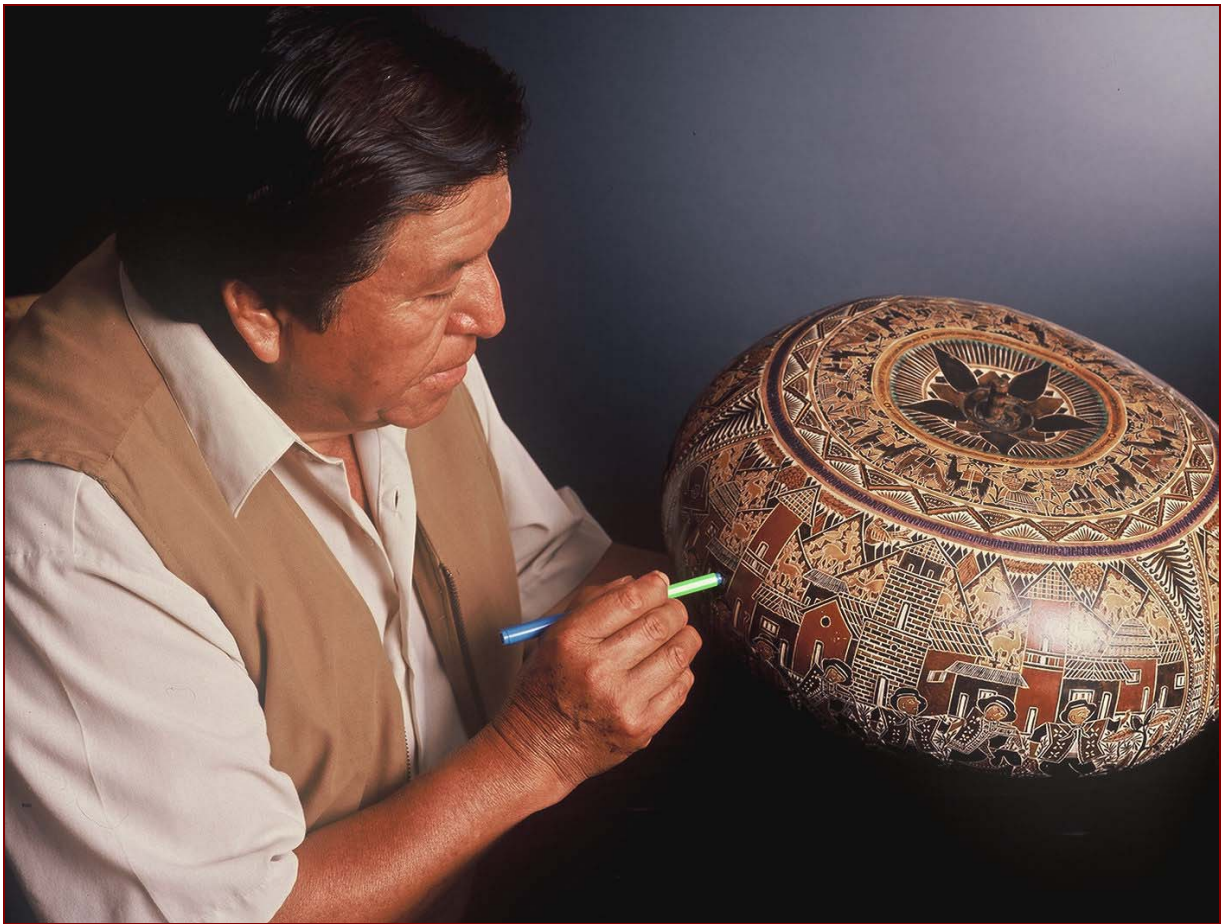


IDB Cultural Center

Inter-American Development Bank
1300 New York Avenue, N. W.
Washington DC 20577

*Tradition and Entrepreneurship:
Popular Arts and Crafts from Peru*



Artist Sixto Seguil, from Huancayo, Peru, working on a gourd
Photo: DKYM - Denise Okuyama

Open February 26 to April 30, 2004

The Cultural Center of the Inter-American Development Bank (IDB)

announces the opening of the exhibition

Tradition and Entrepreneurship: Popular Arts and Crafts from Peru

Open February 26 to April 30, 2004

An exhibition honoring Peru, and the city of Lima, host of the
45th Annual Meeting of the Board of Governors of
the Inter-American Development Bank

Washington DC, February 5, 2004

Tradition and Entrepreneurship: Popular Arts and Crafts from Peru, an exhibition of folk objects and crafts from Peru, representing various regions in which tradition has evolved within old-age artistic expressions, will be presented at the Art Gallery of the Cultural Center of the Inter-American Development Bank, in Washington, D.C., from February 26 to April 30. The exhibit also includes objects that reflect recent innovations introduced by artisans and entrepreneurs with the idea of making such expressions more economically sustainable.

The exhibition has been organized and curated by the IDB Cultural Center, with the participation of the Museum of the Central Bank of Peru and its Director, Dr. Cecilia Bákula Budge. Logistical support and coordination in Peru was provided by GamaArte, one of the many Peruvian NGOs who work to create a better climate in the international markets for Peruvian arts and crafts.

