



DIA De LOS MUERTOS

2008 Dia de los Muertos Festival
Honoring the Past, Celebrating the Future
A Unity Council Celebration

Artists and Community Altars

It's time for this year's "Día de Los Muertos" Festival, the premier Latino arts and cultural event in the Bay Area! This year's celebration is scheduled for **Sunday, October 26, 2008** from 10 a.m. to 5 p.m. along International Boulevard and in the Fruitvale Village in Oakland, California. One of the most family-oriented events in the Bay Area, the Festival receives prominent local and regional media attention. Easily accessible by BART, the Festival attracts people from all over the Bay Area – in fact, more than 85,000 visitors came to last year's event to celebrate cultural traditions and the arts.

The theme of this year's Festival is *Honoring the Past, Celebrating the Future*. The professional and aspiring artists, families and community members who come together truly create the heart and soul of the event. The main altar area at the Festival will feature new art exhibits and projects that involve the community in the creation of the altars. Altars will be featured along International Boulevard at 34th Avenue and in the children's area at 37th Avenue, as well as in the Plaza de la Fuente.

We invite you to become part of the celebration! As a student, professional or aspiring artist or community member, you may have a special someone, group of people or cause that you would like to commemorate with an altar at the Festival. More than 20 altars will be created on the day of the event. The Community Centerpiece altar will be an interactive experience of the Dia de Los Muertos tradition which takes place in Mexico during the 1st and 2nd of November.

If you are interested in participating, please fill out the attached form and submit it along with a sketch, theme and description/biography of your proposed altar by **August 1st**. The Unity Council will review all proposals and select the altars that will be displayed. Notification will be made by **August 15, 2008**.

Preference will be given to altars that:

- Commemorate those using the "Honoring the Past – Celebrating the Future" theme
- Represent or impact the Fruitvale community
- Have significant social and human value

The altar spaces are 10'x10' with a canvas backdrop. They are open on three sides with a bar separating the altars. A small stipend will be awarded for supplies. An informational meeting will be held for the community and interested participants on **Monday, July 28 at 6:00 p.m.** at 1900 Fruitvale Avenue, 2nd floor. You will also be required to attend a pre-event meeting on **Thursday, October 2** and of course, to be present the day of the event to build your altar and narrate your creation.

We look forward to your participation! Should you have any questions, please call Peter Perez, lead artist coordinator, or Claudia Briones or Terry Alderete at Alderete Business Visions at 510-436-6672 or 510-535-6084. **Gracias!!!**

P.S. For Artists who wish to display

We offer special rates on booths for artists who produce their own items and sell or display them at the Festival. To receive these rates, you will need to provide a photo that shows you creating hand-crafted art pieces and goods. You will also need to obtain a one-day sales permit from the City of Oakland. Applications can be found on the Dia de los Muertos Festival website at www.unitycouncil.org/ddlm or you may call Claudia or Terry at 510-436-6672 or 510-536-6084 to request an application by mail.