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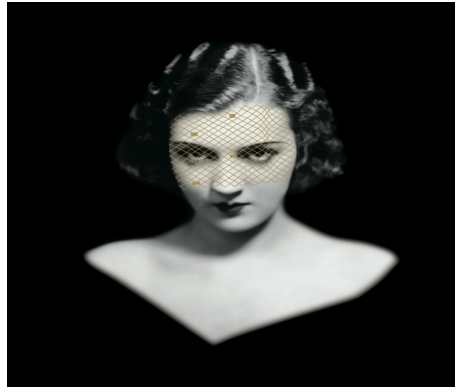
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**EI MUSEO GALA 2015
HONORING**

YOLANDA SANTOS Trustee, El Museo del Barrio
LISA GARCIA QUIROZ Senior Vice President, Cultural Investments,
Chief Diversity Officer, Time Warner Inc.
EUGENIO LÓPEZ ALONSO, Founder President, Fundación Jumex
Arte Contemporáneo

THURSDAY MAY 14 2015 | THE PLAZA HOTEL - NEW YORK CITY

New York, NY, May 5, 2015 — El Museo del Barrio will hold its annual spring Gala on Thursday, May 14th at The Plaza Hotel in New York. This year, El Museo board member **Yolanda Santos** will receive the Joseph A. Unanue Trustee Leadership Award; Senior Vice President and Chief Diversity Officer at Time Warner Inc., **Lisa Garcia Quiroz**, will receive the Corporate Excellence in the Arts Awards; and Founder and President of Fundación Jumex Arte Contemporáneo, **Eugenio López Alonso**, will receive the Excellence in the Arts Award. Cocktails begin at 7pm, with dinner and dancing to music by **Avenida B.** following at 8pm. This year El Museo's Gala brings the aesthetics of Black and White movies into the setting of the Gala. The event is being designed by **Jerónimo Gaxiola** and will be featuring a multidisciplinary performance by **Erika Harrsch** in collaboration with singer **Magos Herrera**. Christofle has again generously donated the three silver awards for the Gala.

El Museo Gala 2015 Chairs are **Maria Eugenia Maury** and **William A. Haseltine**.
"My husband and I are proud to be chairing this year's Gala as it accompanies



a renaissance for our institution. We celebrate an ambitious new director, new board leadership, and a brilliant slate of exhibitions. This year's honorees are outstanding individuals who support the arts and our Latin community. Like El Museo, their impact is international. The enthusiasm for all this is reflected in our gala, which has sold out, through longtime supporters and new." Said Maria Eugenia Maury, El Museo del Barrio's Gala Chair.

The Young Gala Committee Chairs are **Jamie Diamond, Karla Farach de Athanasopoulos, Jessica Garza-Bueron, Karina Palma, Jana Pasquel de Shapiro,** and **Leticia Pittman Presutti.**

The Honorary Committee includes **Pedro Almodóvar, Miguel Bosé, Maria Cornejo, Ambassador Sandra Fuentes** (Consul General of Mexico), **Erika Harrsch, Magos Herrera, Ambassador and Mrs. Jorge Montaña** (Permanent Representative of Mexico to the United Nations), **Dascha Polanco, Candy Pratts Price, Narciso Rodriguez, Andres Serrano, Maricruz and Ray Smith, Isabel and Ruben Toledo,** and **Iké Udé.**

El Museo del Barrio, the nation's leading Latin American museum, is known for its wide-ranging collections, groundbreaking exhibitions, complemented by film, literary, visual and performing arts series, cultural celebrations, and educational programs.

This spring the museum showcases Mexican art and culture in grand cinematic style. The central event of this celebration is the exhibition "*UNDER THE MEXICAN SKY: Gabriel Figueroa—Art and Film,*" which explores the work and legacy of Mexican cinematographer, Gabriel Figueroa, one of the most renowned cinematographers of the 20th Century. Figueroa worked both in Mexico and Hollywood during the Golden Age of Cinema and built an enduring image of Mexico through his visionary style. El Museo's Spring Gala borrows its aesthetic themes from the exhibition, which is on view now until June 27, 2015.

