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San Antonio, TX

The Museo Alameda to Host Major Exhibition – *Tequila, the Spirit of Mexico*

On November 20, 2011, the Museo Alameda in San Antonio, Texas – the first formal affiliate of the Smithsonian Institution – will open its next exhibition and shed unprecedented light on the arts and culture of Mexico and San Antonio in its continuing effort to tell the story of the Latino experience in the Americas: *Tequila, the Spirit of Mexico*.



San Antonio has long been linked to central Mexico through indigenous trade routes, the colonial system of the missions, rail networks and cultural exchanges. Among these is the tequila industry, which increased its exports during the Mexican Revolution that began in 1910.

Visitors to the Museo Alameda will discover how tequila influenced the development of the arts, from music and poetry to film and other visual arts. The exhibition covers the history, geography, economy and culture of the tequila industry as a complete retrospective of the agave plant.



The exhibition will break new ground in the Alameda's curatorial ambitions. An international team, led by museum Executive Director Guillermo Hoyos, has been assembled: Alicia Rodriguez, a leading expert in tequila, of Mexico; Jill Vexler, curator of similar exhibitions focused on rum and vodka, of New York; Dr. Tomás Ybarra Frausto, distinguished scholar of Latino literature, of San Antonio; Dr. Ricardo Danel, renowned historian at Universidad

Nacional de México; and German Gonzalez Gorrochotegui, master distiller of Chinaco Tequila and t1 Tequila Uno.



On November 20, 2010 the doors of the Museo Alameda opened *Revolution & Renaissance: Mexico and San Antonio 1910-2010*. In commemoration of the centennial of the Mexican Revolution (which was conceived in San Antonio), *Revolution & Renaissance* explores how the arts and culture flourished on both sides of the border despite the war. Exploring the ties that San Antonio has with the Mexican Revolution, the exhibition chronicles the experiences of war refugees in the city of San Antonio and focuses on the contributions made by their descendants in the fields of journalism, education, trade, social justice, and more.

The show includes paintings, sculptures, and decorative art objects from a major private collection in San Antonio. On view are works by many of the most famous Mexican artists of the twentieth century, including Diego Rivera, David Alfaro Siqueiros, Roberto Montenegro, and José Guadalupe Posada, as well as diverse examples of folk art and furniture, from *china poblana* dresses to a piano covered in Aztec and Zapotec designs. The parallel and entwined cultural and artistic histories of Mexico and San Antonio will be explored through sections on the Alameda Theater, the Miraflores gardens, and HemisFair.



A conflict that lasted more than a decade, the Mexican Revolution changed all levels of life in Mexico. It also had a dramatic impact on south Texas: the document that launched the Revolution, the *Plan de San Luis Potosi*, was printed and released in San Antonio in 1910. During and after the revolution, Mexicans of all social classes, from humble laborers to rich exiles, immigrated to San Antonio. Their experiences and legacies are a fundamental part of the city today.

Upon *Revolution & Renaissance's* closing on September 20, 2011, Mr. Hoyos will proudly keep promoting the Mexican culture with *Tequila, the Spirit of Mexico* which will open November 20, 2011, in the heart of Texas' #1 tourist destination.

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