festival’s artistic director, Cecilia Ochoa Vásquez, said in an interview that this year’s festival keeps its goal of creating socialization through art, along with transforming the urban meaning of Avenida Revolución into a zone for cultural tourism.

Despite the ephemeral nature of Olga Margarita Dávila’s curatorial project, they hope the impact of art on the sidewalks endures, said Ochoa.

Entijuanarte Revoluciona will include 22 cultural installations on both sides of the street, each led by an artist, seven of whom belong to the Fomento Nacional para las Culturas y Artes de México in Mexico City, San Luis Potosí and Monterrey.

“We’re also going to have the La Pistola de Oaxaca collective to work on this project, along with Luis Carrera-Maul from Zacatecas, working shoulder-to-shoulder with 10 artists from the Tijuana area,” Ochoa explained.

Last year, some 60,000 people went to the festival, and the number is expected to easily surpass that this year now that Avenida Revolución is being used for exhibits, she added.

“This allows us to fulfill our goal, to create audiences, because in museums you see the artwork but you can’t talk



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with the artist. We removed that rigidity and turned Entijuanarte into a sort of socialization process for art,” said Ochoa.

At the festival, families can attend and get the chance to talk with experienced artists, who in turn enjoy the exchanges and are able to sell their works, receive commissions for new works or generate ideas for future projects, she added.

For Ochoa, the main impact of the festival is social, since it transforms the perception of what’s possible in Tijuana. The number of out-of-town tourists is up, and close to 80 percent of the festival’s 145 exhibitors came from other Mexican states, which has had an important economic impact on the city’s hospitality industry.

At the head of the Zacatecas contingent, renowned photojournalist Pedro Valtierra will present his show “Arenas de esperanza,” along with an exhibit of historic photographs of his state made possible by his position as director of the Fototeca de Zacatecas photography museum.

Numerous artists from throughout Mexico answered the call to participate in this year’s festival, which also includes works by artists from Argentina, Paraguay, the United States and France.

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