

Self Help Graphics & Art at 

PAPER
FASHION
Gala

May 20, 2023

6:00 - 10:00 PM

Frankie LA, 300 S. Mission Rd, Los Angeles, CA 90033

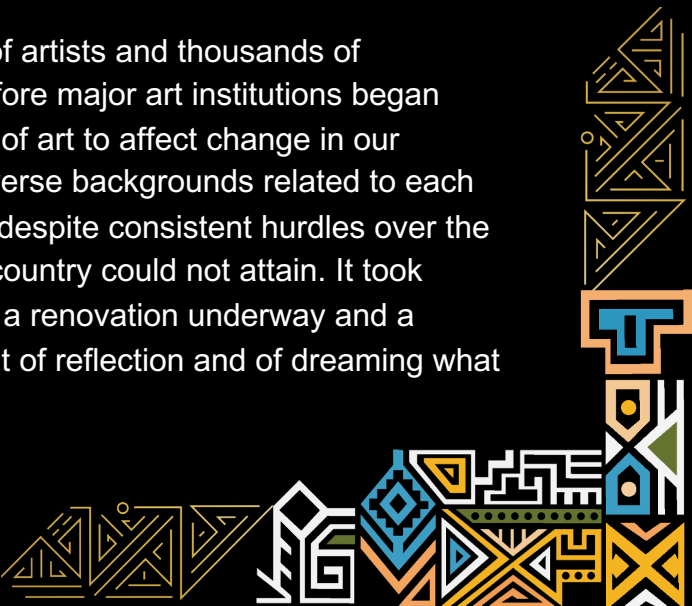




OUR STORY

Founded in 1970 in Sister Karen Boccalero's East Los Angeles garage, Self Help Graphics & Art (SHG) is dedicated to the production, interpretation and distribution of prints and other art media by Chicano/a and Latinx artists. Our multidisciplinary, intergenerational programs promote artistic excellence and empower our community by providing access to space, tools, training and capital.

The organization is the site of a rich cultural legacy created by hundreds of artists and thousands of community members who call Self Help Graphics their creative home. Before major art institutions began exploring community engagement in the arts, SHG understood the power of art to affect change in our communities and that this shared experience defined how people from diverse backgrounds related to each other through their creative practices. To reach the milestone of 50 years despite consistent hurdles over the decades is a feat many of our sister organizations locally and across the country could not attain. It took nearly five decades to become stewards and owners of our property, with a renovation underway and a growing team at a time of abundance. We celebrate our collective moment of reflection and of dreaming what the next 50 years will bring for our artistic community and space.

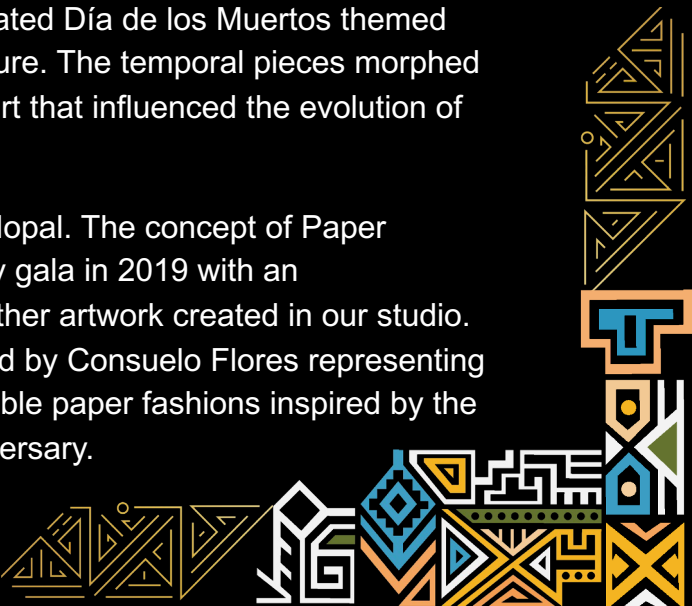




HISTORY OF PAPER FASHION

The first Paper Fashion show was created by Self Help Graphics original avant garde performance art group ASCO, which at that time was represented by Gronk, Patssi Valdez, Diane Gamboa, Sean Carrillo, Daniel Villareal, Armando Norte, Marisela Norte, Marisa Leal, Maria Elena Gaitan and Consuelo Flores. The show was presented for Self Help Graphics & Art's Día de los Muertos Celebration in 1982 and included other guest artists as performers and models. ASCO artists created Día de los Muertos themed fashions fusing calavera imagery with punk rock, traditional and pop culture. The temporal pieces morphed the historic with contemporary concepts, creating avant garde works of art that influenced the evolution of Día de los Muertos in Los Angeles.

