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**NEWS
RELEASE**

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El Paso Museum of History Opens *El Otro Muralismo* Exhibition Celebrating the Borderland Tradition of Sign Painting

EL PASO, Texas—The El Paso Museum of History (EPMH) invites the community to the opening of its newest exhibition, *El Otro Muralismo: Historical and Contemporary Sign Painting in El Paso and Ciudad Juárez*.

The exhibition that honors the vibrant artistic tradition of hand-painted signs opens Saturday, July 11, with a free public reception from 5 to 7 p.m.

Developed in collaboration with The University of Texas at El Paso (UTEP) professor and graphic designer Anne Giangulio, the exhibition explores the traditions, practices, and artistry of sign painting through original works created specifically for EPMH, historic artifacts, and the stories of local *rotulistas*—the skilled artists behind the region's iconic hand-painted signs.

The exhibition's title, *El Otro Muralismo* ("The Other Muralism"), comes from a phrase coined by Mexican scholars who recognized sign painting as Mexico's other great mural tradition, celebrating its role in preserving culture, identity, and community through every day public art.

In the Paso del Norte region, sign painting dates back to the arrival of the railroad in 1881, when rapid growth fueled demand for hand-painted storefronts, advertisements, and public signage. Blending classic American sign-painting techniques and the visual advertising traditions of Mexico seen in Ciudad Juárez, the region developed a distinctive artistic style that continues to evolve today. *El Otro Muralismo* traces that history while highlighting contemporary styles and artists.

"With *El Otro Muralismo*, the El Paso Museum of History is proud to shine a light on an artistic tradition that is emblematic of the Paso del Norte region," said El Paso Museum of History Director Erica Marin. "Visitors will explore the histories of *rotulistas* from both sides of the border and nearly 150 years of tradition."

The exhibition will remain on display through July 2027. The El Paso Museum of History is free and open to the public Wednesday through Sunday.

For more information about the museum including hours, address, and special event information, visit www.EPMuseumofHistory.org.

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