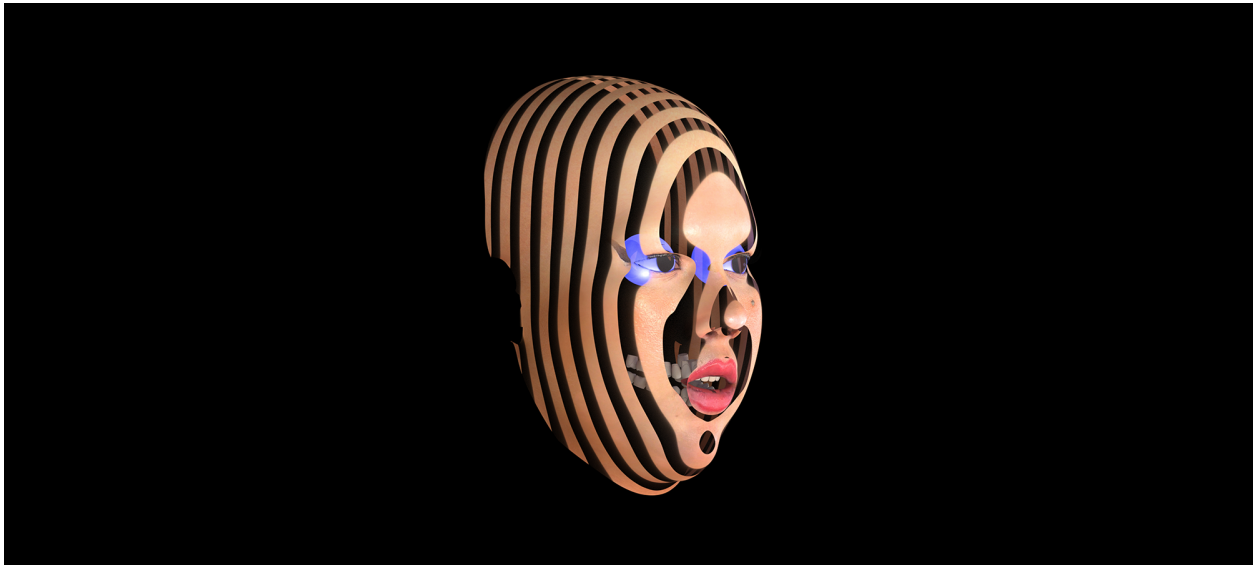


FOR IMMEDIATE RELEASE:
Friday, September 6, 2019

Gabriela Ruiz: Full of Tears

September 21, 2019 – February 15, 2020



(MONTEREY PARK, CA) – The Vincent Price Art Museum at East Los Angeles College is pleased to present *Gabriela Ruiz: Full of Tears*, the first solo museum exhibition of multidisciplinary artist and designer Gabriela Ruiz, also known as Leather Papi. Speculating on the mechanics of memory and the intersections of technology and emotion, Ruiz uses 3-D rendering, video mapping, and installation to investigate questions of the self.

For this exhibition, Ruiz creates a digital self-portrait amidst an immersive gallery space incorporating sound and color. In a surrealist line of inquiry, Ruiz posits on the persistence of memory, automatism, and the self-conscious. Within her work, Ruiz creates vivid, monochromatic environments that function as installations, settings for performances, or as backdrops for fashion shoots. Her sculptures incorporate thrift store furniture pieces that are up-cycled with insulation foam and glossy paint, while her garments incorporate screen prints and embellished details.

"I became exposed to Gabriela's work within the last couple of years and I have been tremendously impressed at her ability to move through different media and platforms," said VPAM Director Pilar Tompkins Rivas. "From social media and fashion design to complex multimedia installations and performance, I have been consistently excited by the freshness that she brings. We are really honored to present her first solo museum exhibition. We believe that she is an important artist to watch."

ABOUT THE ARTIST

Born and raised in the San Fernando Valley, Gabriela Ruiz (b. 1991) has presented her work in art institutions, nightlife venues, and through public interventions. Group exhibitions include *You don't control the witness* at Itd los angeles (2019) and *Ecdysis* at Itd los angeles and Museum aan de Stroom (Antwerp, Belgium) (2019); *Liberate the Bar! Queer Nightlife, Activism, and Spacemaking* at ONE Gallery (West Hollywood, CA) (2019); *Pasado Mañana* at Commonwealth and Council (Los Angeles, CA) (2018); and *Building Bridges in Times of Walls: Chicano/Mexican Art from Los Angeles to Mexico* at Gran Galería de Acapulco (2019), Museo de los Pintores Oaxaqueños (2019), Museo de las Artes de la Universidad de Guadalajara (2019–2020), and Centro Cultural Tijuana (2020). Her performance *Cruz Azul* was presented at the Institute of Contemporary Art, Los Angeles in 2018, where she also collaborated with artist Rafa Esparza on his exhibition *de la Calle*. Named after her moniker “Leather Papi,” Ruiz’s fashion line was founded in 2014 and includes gender-neutral designs inspired by BDSM culture and mixes kink, queer, and Mexican iconographies. She has been the subject of digital and print features in The New York Times, Los Angeles Times, GOOD Magazine, Hyperallergic, KCET, and Remezcla, among others.

RELATED PROGRAMS

OPENING RECEPTION

Saturday, June 15, 2019

5:00 – 7:00 pm

EXHIBITION WALKTHROUGH WITH GABRIELA RUIZ

Saturday, December 7, 2019

2:00 – 3:00 pm

ARTIST PERFORMANCE

FEBRUARY 2020

DATE AND TIME TO BE CONFIRMED.

PLEASE VISIT OUR WEBSITE FOR MORE DETAILS.

ABOUT THE VINCENT PRICE ART MUSEUM

The mission of the Vincent Price Art Museum at East Los Angeles College is to serve as a unique educational resource for the diverse audiences of the college and the community through the exhibition, interpretation, collection, and preservation of works in all media of the visual arts. VPAM provides an environment to encounter a range of aesthetic expressions that illuminate the depth and diversity of artwork produced by people of the world, both contemporary and past. By presenting thoughtful, innovative and culturally diverse exhibitions and by organizing cross-disciplinary programs on issues of historical, social, and cultural relevance, VPAM seeks to promote knowledge, inspire creative thinking, and deepen an understanding of and appreciation for the visual arts.

VISITOR INFORMATION

Admission to all exhibitions and programs at the Vincent Price Art Museum is free. Hours: Tuesday–Saturday 12:00pm–4:00pm, with extended hours on Thursday until 7:00pm. Closed Sundays and Mondays and national holidays. Vincent Price Art Museum, East Los Angeles College, 1301 Avenida Cesar Chavez, Monterey Park, CA 91754–6099. Onsite parking \$2 in the structure located at Collegian Avenue and Floral Drive.

CONTACT INFORMATION

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IMAGE CREDITS

Gabriela Ruiz, Digital self–portrait, 2019, 3D rendering. Courtesy of the artist.