

# 2012



## THE ROOTS OF A NEW BEGINNING FOR THE SERIE PROJECT

### ABOUT THE SERIE PROJECT

Founded in 1993 by Austin artist Sam Coronado, The Serie Project is a nonprofit organization that offers free printmaking facilities and housing for about 8 -15 artists per year through a one week Artist In Residence program. During their stay, an artist produces an edition of 50 prints in a collaborative workshop setting with a Master Printer. In choosing participants, the Serie Project strives to promote the work of local Latino or Latin American artists with two-thirds being Latino or of Latin American descent and 60% coming from Austin or surrounding areas in Texas. The mission of this organization is to further the careers of local print artists in support of the Austin community and to provide low-cost access to prints to artists and the public. The Serie Project has also made a presence in the national and international art markets through exhibitions abroad as well as hosting numerous artists from around the world.

### SUPPORT SERIE, SUPPORT YOUR COMMUNITY

To ensure that the Serie Project can continue with its mission, we need your help. We are looking for local businesses to sponsor an event in November, detailed below, as well as future Serie programs and events. A donation of funds or products will increase your exposure in the Austin community while helping to preserve an organization that has served Austin for nearly two decades. In a time of thinking globally and acting locally, it is a worthwhile pursuit to engage in your community and foster the creativity that gives Austin its character. As a non-profit organization, the Serie Project relies on grants, donations, and sponsorship of businesses like yours to operate.

### 2012: ROOTS OF A NEW BEGINNING FOR THE SERIE PROJECT

On November 17, 2012, the Serie Project will host an event at the Emma S. Barrientos Mexican American Cultural Center celebrating with the work of eleven artists from the 2012 Artist In Residence program. The event will feature an art exhibition, live music, dance performances, refreshments, and a silent auction. To make this event and future Serie programs possible, we need your sponsorship.

Reflecting on 2012 as a year of transformation and new beginnings, we hope that you will be an integral part of our future at the Serie Project. If you can help with your time, or as a sponsor or donor for this event, please contact us at: [serie@serieproject.org](mailto:serie@serieproject.org) or **512-385-3591**



6601 Felix Avenue Austin, Texas • 512-385-3591 • [serieproject.org](http://serieproject.org)



**above:** Screen printing in action  
(Photo by Pete Ashton)

**below:** *Sol de la Noche Maya*, Esperanza Gama,  
Serie XVIII (2011)