Subsequent wearable art shows were staged in spaces like Tropico de Nopal. The concept of Paper Fashion was brought back to Self Help Graphics for the 45th Anniversary gala in 2019 with an intergenerational cohort of artists creating works inspired by prints and other artwork created in our studio. This year's celebration welcomes thirteen artists or collaborations curated by Consuelo Flores representing various moments of SHG's trajectory. Once again, they will create wearable paper fashions inspired by the cultural production of Self Help Graphics & Art to celebrate its 50th anniversary.







Paper Fashion Gala Celebrating 50 Years of Self Help Graphics & Art

A visionary, avante garde, handmade, wearable display of artistic excellence

Celebrating Chicana/o/x and Latine artistic excellence

Inspired by fine art prints created at Self Help Graphics & Art through the Professional Printmaking Program and beyond

A textured and unique experience to celebrate our community's artistry.



ARTISTS

Consuelo Flores and Gian Flores Norte

Lalo Alcaraz

Paul Botello

Martha Carrillo

Emila Garcia

Yolanda Gonzalez

Jacqueline Esparza

Jose Lozano

Teresa Miramontes

Moni Perez

Marissa Magdalena Sykes

Joey Terrill

Arturo Urista

HONOREES

Bank of America

Award to be accepted by Raul Anaya, President of Business Banking

Rose Ramirez

Former Board Member and champion for Self Help Graphics & Art

Judithe Hernandez

Legacy Artist



Hair Styling Courtesy of Ramos Carreon Salon







SPONSORSHIP

GOLD PARTNER
\$75,000

Prominent logo and/or name placement on the following promotional materials:

- website
- printed program
- step and repeat
- email announcements
- Social media posts



- Priority seating for 30 guests, ticket value \$300 each
- 30 specialty takeaway bag - includes SHG gifts
- Option to add your logo and branded content to bags for 350 attendees
- Full page ad in the printed program
- Choice of Self Help Graphics & Art Annual Commemorative print, published in the Professional Printmaking Program

PREMIERE PARTNER
\$50,000

Prominent logo and/or name placement on the following promotional materials:

- website
- printed program
- step and repeat
- email announcements
- Social media posts



- Priority seating for 20 guests, value of \$250 each
- 20 specialty takeaway bag - includes SHG gifts
- Option to add your logo and branded content to bags for 350 attendees
- Three quarter page ad in the printed program
- Choice of Self Help Graphics & Art Annual Commemorative print, published in the Professional Printmaking Program



Prominent logo and/or name placement on the following promotional materials:

- website
- printed program
- step and repeat
- email announcements
- Social media posts



- Priority seating for 15 guests ticket value \$250 each
- 15 specialty takeaway bag - includes SHG gifts
- Option to add your logo and branded content to bags for 350 attendees
- Half page ad in the printed program
- Choice of Self Help Graphics & Art Annual Commemorative print, published in the Professional Printmaking Program

SIGNATURE PARTNER
\$15,000

Prominent logo and/or name placement on the following promotional materials:

- website
- printed program
- step and repeat
- email announcements



- Priority seating for 12 guests ticket value \$250 each
- 12 specialty takeaway bag - includes SHG gifts
- Option to add your logo and branded content to bags for 350 attendees
- Quarter page ad in the printed program
- Choice of Self Help Graphics & Art Annual Commemorative print, published in the Professional Printmaking Program



COMMUNITY
PARTNER
\$10,000

Prominent logo and/or name placement on the following promotional materials:

- website
- printed program
- step and repeat
- email announcements



- Priority seating for 10 guests ticket value \$200 each
- 10 specialty takeaway bag - includes SHG gifts
- Option to add your logo and branded content to bags for 350 attendees
- Quarter page ad in the printed program
- Choice of Self Help Graphics & Art Annual Commemorative print, published in the Professional Printmaking Program

CHAMPION OF THE
ARTS PARTNER
\$5,000

Prominent logo and/or name placement on the following promotional materials:

- website
- printed program
- step and repeat
- email announcements



- Priority seating for 4 guests tickets value \$200 each
- 4 specialty takeaway bag - includes SHG gifts







SELF HELP
GRAPHICS & ART

PAPER FASHION

Gala

For more information or to confirm your sponsorship, email
Betty.avila@selfhelpgraphics.com

Sponsorships must be confirmed by April 27th for ad space inclusion