



Highway Hypnosis

May 26, 2024 – September 8, 2024



Aaron Douglas Estrada, *Pico-Union*, 2024, razor wire, Pico Union T-shirt, lug nuts, heart pendent, ojo, Liborio pin, resin, water based aerosol spray, spit, Virgen de Guadalupe on white Pro Club T-shirt, smoke, and barbed wire, 48 x 13 x 48 in. Courtesy of the artist.

LOS ANGELES — *Highway Hypnosis* presents the work of Adrian Alfaro, Aaron Douglas Estrada, Alfredo D. Diaz, Alexa Ramírez Posada, Oscar Magallanes, and Rubén Ortiz-Torres— all members of the Los Angeles-based 3B Collective. This exhibition will feature a vast range of multi-media works including murals, assemblages, textiles, ceramics, printmaking, mask installations, and more, serving as expressions and reiterations of a culture forced to migrate and adapt due to exploitation and (neo)colonization.

Their collective and individual work sits in conversation with hidden legacies of migration, indigeneity, tradition, labor, and their effects within craft practices and material. In *Highway Hypnosis*, 3B engages in collaborative works with skilled artisans from regions integral to their familial roots, such as Oaxaca, Jalisco, El Salvador, and Baja California, and actively credits the involved collaboration. This ongoing exchange of creation and labor forms a contemporary manifestation of ancestral lineages within the urban and industrialized context of Los Angeles. The exhibition as a whole will embody a resilient cultural heritage that thrives, despite a capitalist system that unintentionally makes them collaborators in their own exploitation— across borders and time.

Adrian Alfaro

Adrian Alfaro, a Hollywood-based artist, explores the intricate realities of growing up and living in Hollywood through his multi-disciplinary practice centered on digital media and its connection to mental health. Graduating from UCLA with a degree in Art, Alfaro adeptly mines content from his surroundings, utilizing photography and other mediums to delve into the stark contrast between his everyday life and the media's glossy portrayal of the iconic neighborhood. Alongside his artistic pursuits, he serves full-time at Painted Brain, a local nonprofit in Los Angeles, bridging the gap between mental health and art, leveraging creativity as a tool for self-expression and healing within the community.



Image ,Top to Bottom:

Oscar Magallanes, *Pañuelos Picados*, 2024, Bandana, 24 x 24 in. Courtesy of the artist.

Ruben Ortiz-Torres, *Ceramic Glove*, Barro Rojo, 2024, 12.5 x 12.75 in. Courtesy of the artist.

Aaron Douglas Estrada

Aaron Douglas Estrada (b. 1994) is a first-generation Salvadoran artist from Los Angeles. His work delves into the body's relationship with its surroundings, capturing moments of play and decolonization. With an MFA from Virginia Commonwealth University (2020) and a BA from UCLA (2016), Estrada's art serves as an ethnographic archive, preserving memories from LA communities. His interdisciplinary practice includes sculptures, paintings, murals, and installations, incorporating salvaged materials and cultural symbols. Estrada teaches at Cal State Dominguez Hills.

Alfredo D Diaz

Alfredo D Diaz (b. 1987) is an indigenous artist born and raised in South Central Los Angeles, with roots in Oaxaca, Mexico. His work, informed by the extensive history of colonialism, questions assumptions of indigeneity and how time transforms objects/people into artifacts or the unknown artist. Diaz holds an MFA from Yale (2019) and a BA from UCLA (2016). As a member of 3B, he explores culture and time through his performative sculptures. Diaz has received several awards and fellowships, including the Alice Kimball English Traveling Fellowship and the George R. Bunker Award.

Alexa Ramírez Posada

Alexa Ramírez Posada (b.1999) is a practicing artist and curator born in Mexico City and based in Los Angeles. Her work is informed by Queer x immigrant x Chicana/Latinx history, media, and theory. She utilizes multi-media, print-making, and archive-based methods to process the effects of violent border nations, surveillance states, and bureaucratic documentation. Posada holds a BA from Pomona College, is a Mellon Undergraduate Curatorial alum at LACMA, and curates as an extension of her art practice.

