

OPC

OFICINA DE PROYECTOS CULTURALES



Oficina de Proyectos Culturales (Office for Cultural Projects (OPC)) is an independent non-profit arts organization dedicated to fostering dialogue through exhibitions, round table discussions, public art and arts education programs. OPC works with artists, architects, curators, academics, and writers who explore ideas that shape our city and to develop cultural programming that is firmly rooted in Puerto Vallarta, yet international in scope.

In just three years, OPC has established itself as a vibrant institution recognized both nationally and internationally.

ABOUT OPC

Located in the heart of downtown Puerto Vallarta, at the crossroads of tourists and locals alike, the OPC building has been transformed from an abandoned Sherwin-Williams paint store to a dynamic interdisciplinary space devoted to contemporary arts through a generous donation for the use of the building, just two blocks away from the malecón and meters from the oldest primary school in the area.

The organization was founded by arts professionals committed to the cultural development of Puerto Vallarta. OPC works with artists, architects, curators, academics, and writers who explore ideas that shape our city. OPC develops cultural programming that is firmly rooted in Puerto Vallarta yet international in scope.

OUR FACILITIES

OPC is located in at Calle Juárez 598, in the historic center of Puerto Vallarta, in a building loaned to the organization by the Barlow family. It has a 110 square meter gallery space, the Martha and David Haynes Educational Garden, Taller OPC and two apartments that house the OPC office and the Pulpo Rojo production workshop.



EXHIBITIONS

Since 2014, OPC has organized 13 exhibitions with an international roster of renowned cultural leaders, including curators Carlos Ashida, Pilar Tompkins Rivas, Rubén Méndez, and Mariana Botey; and exhibited artists in solo and group shows such as Francisco Toledo, Gil Garea, Fallen Fruit, John Baldessari, Jorge Prado, Ivan Puig, Andrea Zittel, Rubén Ortiz Torres, Dr. Lakra, Laureana Toledo, Pae White, Fernando Palomar, Sylvia Gruner, Miguel Calderón, Jorge Méndez Blake, José Dávila, Gonzalo Lebrija, etc.

OPC also collaborates with museums and institutions to develop traveling exhibitions. These exhibitions have been requested by other cultural institutions and have traveled to spaces such as the Ex-Convento del Carmen in Guadalajara; the San Luis Potosí Arts Center; Galería Jesús Gallardo in the Cultural Institute of León; and at the General Mexican Consulate in Los Angeles during Pacific Standard Time: LA / LA.

OPC recently had the honor of being included in the book *Contemporary Art in Mexico: A Guide to Galleries, Museums and Alternative Spaces*, published by Editorial Travesías.



Ideal Standard: A Social Franchise Model for the Production of Utilitarian Art Multiples



Todo viaje es espacial SEFT-1:
(Sonda de Exploración Ferroviaria Tripulada)



Gil Garea: Del acstracto ranchero al naquismo mágico



You Are Here: Urban Approximations

PROJECTS 2014-2017

Davis Birks: Paradise in Process

May 28 to July 26, 2014



Ideal Standard:

A Social Franchise Model for the Production of Utilitarian Art Multiples

Curator: Carlos Ashida

September 27 to November 15, 2014



Deborah Aschheim: Welcome The Presidents

Curator: Pilar Perez

November 26, 2014 to January 17, 2015



Changarrito: 3,650 days (and counting...)

February 11 to March 21, 2015



Every Vogaye is Spatial SEFT-1:

(Manned Railway Exploration Probe)

Iván Puig and Andrés Padilla Domene

March 28 to May 9, 2015



Fallen Fruit: You Are Like Mango!

