

# Primary Flight



## PRIMARY FLIGHT LAUNCHES PARA MI GENTE CHICHA POSTER ART EXHIBIT AT PRIMARY PROJECTS SPACE – OPENS MARCH 12, 2011, DESIGN DISTRICT

### FRED SNITZER, SHEPARD FAIREY, TRISTAN EATON CONTRIBUTE TO COLLABORATIVE PIECE

**Miami, FL – (February 8, 2011)** Primary Flight interprets the designs and concepts of more than 50 local and international artists in *Para Mi Gente*, an exhibition inspired by the Chicha poster art of Peru. Translated as “for the people,” *Para Mi Gente* merges traditional Peruvian propaganda, contemporary art and graphic-driven installations. Participating artists such as Shepard Fairey, Tristan Eaton and gallerist Fred Snitzer have provided Primary Flight with vector images that will be cut into stencils and collaged together to generate one, fluid piece. This exhibition is co-curated by Books III Bischof, Typoe and Chris Oh.

Slated to coincide with Second Saturday Art Walk on **March 12, 2011**, *Para Mi Gente* is Primary Flight’s sophomore exhibition at its 4,500-square-foot Primary Projects space (Atrium Building, 4141 Northeast Second Avenue, Suite 104, Design District). The exhibit is free and open to the public, and will be on view through April 2011. For more information please call Chris Oh at 954.801.3945, email [info@primaryflight.com](mailto:info@primaryflight.com) or visit [www.primaryflight.com](http://www.primaryflight.com).

“Chicha is one of the most basic yet effective propaganda styles and has emerged as an art form in its own right,” said Books Bischof, principal of Primary Flight / Primary Projects. “So much of popular culture involves integrating text and altering typography into our overall brand aesthetic. *Para Mi Gente* allows us to take control of our environment while we work with tools provided by contemporary artists.”

The Chicha poster art movement has largely been attributed to the Urcuhuaranga family in Lima, Peru. Unable to afford the cost of printing their own posters to promote local Chicha bands, father and sons conceived a homegrown press as a do-it-yourself solution. Vibrant embroideries and Huanca textiles native to the Andean region inspired their fluorescent palette, while distorted fonts and logos emerged to fit increasingly more information onto the posters.

The visual output of Chicha art resembles a burst of luminescent lettering, mismatched in size, style and proportion– a vibrant puzzle of information. Since its inception in the 1990’s, the genre has grown exponentially to reflect popular culture as a leading marketing tool publicizing the now prevalent Cumbia music scene.

*Para Mi Gente* will be an installation of hundreds of artist-designed logos, texts and icons, collectively arranged and curated in the Chicha aesthetic. As the street mural movement rapidly evolves in Miami under the wing of Primary Flight, the art collective looks toward grassroots Peruvian propaganda to inspire its very own fine arts exhibit.

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## **ABOUT PRIMARY FLIGHT**

Primary Flight is a collaborative curatorial organization dedicated to the production of site-specific, street level, mural installations. Since its inception in 2007, Primary Flight has brought together more than 150 of the world's most influential artists to install their bodies of work live in the streets of Wynwood, the Design District and greater Miami-Dade. These projects often function as a catalyst for developing arts communities. For more information please visit [www.primaryflight.com](http://www.primaryflight.com).

Primary Flight thanks the following organizations for their generous support: The City of Miami and Wynwood Arts District Association; 33Third; Anthony Spinello Gallery; Beats by Dre; Cafeina; Contra; CPOP Gallery; DACRA; JillArt Design/Jill C. Weisberg; David Lombardi; Juxtapoz; Metro I Properties; Morgans Hotel Group; MTS; Subversive Media; Katherine and Dan Mikesell and The Fountainhead Residency; The Rushmore Collection; Todd Adel; Causa Design Group; the Margulies Collection; Bakehouse Art Complex; Fred Snitzer Gallery; The Electric Pickle; Martha Cooper; Thea Goldman; Bonnie Clearwater and MOCA; Private Cotton; our Moms and Dads, last but not least . . . Vandalism.

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Editor's Note: Biographies, high-res images, catalogs and maps available upon request.