Oscar Magallanes

Oscar Magallanes (b. 1976) is a Los Angeles-based artist with an MFA from the University of California, San Diego (2021) and a BA from the University of California, Los Angeles (2016). His mixed media and public art reflect his Mexican-American upbringing, exploring cultural iconography and propaganda. His work has been exhibited in museums across the US and Mexico, with pieces in collections including the Museum of Latin American Art and the National Museum of Mexican Art. Beyond art, Magallanes has taught at UCSD, curates exhibitions, and has worked with arts organizations like Ryman Arts, Self Help Graphics and Art, and Inner-City Arts.

Rubén Ortiz-Torres

Rubén Ortiz-Torres (b. 1964) is a leading Mexican artist based in Los Angeles and a tenured professor at UCSD. His extensive career spans photography, printmaking, painting, sculpture, film, video, customized cars, and machines, and he is renowned for his innovative contributions to postmodernism. He has exhibited widely across the US, Europe, Australia, New Zealand, and Canada, and his work is featured in prestigious publications and collections worldwide. Ortiz-Torres has received numerous awards and grants recognizing his significant impact on contemporary art.



Image, Top to Bottom:

Ceramica Suro (Guadalajara), 2024, 3B Vajilla, 6 Plates, 3B member portraits, ceramic. Courtesy of the artist.

Aaron Douglas Estrada, *Closer To My Dreams*, 2024, 40 x 40 x 90 in, Razor wire, barbed wire, chains, blood, spit, and smoke. Courtesy of the artist.

OPENING RECEPTION

Be first to experience *3B Collective: Highway Hypnosis*. Evening celebrations include an open bar, set by DJ Eléanora, and exclusive preview of 3B Collective’s exhibition. Event is on Saturday, May 25, 2024 from 6 – 9 p.m.

PROGRAMS

**Gallery Conversations: *Highway Hypnosis* with 3B Collective
Sunday, June 30 | 11:30 a.m. | free**

Meet the members of 3B Collective and learn about the history of their group and ideas explored in their various collective projects and collaborations and collaborations with artisans from regions integral to their familial roots.

Screen Printing Workshop with 3B Collective

Saturday, August 3 | 12 – 3 p.m. | \$85 / \$80 members | includes materials

Spend an afternoon with 3B Collective learning about screen printing and wheat pasting! Participants will experiment with screen printing techniques, and various paper materials to create layered images inspired by 3B Collective’s exhibition, *Highway Hypnosis*.

Craft Lab Family Workshop: *Las Máscaras* with 3B Collective

Sunday, August 11 | 1:30 – 3:30 p.m. | \$10 / members free

Join 3B Collective to create artworks inspired by the diverse traditions of mask-making practiced in Mexico for centuries! Participants will use paper, cardboard, and other materials to create symbolic masks that represent animals, supernatural beings, or imagined characters.

Gallery Walkthrough: 3B Collective: *Highway Hypnosis*

Sunday, August 18 | 11:30 a.m. | free

Join members of 3B Collective for an intimate gallery walkthrough of *Highway Hypnosis*. Learn about the various artists that make up the group and delve into past and present connections within the collective’s work and their various collaborations with skilled artisans.

Maker Night: Piñatas with 3B Collective

Thursday, September 5 | 6 – 8 p.m.

\$12 / members free | includes materials and drinks

Join artist Alexa Ramirez from 3B Collective for a piñata making workshop. Learn about the history of this iconic craft and its legacy in Mexican and Indigenous celebrations, and use newspaper, cardboard, glue, and colorful papers to create a piñata.



Craft Contemporary

5814 Wilshire Boulevard

Craft Contemporary is an art museum whose purpose is to reveal the potential of craft to educate, captivate, provoke, and empower. Craft Contemporary achieves its mission by exhibiting the artists of our time who favor craft materials and processes. Giving voice to local artists, emerging artists and often under-recognized mid-career artists is a museum priority that works to ensure the recognition of various voices not always heard in larger institutions. The museum strives to achieve equitable access through free and low-cost programs, and the inclusion of multiple teaching artists from communities throughout Los Angeles who offer unique art-making workshops, K-12 school programs, senior adult workshops, and art talks. For more information, visit www.craftcontemporary.org.

LOCATION: 5814 Wilshire Blvd., Los Angeles, CA 90036

ADMISSION: \$9 for adults; \$7 for students, teachers, seniors; free for Craft Contemporary members;
FREE admission every Sunday

HOURS: Tuesday - Sunday, 11:00 a.m. to 5:00 p.m.

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