Austin Young and David Allen Burns

May 23 to July 31, 2015



Ayotzinapa:

First International Biennial of Oaxaca Posters

Francisco Toledo: 43 Kites

Matt Black: Guerrero: Monster in the Mountains

Rafael Lozano-Hemmer: Level of Confidence

September 26 to November 14, 2016



Impressions of transfrontier/ Connecting lines: 25 Years of El Nopal Press

Curator: Mariana Botey

January 13 to March 5, 2016



A Decolonial Atlas: Videos of the Américas, 2010-2015

Curator: Pilar Tompkins Rivas

March 12 to May 7, 2016



You Are Here: Urban Approximations

Curator: Oscar Moran

May 28 to August 27, 2016



Gil Garea: Del acstracto ranchero al naquismo mágico

Curator: Carmen Villoro

October 8, 2016 to January 7, 2017



Fissures in the Tropics: Artistic Practices of the 90s in the West

Curator: Rubén Méndez

February 4 to May 6, 2017



You Are Here: Dichotomies of Landscape

Curator: Oscar Morán Guillén

May 27 to August 26, 2017



TALLER OPC

OPC expands its operations area by opening Taller OPC (OPC Workshop), an area next to the gallery that will fulfill the functions of workshop and documentation center.

The opening of this space will allow to offer a wider range of cultural and educational services to the general public. The space has a multifunctional vocation for workshops, readings, conferences, and student exhibitions. It also serves as a center for summer workshops for local children and youth, with the purpose of providing a free and invaluable resource for the community of Vallarta — offering a reading room with books on contemporary art, architecture and poetry; a space for conferences and workshops; and an exhibition space for student projects.

Taller OPC houses a unique bibliographic collection in the city specializing in contemporary art, architecture and literature, thanks to donations of diverse materials, among which are a collection of poetry books by poet Carmen Villoro (Jalisco 2016 award), editions of the Revista Luvina from Guadalajara, a collection of Mantis Editores, a selection of literature books by Perceval Press and Smart Art Press.

We welcome the public to Taller OPC to read books, have a cup of coffee and engage in conversation with others. We are delighted that Taller OPC is connected to the beautiful Martha and David Haynes Educational Garden and that OPC is able to continue with the always free educational program in both spaces.

OPC workshop is possible thanks to the generous support of the Barlow family and William Hobi, as well as our many generous sponsors.



THE MARTHA Y DAVID HAYNES EDUCATIONAL GARDEN

The Martha and David Haynes Educational Garden aims to generate a public space that invites attendees to sit, read and interact. OPC wants to collectively reimagine a public space in the heart of the city center where we can strengthen the connection with neighbors and visitors alike.

Since the opening of the OPC Educational Garden — thanks to the support of Martha and David Haynes — we have sustained our efforts to increase the public flow and therefore, we maintain constant activities from Wednesday to Friday. This strategy has had a positive direct effect on the increase of people interested in learning more about contemporary art. Currently, people come regularly to the OPC headquarters throughout the day looking for the activities we propose. The Educational Garden has also become a space for children in the community to visit after school, read books and visit the exhibition space. They have taken over this space of contemporary art that is made for them.



Cuarteto de Cuerdas PVCO during their performance at the Garden.



We thank Martha and David Haynes for their support.



Lic. Luis Reyes Brambila during actress Ofelia Medina’s book presentation.

PUBLIC PROGRAM

OPC believes in the importance of educational programming that allows transformative learning experiences through creative participation, enabling children and youth to experience intellectual exploration. Through our workshops, which are offered free of charge, we engage children in hands-on experiences to enhance their curiosity and interest in the arts.

Our educational program includes the development of artistic and cultural activities such as lectures, curator-led gallery tours, art workshops, and forums in which current cultural and political issues are discussed. We seek to foster the linking of interests, in order to generate dialogue and discussion to enrich the local cultural agenda.



Workshops for children related to the current exhibition on display.



