



FOR IMMEDIATE RELEASE

Exhibition Dates: March 4 – April 30, 2010**Opening/Artist Reception:** First Thursday March 4, 5-8pm**Location:** ArtXchange Gallery, 512 First Ave S, Seattle, WA 98104**Cost:** FREE and open to the public**Hours:** Tuesday – Saturday, 11 AM – 5:30 PM

First Thursday until 8 PM

Phone: 206-839-0377**Website:** www.artxchange.org and www.lasalaseattle.org**Contact:** Lauren Davis, Gallery Manager, lauren@artxchange.org**Pull date:** April 30, 2010

Sense Us 2010

10 Latino Artists of the Pacific Northwest

("Transfigurations 4 of 6," J.P. Flores, digital photographic print)

(Seattle, WA - February 16, 2010) ArtXchange Gallery and La Sala present *Sense Us 2010*, an exhibition featuring ten contemporary Latino/Hispanic artists from the Seattle area. This timely art exhibition coincides with the upcoming 2010 Census which is mobilizing advocates in all sectors of the Latino/Hispanic community, including the arts. An accurate count of artists who identify as Latino/Hispanic can help assure appropriate distribution of funding and representation as well as paint a broader picture of the Latino/Hispanic artist population.

This exhibition aims to raise visibility of Latino artists in the Seattle community, as well as challenge misguided assumptions about Latino art which can conceal the complexity and range of contemporary artwork these artists create. Through painting and photography, documentary and abstraction, these ten artists balance heritage and culture with the Puget Sound perspective. Featuring both established and emerging artists, the diversity of style and media in the exhibit includes: pointillist-like paintings by Marcio Diaz in a style he developed since moving to Seattle from Nicaragua, a documentary photography series about Puerto Rican culture in the USA by Wanda Benvenuti, surrealist oil paintings with beaded accents by Pedro de Valdivia, and much more.

ArtXchange Gallery exhibits artwork that encourages cultural exchange and reflects the diversity of our Seattle community.

La Sala is a collective formed to coalesce and mobilize the growing Latino-Hispanic arts community of the Seattle/Bellevue and surrounding districts. Recognizing the booming diaspora and the scarcity of data, space, presence and voice for this constituency, a committed consortium of arts advocates embarked on this empowerment enterprise.