



THE
Idea 2009 – 2010
fund APPLICATION

ARTIST(s) NAME(s):and Sandra "Pocha" Peña

GROUP NAME (if different from above):Aztec Gold with Lou Chalibre

PROJECT TITLE: Rudos y Tecnicos

PROJECT SUMMARY: (one sentence or 200 characters)

The "Aztec Gold with Lou Chalibre" project is a collaboration between award-winning writer/conceptual artist Victor Payan and filmmaker Sandra "Pocha" Peña which combines satire, Mexican wrestling

Discipline:

Visual Arts:

Literary Arts:

Media:

Performing:

Other: Interdisciplinary Intervention

Artist Contact: Victor Payan

Contact email: victor@victorpayan.com

Contact Phone Number: 210-731-4340

Contact Mailing

Address:

Victor Payan
1417 Santa Monica St.
Street 2
San Antonio, 78201

DESCRIBE YOUR PROJECT: (MAXIMUM 700 WORDS)

- Describe what form your project will take and how it will be available to the public (i.e. exhibition, public art project, event, performance, publication, website, etc)
- Motivations for the work and concepts behind the project
- A brief project timeline and the location your project will take place. (Only list organizations from which you've received prior approval.) If you have not secured a venue, or your project does not require a venue, please explain. If your project is a print or internet-based publication, please talk about your plans for distribution.

The "Aztec Gold with Lou Chalibre" project is a collaboration between award-winning writer/conceptual artist Victor Payan and filmmaker Sandra "Pocha" Peña which combines satire, Masked Mexican wrestling and hybrid culture to create site specific interventions, video podcasts and live "luchanovelas" to explore contemporary issues in art, culture and politics.

"Aztec Gold" re-examines the kitschy 1960s Mexican movie luchador symbology as characterised by such wrestlers as El Santo and Blue Demon, we have created a vehicle through which contentious contemporary issues can be explored in a cathartic, humorous and creative way.

"Rudos y Tecnicos" is a dynamic Aztec Gold intervention that was first produced in 2006 at the Museum of the Living Artist" in San Diego's Balboa Park. In this multi-faceted intervention, which has not been produced in Texas, prominent members of the local arts community adopt the identity of masked Mexican wrestlers who then "battle it out on the canvas" by painting images, topics or concepts suggested by members of the audience. Paired as bouts between a "rudo" or villain, and a "tecnico," or hero, these timed painting matches take on a fevered pitch as the participants feverishly to create a three-minute masterpiece based on ideas which emerge from the collective subconscious of the audience and may include such concepts as "peace," "the Alamo" or "public health care reform."

Because the artists are wearing masks and adopting wrestling personas, they are free to explore new creative identities and to debut them in front of an audience of their peers in a safe and humorous context. In San Diego, artists assumed wrestler names such as Sony Diablo, Miss Slowcialization and MonSanto, the genetically modified son of legendary wrestler El Santo. Additionally, local masked Mexican wrestlers are also brought in to engage in the painting bouts, although to a much greater physical effect.

The Rudos y Tecnicos event also includes a lucha-themed art exhibit and a live "luch novela" improv performance in which audience members are enlisted to play lead roles. Approximately twenty artists will participate in the art exhibit, and ten will particate in the painting matches.

"Rudos y Tecnicos" incorporates our subversive "by any memes necessary" approach to guerrilla art interventions that explores latent historical and cultural conflict zones, while providing catharsis, participation and humor.

An ongoing project, "Aztec Gold" has already demonstrated an impact on audiences by awakening a sense of wonder and empowerment that anyone can be a luchador. The desired impact, should we receive a grant from the Idea Fund is to further develop this reaction and document the transformation of intergenerational audiences and interviewees into empowered creative members of their community.

We have already received a commitment from Gallista Gallery in San Antonio to hold the event at their venue during one of the monthly Second Saturday events in 2010.

Prior to moving to Texas in 2007, Payan and Pocha elaborated Aztec Gold has filmed segments with artists such as Guillermo Gomez-Peña, Gilbert "Magu" Lujan, Ricardo Duffy, Gilbert Hernandez, El Vez and Astrid Hadad on subjects such as Immigrants Rights, Intercultural Fear and the notion of Glamour.

4. Budget: Submit a project budget that estimates all anticipated costs. Please include projected expenses and anticipated income (if any). For anticipated income, indicate if you have applied for, secured, or anticipate additional funds for this project and list the amounts and the potential sources. Please add notes to clarify questions that might arise for the panel.

