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Casa Familiar's THE FRONT Announces 5th Annual Dia de la Mujer Celebration- Juried Exhibition & Guidelines!

San Ysidro, CA., January 16, 2012- Casa Familiar's THE FRONT is proud to announce the official Call to Artists and Guidelines for its Dia de la Mujer- Juried Art Exhibition taking place in March 2012. For the past four years THE FRONT in San Ysidro, CA has been the site of one of the biggest Dia de la Mujer (International Womans Day) celebrations San Diego has seen. With 45 participating visual and performing artists, the celebration, which features an art exhibition, but also includes spoken word, musical and theatrical performances, and a crafts marketplace, celebrates the women in our communities.

The Juried art exhibition, undoubtedly the maincourse of this exquisite program, has attracted international attention with entries coming in from all over the United States as well as across the border. Last years panel of jurors, Anya Gallacio, Jamex de la Torre and Kinsee Morlan contributed to the amazing success of our very first juried exhibit. This year, we are honored to count on the participation of Larry Baza, Gwen Gomez and Ava Ordorica, who all have an immense track record working with artists and art spaces in the San Diego community.

The 5th Annual Dia de la Mujer Exhibition, *MUJER: The Force Within* will open on Thursday March 8th 2012, and will run until March 29th 2012. The exhibition is open to all women and is limited to 2-dimensional mediums. The deadline for submissions is February 16, 2012. There is a limit of 2 entries per artist and an entry fee of \$10.00 per entry submitted. Please see the attached Guidelines for more details and application.

We are very honored to have such a gifted trio of jurors for this exhibit; here is a little info on them:

Larry Baza:

Larry Baza is a native San Diegan of Mexican and Chamorro (Guamanian) heritage. An arts administrator for 31 years, Baza has served as executive director or administrator of the County of San Diego's Public Arts Advisory Council, Community Arts of San Diego, California Pacific Theater, Sushi Performance & Visual Art, and the Centro Cultural de La Raza. Currently, Baza serves as executive vice president of the San Diego Democratic Club, a board member of Honor Pac (a Statewide Latino LGBT Political Action Committee), an Advisory Committee member of the Women's History Museum, a member of The Center's Latino Services Advisory Council, and as a member of the grant making committee of the San Diego Foundation for Change. Baza and his life partner of 24 years, Tom Noel, own Noel-Baza Fine Art in Little Italy and live in North Park.

Gwen Gómez:

Gwen Gómez has served at The San Diego Museum of Art since 2001. Currently she is Manager of Community Programs and Bilingual Initiatives. Gwen oversees the development and cultivation of partnerships with institution in the San Diego/Tijuana area; is the liaison with the Mexican Consulate for education and curatorial projects; and is spokesperson for Spanish language media. Gwen, a trained artist as well, attended Otis Art Institute, Los Angeles, and Escuela Nacional de Pintura y Escultura, Mexico City, for undergraduate work; and Centro de Investigación y Experimentación Plástica, Mexico City, for graduate studies in sculpture. Gwen was awarded the Superior Prize at the Henry Moore Grand Prize competition in Japan.

Ava Ordorica:

Ava Ordorica currently resides in Tijuana, BC where she is Gallery Director at La Casa del Tunel, a Cultural Arts Center in Tijuana. Ava is an active participant in the burgeoning art scene along the US Mexico border.

For more information on The Dia de la Mujer celebration and for submission guidelines please see attached and/or contact Leticia Gomez Franco, Director of Arts & Culture at leticia@casafamiliar.org

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