

Consulado General de México
San Francisco, California
PRESS RELEASE
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**The Consulate General of Mexico presents "Mexico 2010"
at the de Young Museum, to celebrate
Mexico's Bicentennial of its Independence and
the Centennial of the Mexican Revolution**

*A magnificent artistic show will take place at the de Young
to commemorate "200 years of being proudly Mexican"*

WHERE: de Young Museum
50 Hagiwara Tea Garden Drive, at John F. Kennedy Drive
Golden Gate Park
San Francisco

WHEN: 17th September, 2010
5.00 to 9.00 pm

WHO: The Consulate General of Mexico in San Francisco and the de Young Museum have pleasure in presenting "Mexico 2010". A popular event, open to the public in which a combination of audiovisuals, short films, fashion, dance, and music will bond with the museum's permanent collection to create a unique art experience showcasing modern Mexico in this year of the 200th anniversary of Mexican Independence and the 100th anniversary of the Mexican Revolution.

In celebration of the Bicentennial of the Independence of Mexico, the de Young Museum proudly presents an evening in honor of Mexico's artistic creativity. This event is the culmination point of a year-round celebration program organized by the Consulate General of Mexico in San Francisco.

A carefully crafted program was developed for this special event, in collaboration with renowned cultural and academic institutions of San Francisco such as the Academy of Art University and the Smuin Ballet.

For this night only, in celebration of Mexico's Bicentennial, the de Young Museum will offer free admission to the galleries from 5:00–8:45 p.m. See

the awesome art of ancient Mexico and the entire permanent collection for free.

The event will feature a combination of audiovisuals, short films, fashion, dance, and music that bonding with the museum's permanent collection creates a unique art experience that showcases modern Mexico.

To set the ambience, artists Sergio de la Torre (event curator), Ana Labastida, and Nora Enriquez will present a retrospective of Mexico's 200-year artistic evolution through a series of monumental projections all around the museum; the Koret Auditorium will feature a selection of short films from the 2009 Morelia International Film Festival, one of Mexico's most important film festivals; the Academy of Art University, in collaboration with Irene Hernández (Chillin' Productions), will present a fashion show inspired by Mexican culture; the Smuin Ballet, directed by Celia Fushille, will perform a show honoring Mexico's celebration; and Club Unicornio (Julio Morales y Juan Alvin) and the world-renowned DJ Toy Selectah will be in charge of turning the museum into a typical night out in Mexico's capital, Mexico City.

In order to facilitate communication of all the Bicentennial programs, events and initiatives, the website "Mexico 2010 – San Francisco" has been created and is available at mexico2010sf.com. It contains a calendar of celebrations and events, as well as detailed information of this great celebration. To visit the website [click here](#)

Please find attached the complete program of **Mexico 2010** at the de Young Museum. For more information, images or interviews please contact:

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We invite you to be part of this great and unique celebration!

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"Mexico 2010" de Young Museum Program

- Audiovisuals to set the ambience
6:30–8:30 p.m. Presented by artists Sergio de la Torre, Ana Labastida, and Nora Enriquez
- Short films
6:30–8:30 p.m. Featured in the 2009 Morelia International Film Festival
- Club Unicornio
6:30–7:00 p.m. DJs Julio Morales y Juan Alvin mix obscure Latin American sights and sounds.
- Fashion Show
7:00 p.m. Presented by the Academy of Art University in collaboration with Irene Hernández
- Smuin Ballet, directed by Celia Fushille
7:20 p.m. Dance performance honoring Mexico's celebration
- World-renowned DJ Toy Selectah
7:45–8:45 p.m. Music to turn the de Young into a typical night out in Mexico City
- Hands-on art making for everyone, with Mademoiselle Kim
6:00–8:30 p.m. Celebrate Mexico's bicentennial with your own Maya warrior headdress.
- September Artists-in-Residence Kearny Street Workshop
1:00–8:30 p.m. Four interdisciplinary artists create original works in Transforming Fictions.