**Feel free to change any of the suggested line items in the budget
to items that better fit your project.**

	Budget	Notes
EXPENSES		
Fees		
Artist Fees	\$2,000.00	
Contractor Fees	\$400.00	
Contractor Fees		
Fees Subtotal	\$2,400.00	

Production		
Tech: Installation	\$300.00	
Tech: Equipment	\$600.00	
Tech: Other	\$300.00	
Venue/Rental Fee	\$250.00	
Documentation	\$200.00	
Production Subtotal	\$1,650.00	

Marketing		
Marketing: Fliers	\$100.00	
Marketing: Posters	\$200.00	
Marketing: Postcards	\$150.00	
Marketing Subtotal	\$450.00	
TOTAL EXPENSES		

INCOME		
Idea Fund	\$3500	
Private Donations	\$500.00	
Merchandise	\$500.00	
Ticket Sales		
TOTAL INCOME	\$4,500.00	

IN-KIND DONATIONS		
Equipment	\$700.00	
Supplies	\$500.00	
Venue	\$250.00	
TOTAL IN-KIND	1450	

5. Biography: Please submit a short biography (not to exceed one page) about yourself, your group or collective.
(MAXIMUM 500 WORDS)

Victor Payan and Sandra "Pocha" Peña met in 1993 at the Cafe Cinema performance venue in San Diego. They had the opportunity to work together in 2004 when Sandra returned to San Diego to coordinate the San Diego Latino Film Festival, where Victor was working. "Aztec Gold with Lou Chalibre," their first collaboration, won the 2005 NALIP Latino Media Market. Apart from their work on "Aztec Gold," Victor and Sandra have collaborated to create curricula for the "I Am Orange County" Social Justice Through Technology program in Santa Ana and the "San Anto TV" student digital video program in San Antonio as well as videos for the LA Latino International Film Festival.

Victor Payan is an award-winning writer, producer and artist who uses humor and satire to address issues of border culture and social justice. A San Diego native who moved to San Antonio in 2007, he works independently and in collaboration with creative partners to create engaging multi-faceted interventions, such as the masked Mexican wrestler project Aztec Gold with Lou Chalibre, and the Keep on Crossin' movement. He was named the City of San Antonio Commission for Arts and Culture's August 2009 Artist of the Month.

He served as Editor of the Stanford humor magazine Chaparral and has also written for the seminal underground Chicano humor magazine, Pocho! His work is in the permanent collection of the Museum of Contemporary Art San Diego and has been featured in exhibitions, screenings and performances at the High Museum of Art in Atlanta, Galeria de la Raza in San Francisco and the Sweeney Art Gallery in Riverside, among other institutions. In addition to his solo work and collaboration with Sandra "Pocha" Peña, Victor has collaborated with artists such as cartoonist Lalo Alcaraz, members of the Border Arts Workshop, and has served as Associate Producer for several Emmy-Award winning PBS documentary series, including The U.S.-Mexican War: 1846-1848 and The Border. Since moving to San Antonio in 2007, Payan has taught the multimedia program at San Antonio Cultural Arts and served as Co-Director of CineFestival en San Antonio. He is a popular speaker on issues of art and culture, and has presented at conferences in the United States and Mexico. He currently works as the Development Coordinator for the National Association of Latino Arts and Culture (NALAC).

Sandra Peña Sarmiento (aka "Pocha Peña") is an award-winning filmmaker, artist and writer who served as Festival Director for the CineFestival film festival in Texas and San Diego Latino Film Festival in California. She has also worked with the Los Angeles Latino International Film Festival and Spanish-language television networks such as Telemundo, Univision and Fox Latin American. Her video art has exhibited at museums, galleries and film festivals all over the globe and her handmade textile line is enjoying increasing popularity throughout the Southwest.

Additionally, La Pocha's seminal writing, "The Pocha Manifesto" was published in Jump Cut film journal and recently featured in the "Phantom Sightings" show at the Los Angeles County Museum of Art. Sandra has also written for La Opinion, Tu Ciudad, Chicano Art Magazine and other publications. She currently divides her time between San Antonio, TX and Los Angeles, CA producing videos for private clients, exhibiting her work and consulting on matters of social justice through Media Arts. Sandra is the producer of Aztec Gold with Lou Chalibre, an innovative arts and culture series hosted by a masked Mexican wrestler; and is currently producing a documentary about the restoration of the historic murals at Chicano Park in San Diego.

Please SAVE this document with the document title: "lastname_firstinitial_ProjectTitle" and email it to: tracey@diverseworks.org by **OCTOBER 30, 2009.**

All work samples must be received at DiverseWorks by **5:00 PM
NOVEMBER 5**

mail or deliver your work sample(s) to: The Idea Fund; c/o DiverseWorks; 1117 E. Freeway; Houston, TX 77002-1108.

***Materials without a self-addressed stamped envelope will not be returned and will be discarded after 2 months if the applicant has not contacted The Idea Fund staff.**

Work sample annotated lists must be EMAILED to TRACEY@DIVERSEWORKS.ORG and also RECEIVED BY 5:00PM NOV. 5.