Inspired by Figueroa's black and white work, the Gala is Black Tie. Ladies have been asked to dress in black and white with gloves and veils. The Official Milliner of the Gala is hat designer **Patricia Underwood**, who has designed numerous veils and custom-order veils for ladies to wear at the Gala.

"Our gala does what others do, yet more. It expresses the celebratory spirit of Latin Americans. We embody the Gala with style and dance. Our Gala is an outpouring of support for the work of El Museo and the presence of Latin Americans in New York. Presenting our culture to the widest possible audience is our duty and our joy," said **Jorge Daniel Veneciano**, Executive Director, El Museo del Barrio.

"The concept for the El Museo Gala is brilliant," says Underwood. "Glamour and allure will abound, as well as mystery and beauty as the guests will discover the timeless attraction that wearing a veiled headpiece affords."



In line with the cinematic theme, guests will be able to enjoy excerpts of LENS VIVANT, a multidisciplinary performance, multilevel artistic collage for stage with video, sculptural costumes, lights, and music. This special performance, with Creative Direction, Artistic Lead and Visual Content by Erika Harrsch, is in collaboration with singer Magos Herrera and features a performance by the renowned singer wearing the LENS VIVANT dress, adapted to Magos Herrera design, conceived and hand-painted by Erika Harrsch.

The Gala is El Museo's single most important fundraising event of the year. It raises essential support for the museum's critically acclaimed exhibitions and valued public and educational programs. Funds raised at the Gala enable El Museo to continue their important work and keep expanding the scope of their reach.

This spectacular event brings together luminaries from the worlds of fashion, entertainment, business, society, politics, and the arts in order to raise crucial operating funds for the museum. Proceeds go toward El Museo's Education programs, which reached 13,000 students from over 150 schools, plus an additional 46,000 children and adults through free cultural celebration and public programs last year.

Guests attending include **Luis Medina Abascal** (Grandee of Spain, who is also a brand ambassador for Dolce Gabbana), **Tony Bechara, Barbara Berger (Jeweler), Violaine and John Bernbach, Maria Cornejo, Mary Sharp Cronson, Laura and John Desmarais, Valdislav Dornin, Jacqueline Weld Drake, Anita Durst**, Ambassador Sandra Fuentes (Consul General of Mexico), **Council Member Julissa Ferreras, Commissioner Tom Finkelpearl, Dayssi Olarte de Kanavos and Paul Kanavos**, Ambassador Jorge Montaña (Permanent Representative of Mexico to the United Nations), **Enrique Norten, Council Member Annabel Palma, Florence Peyrelongue, Congressman Pedro Pierluisi**, Dascha Polanco (Orange Is The New Black), **Assembly Member Robert Rodriguez, Rodolfo de Rothschild, Julian Schnabel, Andrew Solomon, Maurice Sonnenberg**, Andres Serrano, **Jean and Martin Shafiroff**, Jana Pasquel and **Adam Shapiro**, Maricruz and Ray Smith, **Daisy Soros, Barbara and Donald Tober**, Isabel and Ruben Toledo, **Deputy Commissioner Edwin Torres, Adrienne and Gianluigi Vittadini, Carmen Ana Unanue**, and many more

Platinum Benefactors include Tony Bechara, Steven and Alexandra Cohen Foundation, Yolanda Santos, Time Warner, Inc., and Carmen Ana Unanue.

Gold Benefactors include Concha & Alfonso Angoitia, Liana M. Davila and Michael J. García / Kirkland & Ellis LLP, Mr. and Mrs. Francisco X. Gonzalez / RBC Capital Markets, Maria Eugenia Maury and William A. Haseltine, Eugenio López Alonso, Patricia and Ramiro J. Ortíz, and Tracey and Phillip Riese.

