



The Youth Exhibit, *Figúralo*

Emma S. Barrientos Mexican American Cultural Center
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Presented by Lori M. Navarrete
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Department Mission Statement

The purpose of the Parks and Recreation Department is to provide, protect and preserve a park system that promotes quality recreational, cultural and outdoor experiences for the Austin community.



- **History of the Youth Exhibit**

- The youth exhibit was developed in 2014
- Exhibit was set to display art from young Austin area artists with 2-D and 3-D art
- The *Figúralo* title & image were created in 2015 by Austin based artist & educator Pilar Castrejon
- *Figúralo* has developed into an annual art showcase at the ESB-MACC
- *Figúralo* generates 200 student participants and over 300 gallery visitors



- **What is *Figúralo***

- The *Figúralo* youth exhibit conveys the "Figure It" subject matter and sets the stage for the use of the universal and familiar Figure
- Allows a vast interpretation of art making
- The exhibit is student centered
- *Figúralo* focuses on the exhibitor's artistic growth of his, her or their own work
- *Figúralo* teaches the importance of creative expression, develops artists that inform and appreciate cultures, and offers the opportunity for them to make history



- ***Figúralo* Timeline**

- Youth Exhibit 2014
- *Figúralo* 2015
- *Figúralo* 2016
- *Figúralo* 2017
- *Figúralo* 2018



What is the youth exhibit, *Figúralo*?

• School Demographics

- 2015: 10 schools represented
- 2016: 14 schools represented
- 2017: 24 schools represented
- 2018: 19 schools represented

• Student Demographics

- 2014: 129 total artists // 45% Latinx
- 2015: 144 total artists // 45% Latinx
- 2016: 175 total artists // 50% Latinx
- 2017: 190 total artists // 50% Latinx
- 2018: 200 total artists // 70% Latinx

• Opening Reception Demographics

- 2015: 110 in attendance
- 2016: 300 in attendance
- 2017: 380 in attendance
- 2018: 400 in attendance



• School that have Participated

- St. Stephens / St. Louis / Skybrige Academy / Crockett H. / Caminos Program / Blazier E. / Creative Action / O. Henry M. / Imagination Station / Sanchez E. / Bailey E. / Ann Richards / Lamar M. / Travis H. / Garza H. / The Texas School for the Blind and Visually Impaired / UT: Greater Tomorrow Youth Art Program / Anderson H. / Phoenix Learning Center / McCullum H. / East Side Memorial / Metz E. / Kipp Austin / Westview M. / McNeil H. / Holy Family / COA Totally Kool Burnet M. / Ragan H. / LBJ H. / Kealing M.

• Figúralo Exhibit Video

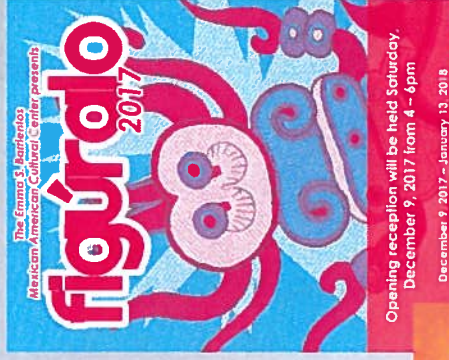
- <https://www.facebook.com/AustinESBMACC/videos/1349136911815522/>



The Artists

- **Marketing & Outreach**

- AISD Contacts
- AISD Outreach Events
- Austin Diocese
- ESB-MACC Signature Events
- ESB-MACC Newsletter
- ESB-MACC Website
- Social Media (MACC & PARD)
- Flyers
- Do512
- Eventbrite
- S.T.E.A.M Austin
- Parent Teachers Meetings
- AISD Community Meetings



How do we get the word out?

• Call for Submission

- The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) and The Sam Z. Coronado Gallery are proud to present *Figúralo*: A Figurative Narrative, annual youth exhibit. *Figúralo* features the exploration of artistic media through figurines, figurative images, and figurative narratives. Participants must have strong interests in the Visual Arts and be between the ages of 6 – 19. Lastly, accepted art media include: painting/oil pastels; illustration/cartooning; stop motion; photography; sculpture; and video imaging/film production.

• How Figúralo has Evolved

- 2015: Figúralo name and t-shirt were added to the exhibit
- 2016: Video and photography added to the exhibit
- 2017: 10 year anniversary interactive opening reception and student and teacher interviews
- 2018: Storytelling integrated with personal histories through art



• Figúralo through the Years

- "Thank you for having the youth exhibit. I incorporate this exhibit into my curriculum every year." – Pilar Castrejon
- "We enjoy participating; we will participate every year." – Johnny Villarreal
- "Thank you for holding the youth exhibit. Our children love art and we are thankful for the opportunity" – the Mendoza Family
- "Very well curated exhibit, great work from the artists. The show is fun, colorful, and smart." – 2018 opening reception guest



How does one get involved?



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