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**NEWS
RELEASE**

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Mexican American Cultural Center Opens New Exhibition Featuring Renowned Texas Artist César A. Martínez

EL PASO, Texas—The City of El Paso Mexican American Cultural Center (MACC) invites the community to experience the work of renowned Chicano artist César A. Martínez in a new exhibition opening Saturday, August 22.

El Otro Camino: An Intimate Portrait of César A. Martínez is the first large-scale, comprehensive exhibition of Martínez's work presented in the El Paso border region. The exhibition will be on display in the MACC's Main Gallery.

"Connecting our community and visitors with the work of prominent Chicano artists like César Martínez is at the core of the MACC's mission," said Mexican American Cultural Center Director Rebecca Munoz. "We're thrilled to bring this significant exhibition to our region as we continue fostering creative engagement among our visitors."

El Otro Camino ("Another Road Home") celebrates key milestones in Martínez's prolific career, featuring iconic works from his "Batos y Rucas," "Serape," "Mestizo," and "South Texas" series. The exhibition is guest curated by Diana Molina and offers visitors an intimate look at the artist's work, influences, and enduring connection to the U.S.-Mexico borderlands.

Born in Laredo, Texas, in 1944, Martínez began his artistic career at a time when Hispanic and Chicano art was rarely represented in major museums and cultural institutions. Today, his work is included in the collections of prestigious institutions across the country, including the Museum of Modern Art in New York, the National Gallery of Art in Washington, D.C., The Cheech Center in Riverside, California, and the El Paso Museum of Art.

Martínez is perhaps best known for his vivid, frontal portraits of "batos," "pachucos," and "rucas" inspired by the communities and barrios of his youth. His work is deeply autobiographical, reflecting his experiences along the U.S.-Mexico border and his involvement in the Chicano civil rights movement of the 1960s and 1970s.

Free Opening Reception

The public is invited to a free opening reception celebrating the exhibition from 5 to 7 p.m. Saturday, August 22 at the Mexican American Cultural Center. The exhibition will remain on view through January 24, 2027 in the main gallery of the MACC.

For more information about the Mexican American Cultural Center, including hours of operation and upcoming events, visit EPMACC.org.

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