Benefactors include Brickell Flatiron, Valentino D. Carlotti / Goldman, Sachs & Co., Maria-Leticia, Ossa Daza, The Estée Lauder Companies, Inc., Agnes Gund, HBO,



Lisson Gallery, Macy's / Bloomingdale's, Masttro Capital SAPI de CV, Maria Teresa Mata, Morgan Stanley, Mary Sharp Cronson, and Stanley T. Stairs.

Gold Committee members include Clarissa and Edgar Bronfman Jr., Ambassador Paul L. and Trudy Cejas, Anita Durst, Giorgio Armani Corporation, Mr. and Mrs. John G. Heimann, Alice Laughlin, Mr. and Mrs. Antonio Madero, Maria Fernanda Ogazón, plus Susan and David Rockefeller.

Benefactor Committee members include Marifé Hernández and Joel Bell, Teresa Bulgheroni, America Gonzalez and Frank Burgel, Maria Rosa Fort Brescia, Mr. and Mrs. George Kaufman, Michel Langlais de Langlade, Christine Miller Martin and Christian Mürrle, The Mount Sinai Medical Center, Maria Luisa Ferre and Cyril Meduna, Ernesto Mathies and Rodner Figueroa, New York Academy of Medicine, Encarnita and Robert Quinlan, Betsy Marzahn-Ramos and Alex Ramos, Faanya Rose, The Rudin Foundation, Inc., Patricia and Juan Ruiz-Healy, Jean and Martin Shafiroff, Sarah Billingham Solomon and Howard Solomon, and Dora Beatriz Cortes and Cranford Stoudemire.

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Young Gala Committee members include Steve Caputo, Jamie Diamond, Karla Farach de Athanasopoulos, Jessica Garza-Bueron, D. Ashlee Harrison, Victoria and Michael Heller, Karina Palma, Ana Perez-Escoto, Jana Pasquel de Shapiro, Leticia Pittman Presutti, Evelyn Subramaniam, Samantha Thompson, and Alexis Zambrano.

El Museo's Board of Trustees includes Tony Bechara (Chairman), Francisco X. Gonzalez (Treasurer), Héctor R. Cordero-Guzmán (Secretary), Michael J. García (First Vice Chair), Tracey G. Riese (Second Vice Chair), Robert Azeke, Gaily Beinecke, Angela Cabrera, Doris A. Casap, Pablo J. Farías, Maria Teresa Mata, Maria Eugenia Maury, Jeffrey Mercado, Christine Miller Martin, Carmen P. Nelson, Ramiro Ortíz Mayorga, Susana de la Puente, and Yolanda Santos. Ex Officio, The Hon. Bill de Blasio, Hon. Gale Brewer, and Hon. Tom Finkelpearl

El Museo's Junior Council: Leticia Pittman Presutti (Chair), Rachel Lee-Holland (Vice-Chair), Patti Ruiz-Healy (Treasurer), Josefina Aguayo (Secretary), Jerome Levy, Evan List, Norma Luján, Catalina Meduña Ferre, Jennifer Mora, Camila Rachmanis, Maria Cristina Rios, Joseph Rivera, Astrid Soto, Sabrina Wirth, and Lisa Yom.



ABOUT EL MUSEO'S 2015 HONOREES:

Yolanda Santos is a renowned patron of the arts in both Mexico and the United States, serving on the Board of Trustees of El Museo del Barrio for over 15 consecutive years. She founded the Ballet de Monterrey and is also founder and president of Supera – a nonprofit social wellness organization focused on family planning services in Mexico. She was also a founding Board Member at the Museo de Arte Contemporáneo in Monterrey (MARCO), and a current member of the Chairman's Council of American Ballet Theater and the Mexican Cultural Institute of New York.

