



## MARGARITA CABRERA

### *Mexico Abre la Boca, 2011*

Installed in Austin, TX, April 16, 2011

*Mexico Abre la Boca* uses the literal vehicle of a taco stand to close the gap between two very distant market actors: corporate and street vendors, which normally exist at opposite ends of the spectrum of globalized economies. The title of the work assumes the strong cultural presence of communities of Mexicans within the borders of the United States and announces a call for both cultural and economic empowerment. The stand offers information about FLOREZCA, a for-profit multinational corporation recently formed by Cabrera that produces, sells and exhibits original works of art that address issues impacting immigrant and migrant communities. In the same manner that a street vendor would sell delicious tacos, the *Mexico Abre la Boca* merchant or public representative promotes and sells artistic cultural productions from Mexican craft communities. Audiences may obtain information about FLOREZCA's international share investment options, as well as the artistic workshops organized by the corporation. They may also purchase traditional crafts created in Mexico, knowing that the profit from these purchases is returned to communities where the craft traditions are rooted.

**Margarita Cabrera** was born in 1973 in Monterrey, Mexico, lived in Mexico City for ten years and then immigrated to the U.S. with her family. She received an MFA from Hunter College in New York, NY. Cabrera currently lives and works in El Paso, TX. Her work has been included in numerous exhibitions, including at the San Jose Museum of Art, San Jose, CA; Dallas Center for Contemporary Art, Dallas, TX; and the El Museo del Barrio, New York, NY. Her most recent exhibitions include a solo survey show entitled *Pulso y Martillo* at UC Riverside Sweeney Art Gallery, Riverside, CA, during which she debuted two performance works. Her work also was included in *New Image Sculpture* at the McNay Art Museum, San Antonio, TX; and the touring exhibition *Phantom Sightings: After the Chicano Movement*, organized by the Los Angeles Museum of Art, Los Angeles, CA. Cabrera is represented by Walter Maciel Gallery in Los Angeles, CA.

Photography courtesy UC Riverside Sweeney Art Gallery, Riverside, CA; and Walter Maciel Gallery, Los Angeles, CA