

BOOK PUBLISHED

2019 *Vaqueros de la Cruz del Diablo*, published by Trilce Ediciones, Mexico City.

SELECT GROUP EXHIBITIONS

2019 Select works. Periferia Projects and Lulu present *GLASS, Paris France*.

2018, 2015, 2014, 2013, 2012, 2011, Select works. Phoenix Art Museum Contemporary Forum, Phoenix AZ.

2015, 2014, 2013, 2012, 2011, Select works. Phoenix Art Museum INFOCUS, Phoenix AZ.

2011, Select works. Chiaroscuro Contemporary Gallery, Santa Fe, NM.

SELECT SOLO EXHIBITIONS

2023 Solo Exhibition. *Vaqueros de la Cruz del Diablo*. Western Spirit: Scottsdale's Museum of the West.

2021 Solo Exhibition. *Vaqueros de la Cruz del Diablo*. Briscoe Western Art Museum. San Antonio Texas.

2021 Solo Exhibition. *Vaqueros de la Cruz del Diablo*. Museo Arocena. Torreón, Coahuila Mexico.

2021 Solo Exhibition. *Vaqueros de la Cruz del Diablo*. Museo de Historia Mexicana, Monterrey Mexico.

Virtual 3D tour exhibition: <https://my.matterport.com/show/?m=eoC7MKs1oey>

2012 *Mi Herencia*. Gebert Contemporary, Scottsdale AZ.

2011 Select work. Gebert Contemporary @ PhotoLA, Los Angeles CA.

2010 *Vaqueros de la Cruz del Diablo*. Gebert Contemporary Gallery, Scottsdale AZ.

2007 *Vaqueros de la Cruz del Diablo*. Petrus Gallery, Puerto Rico.

REVIEWS & ARTICLES

Glasstire Texas Visual Art News & Reviews, November 2021, Gene Fowler.

https://glasstire.com/2021/11/02/visions-and-vaqueros-two-san-antonio-photo-shows/?utm_medium=email&utm_campaign=Tuesday%201122021&utm_content=Tuesday%201122021+CID_00cd086a3ea3bdef43beceacc77794c&utm_source=Email%20marketing%20software&utm_term=Visions%20and%20Vaqueros%20Two%20San%20Antonio%20Photo%20Shows

San Antonio Express News, Exhibit a homage to the vaquero way of life, October 2021, John Phillip Santos

<https://www.expressnews.com/opinion/commentary/article/Commentary-Exhibit-a-homage-to-the-vaquero-way-16503177.php>

Western Art & Architecture, The Contemporary Vaquero, June 2021, Gussie Fauntleroy

<https://westernartandarchitecture.com/august-september-2021/the-contemporary-vaquero>

Milenio, Charros y vaqueros, May 2021, Xavier Moysén Lechuga.

http://origin-www.milenio.com/opinion/xavier-moyssen-lechuga/columna-xavier-moyssen-lechuga/charros-y-vaqueros?fbclid=IwAR3QYAZoKW4bKCplIDgc0j Js_BOflzPRdt09UYWO369HXy9OC8wd9wkR-E

New York Times Lens Blog Mexican Cowboys in a YouTube World, 2013, David González:

<https://lens.blogs.nytimes.com/2013/12/27/mexican-cowboys-in-a-youtube-world/>

Noticias22 Agencia, Mexico D.F, June 2014, Víctor Gaspar:

<youtube.com/watch?v=x4h-WbKqrZ4>

Be-Art Magazine Emerging Selection, 2011: Werner Segarra.

<https://beartmagazine.com/emerging-selection-2011-werner-segarra/#interviewWS>

ABOUT THE PROJECT

Vaqueros de la Cruz del Diablo is a photography essay about the Northern Mexico *Vaqueros* (cowboys) set in high Sierra Madre Mountains of Sonora Mexico.

The project encompasses 35 years worth of images that reflect the human essence and traditions of this sinuous corner of Mexico. The everyday life of the *Vaquero* is transformed into a visual story intended to draw the audience into the complex. Over time I have cultivated an intimate relationship with the towns and its people, allowing me to capture the *Vaquero's* environment in a way that that would be difficult for someone merely passing through. As a result, I am able to use my photography to tell a story that intertwines all the aspects of the *Vaquero Norteno's* world – family, religion, traditions, culture, work and animals.

The historical significance of the project for Sonora, as well as for the *Vaquero* culture is twofold. First, the Sonoran *Vaqueros* are the original Cowboys - it was from the Northern Mexico *Vaquero* that the western cowboy culture was born and this project is a contemporary portrait of that important part of Sonora and more broadly Mexico and the western United States history. Second, in contrast to that, the influx of western modern culture has eroded the *Vaquero* presence over the last few generations – as has been seen around the world with local cultures. And with the increasing influence of western modern culture via the Internet and social media, the traditional *Vaquero* is starting to disappear. It's likely that in another generation or two, this traditional way of life will be all but a memory. The images in this project reflect a combination of the past with a touch of modernity that makes it intriguing to the eyes of strangers as a figure they previously only knew from comic books or movies.

In my latest work for this project, I have focused on photographing the *Vaqueros* in an Architectural Portrait style, posed in their natural environment and surrounded by the elements of their labor – those things that in part, identify them as *Vaqueros*, and in which they take tremendous pride. These portraits are not intended to be realistic in a journalistic sense, instead, they are realistic moments of how the *Vaqueros* see themselves.

Through this project, I have enlisted fellow artist Leo Lopez to create music, lyrics and short poems in the style of *Musica Nortena* to accompany the visual story, thereby providing the audience a deeper experience. The *Musica Nortena* style started in the fields of northern Mexico by *campesinos* (farmers). They would relay stories of the revolution to different communities through song. By summoning this older style of music and communication, Leo is preserving and relaying the story of the traditional *Vaquero Norteno*.

ABOUT THE ARTIST

As the son of a German and Puerto Rican, I lived my childhood and adolescence in various countries throughout the world which helped to influence and cultivate my artistic sensibility and respect for diverse cultures. It was as an adolescent that I was first immersed into Huásabas as an exchange student, and over time it has become a place where I am able to freely express my visual sentiments by sharing my love and respect for this place the *Vaqueros* call home.