Lisa Garcia Quiroz is Senior Vice President and Chief Diversity Officer of Time Warner Inc. and President of the Time Warner Foundation. Ms. Garcia Quiroz is charged with ensuring that Time Warner's investments in people, community and content are reflective of its position as a leading media company – a place where the best talent can thrive, and where creativity and storytelling resonate with increasingly diverse audiences around the globe. Through a unique alignment of the company's business strategy with its philanthropic & diversity initiatives, Ms. Garcia Quiroz has invested smartly and strategically in the discovery and cultivation of the next generation of storytellers. Ms. Garcia Quiroz was born and raised in New York City and received both her undergraduate degree and MBA from Harvard University. She resides in New York City with her husband, author Guy Garcia.

Eugenio López Alonso is one of Mexico's leading art patrons and the founder and president of the Fundación Jumex Arte Contemporáneo in Mexico City, the largest private modern art collection in Latin America. Through his commitment to the arts, Eugenio López Alonso has brought the highest quality of exhibitions, including the renowned Cy Twombly, Alexander Calder and Andy Warhol, to the recently opened Museo Jumex for their Mexican debut.

ABOUT EL MUSEO'S 2015 GALA CHAIRS:

Maria Eugenia Maury is a Venezuelan-born philanthropist deeply involved with a number of charities with a focus on the Latino community and global health issues, particularly HIV. The organization she works most intimately with is AID FOR AIDS (AFA), where she has been President of the Board for more than 12 years. Under her leadership, AFA has developed the largest HIV medicine recycling program in the world, having redistributed over \$100 million of HIV medication in 43 countries since its founding. The organization has also reached over 1 million youth with HIV prevention education and tools of empowerment, and currently provides comprehensive attention to over 750 children with HIV and their families in Latin America and the Caribbean. AFA also provides services to hundreds of immigrants with HIV in New York City.

Dr. William A. Haseltine PhD is Chairman and President of ACCESS Health International, Inc., a foundation that supports access to affordable, high quality health services in low, middle and high-income countries. He is also President of the Haseltine Foundation for Science and the Arts. He was a professor at Harvard



Medical School and Harvard School of Public Health and is known for his pioneering work on cancer, HIV/AIDS and genomics. He is the Founder of Human Genome Sciences, Inc. and served as the Chairman and CEO of the Company. He is a member of the Advisory Board of the Metropolitan Opera, a member of the Director's Council of the Museum of Modern Art, a patron of the Metropolitan Museum of New York, the Whitney Museum, the Guggenheim Museum; and a member of the Board of Directors of the Young Concert Artists, Inc. and the Youth Orchestra of the Americas.

TICKETS AND TABLE INFORMATION:

For ticket and table information please contact Lora Evinger at Livet Reichard Company (El Museo's Gala office) at t: 212.868.8450 ext.205 | e: lora@livetreichard.com | a: 306 West 38th Street, 7th Floor New York, NY 10018

INVITATION ACKNOWLEDGEMENT:

The image on the Gala's invitation is a photograph of Consuelo Frank, taken by Gabriel Figueroa Mateos in 1930. The image currently resides in the Colección Gabriel Figueroa.

STAY CONNECTED:

Event Hashtag: #ELMUSEOGALA2015

PRESS MATERIALS:

Current and past press releases about El Museo del Barrio's exhibitions and programs are available for download at: <http://www.elmuseo.org/press/>

ABOUT EL MUSEO DEL BARRIO:

El Museo del Barrio, New York's leading Latino cultural institution, welcomes visitors of all backgrounds to discover the artistic landscape of Latino, Caribbean, and Latin American cultures. Their richness is represented in El Museo's wide-ranging collections and critically acclaimed exhibitions, complemented by film, literary, visual and performing arts series, cultural celebrations, and educational programs.

El Museo del Barrio is located at 1230 Fifth Avenue at 104 Street in New York City. Hours are Tuesday through Saturday, 11am. to 6pm. Admission is suggested.

For more information on El Museo del Barrio, please visit www.elmuseo.org. To connect with El Museo del Barrio via Social Media, follow us on Facebook at [Facebook.com/elmuseo](https://www.facebook.com/elmuseo), and using @ElMuseo on Instagram and Twitter.

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