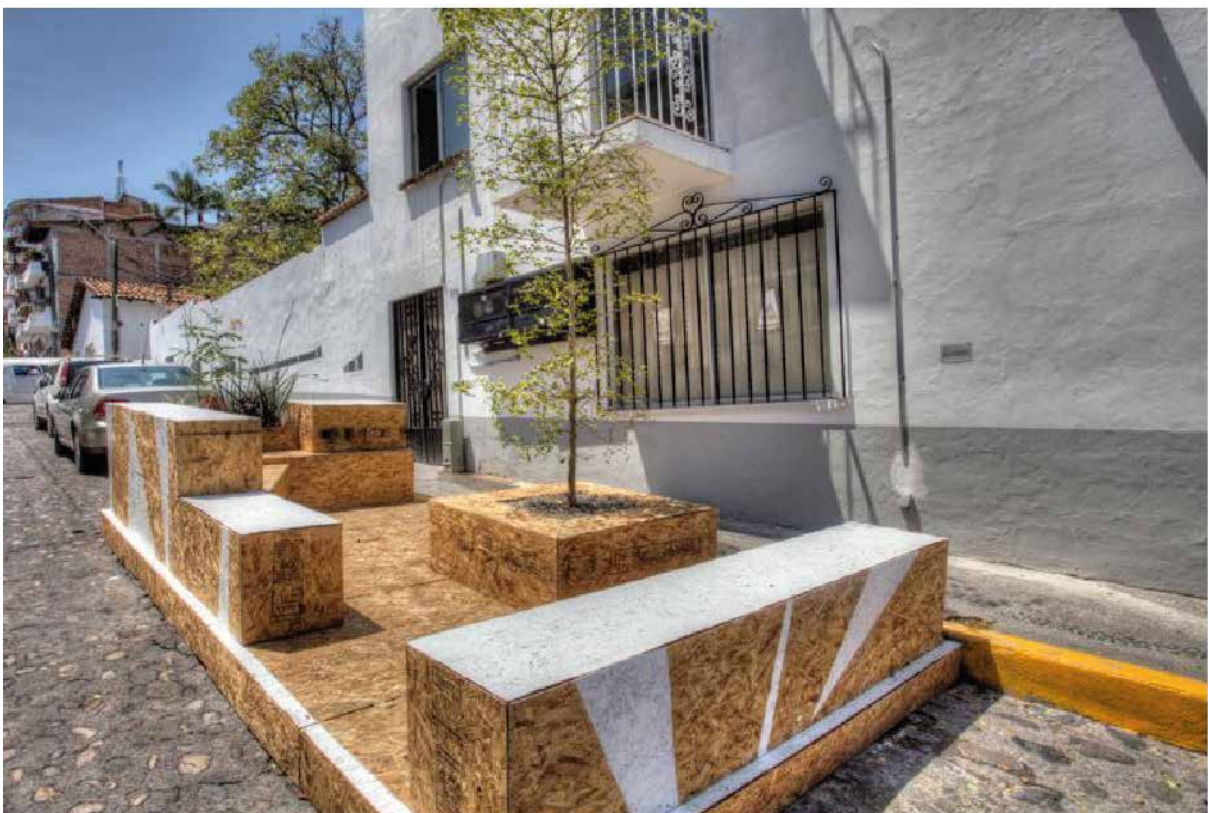
School visit at OPC.



“Art and Activism” conference.



School visit at OPC.



Oscar Moran, *Cajón Vallarta*, 2014.
OPC debuts Jalisco’s first “parklet”.OPC

BENEFICIARIOS

In the last three years we have produced a total of 13 exhibitions.

Direct beneficiaries:

Curators, artists, speakers: 83
Participants of workshops and lectures: 800

Indirect beneficiaries:

Visiting public: 5,000
College students: 2,400
Tourism-related visitors: 6,000

Donations and Sponsorships

OPC is a space that is possible exclusively thanks to the support of donations and alliances with public and private institutions in Mexico and the USA.

If you are interested in making a donation, go to our fundraising link at Crowdrise:
<https://www.crowdrise.com/help-support-opc>

Or if you are interested in funding an upcoming exhibition or educational workshops, please write to:

opcvallarta@gmail.com / opcvaleria@gmail.com

See our program of activities in:

www.oficinacultural.org

Follow us on social media:

Instagram: OPCPV or using #OPCPV
Twitter: @OPCPV
Facebook: www.fb.com/OPCVallarta

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NUESTRO EQUIPO

Director

Pilar Perez is a curator and director of OPC. She earned a degree in Latin American Literature from the University of California, Irvine and has a Master's Degree in Museum Studies from the California State University. She was the former director of exhibitions at Track 16 Gallery in Bergamot Station in Santa Monica, as well as the managing editor of Smart Art Press. In 2002, Perez co-founded Perceval Press with Viggo Mortensen. Perez has worked with the Department of Cultural Affairs, City of Los Angeles; the Feria Internacional del Libro de Guadalajara (FIL); ARCO Madrid; and a curatorial encounter in Dublin, Ireland. She has been involved with numerous cultural projects on both sides of the border.

Project Coordinator

Valerie Moeller Zevallos is a cultural manager with over 15 years of experience in educational projects; music and audiovisual production; as well as contemporary art projects in Bolivia and Mexico. She has participated in the following projects: Festival Puerto Vallarta: Contemporary Art and Ars Electronica in Mexico City.

Coordinator of Educational Services

Tania Mancha has a degree in Biology from the University of Guadalajara (UDG). Her area of emphasis is the relationship between art and nature. She has taught several workshops including, The Power of Art as a Cultural Transformer: A view of Sustainability. She has participated in various forums, such as the International Landscape Congress of Science and Art and in the Ibero-American Congress on Environmental Education PERU 2014. She currently serves as Coordinator of Educational Services of the Office for Cultural Projects (OPC) in Puerto Vallarta and is pursuing a Masters Degree in Environmental Education at UDG.

MIEMBROS FUNDADORES DE OPC

Oscar Moran Guillen is an architect and urban planner in Puerto Vallarta. He is the director of RH + OM.Studio of Architecture and Planning. He has 15 years of experience in the field of planning and has participated in projects in Mexico, United States, Germany, Korea and Middle East. His experience covers collaborations with firms like AC Martin Partners, Gensler, JSA Architects CC, among others.

Fernando Sánchez is an artist and cultural promoter who has a degree in Visual Arts from the University of Guadalajara and is in the process to obtaining his Masters Degree in Cultural Development; he studied at Rufino Tamayo´s Fine Arts Workshop, the Arts Printmaking Workshop of Oaxaca, the National School of Fine Arts, UNAM Taxco. He is currently the Director of the Institute of Culture of Puerto Vallarta.

Davis Birks is a visual artist living in Puerto Vallarta, Mexico. He graduated with honors from the Arizona State University, summa cum laude, receiving a degree in Studio Art in 1986. His work includes sculpture, installation, painting, photography and video projects, which are defined by a series of multiple investigations, examining a wide range of interests. He has presented exhibitions with galleries, museums and cultural institutes in Mexico, Europe, USA and Asia.

Heidi Padilla received a degree in architecture from the Instituto de estudios superiores de occidente (ITESO) in Guadalajara, Jalisco in 1997 and received an accreditation in design from the *Universidad politécnica de Cataluña* in 2001. Padilla worked for the architectural firms Agraz (1996–1997) and Fernandez Medrano (1997–1999). In 1999, Padilla moved to Spain, working in the management division of the urban planning firm for Jerez de la Frontera in Andalusia. In 2000, she moved to Barcelona to work at Rodon Architects and Ruiz Cortina Architects, working mainly on historic and public buildings. In 2005, Padilla returned to Guadalajara to work on private residences. In 2007, Padilla moved to moved to Puerto Vallarta to open “El patio de mi casa,” a restaurant-bar and Jazz venue that presents cultural events.

Maria José Zorrilla is tourist and cultural promoter. She studied at ITESM Monterrey and graduated in Communication Sciences with a Masters Degree in Sustainable Development and Tourism from the University of Guadalajara. She has been the Director of the Department of Culture of Puerto Vallarta (1998-2003), President of the Association of Hotels and Tourism Trust (2004-2005), and President of the Board of the Los Mangos Library (2005-2010).