Mirna Liévano de Marques, IDB External Relations Advisor say that “We are honored to present ***Tradition and Entrepreneurship: Popular Arts and Crafts from Peru***. This exhibition has three objectives: to enchant the visitor with its beauty, to illustrate a fascinating sector of the Andean economy, and to invite immersion into the great cultural complexity of Peru, of which the IDB can show only a small fragment.”

Peru is known for its multiethnic and multicultural society, which strives to keep alive diverse languages and beliefs, sounds and colors, forms and techniques. The aesthetics of the objects in the exhibition are immediately accessible to the viewer. These peoples' histories date from time immemorial, some of whom have retained linguistic and cultural features that can be traced back more than 10,000 years to their ancestral roots in Asia. Other aspects suggest parallels with the islands of the Pacific, whose cultural origins are still a mystery to historians. The exhibition displays objects inspired by pre-Inca societies, Incas and their descendents, and Europeans who, rather than destroy earlier societies, superimposed and mixed their culture, religion, and institutions with those of the indigenous peoples.

Cecilia Bákula Budge, the Director of the Museum of the Central Bank of Peru, who acted as co-curator of the exhibit and wrote the text of the catalogue says that "Popular art is the purest expression of a people's feelings, creative genius, and depth of artistic tradition. Today popular art is one of the most authentic expressions of multiculturalism in Peru. It has succeeded in creatively combining various social and cultural elements, merging the urban with the rural as well as the Pacific Coast with the Andes and the Amazon Basin."

From the standpoint of the essence and function of the objects themselves, there is a deep but not always visible difference between popular art and handicrafts. Popular art is of a higher level in terms of artistic expression and the criteria underlying the work of creative artists who use techniques inherited from tradition, handed down from generation to generation, and usually learned more by imitation than by teaching; hence their work is not the result of academic or formal training. Popular art forms are intended to deliver a message and are generally for personal use, not for sale. By contrast, handicrafts are the result of manual or industrial production that is decorative; they are primarily intended to be sold, typically aimed at the tourism market. No message is intended for the people; rather the aim is the use and reproduction of certain external aesthetic designs that can be adopted for mass production.

The IDB has always viewed culture as an essential component of development and social identity, and as such an anchor in the stormy seas of globalization. Popular arts and crafts lend weight to that anchor by preserving the aesthetic skills and sensibilities of millions of Latin Americans. Moreover, these art forms generate employment and income, and serve as a seedbed for initiatives and entrepreneurs. In response to this reality, the Cultural Center has complemented the IDB's overall support for small and micro enterprises by making hundreds of small grants to neighborhood groups that are working to preserve or develop popular arts and crafts, and thus having a significant impact on community development and culture.

Tradition and Entrepreneurship: Popular Arts and Crafts from Peru is an invitation to become acquainted with a time in history that has been recaptured and revitalized in Peru, one of the founding members of the IDB and its partner in the formidable task of development.

Selection of works in the exhibition



Danilo Jiménez

Mariposas (Butterflies)

Woven tapestry, alpaca wool

98 x 74-1/2 inches

Photo: IDB Photo Unit



Sergio Pillaca

Guitarristas Ayacuchanos (Guitarists from Ayacucho)

Sculpture in "Huamanga" stone

10 x 9 x 6-1/4 inches

Photo: IDB Photo Unit



Delia Poma

Mate burilado redondo (Round Etched Gourd)

11 1/2 x 12 inches

Photo: IDB Photo Unit



Danilo Jiménez

Ñustas (Indian Deities)

Woven tapestry, alpaca wool

63 x 45 inches

Photo: IDB Photo Unit

Lecture



“Indigenism in Peru and its Influence on Popular Art”

Cecilia Bákula, Peruvian Director of the Museum of the Central Reserve Bank of Peru

Friday, February 27, 12:30 p.m., in the B-232 Conference Room, 2nd floor, at 1350 New York Avenue N.W. The lecture will be illustrated with slides and presented in **Spanish**.

For information please call (202) 623-3558

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Concert



Peruvian concert guitarist **Jorge Caballero** performs works by Bach, Ginastera and Peruvian composers.

Thursday, March 11, 2004, at 6:30 p.m., in the Andrés Bello Auditorium, 9th floor.

For information please call
(202) 623-3558

Jorge Caballero, born in 1977 in Lima, Peru, is one of the most remarkable young guitarists to have emerged during the past decade. A student of Oscar Zamora, he began his musical studies at the National Conservatory in Lima, soon winning several important music competitions and awards, including First Prizes at the Peruvian Conservatory Competition, XXVI International Competition "Luis Sigall" in Chile, and at the First Latin American Guitar Competition in Montevideo, Uruguay. At age 19 he was the youngest and first guitarist to ever win the prestigious Walter Naumburg International Competition, held in New York. This triumph led to concert tours across America with highlights in New York (Alice Tully Hall), Washington DC (The Library of Congress), Las Vegas, Pittsburgh, Chicago, Boston and Cincinnati, and concerto appearances with the Richmond Symphony Orchestra, Naples Philharmonic, Kansas City Chamber Orchestra and the St. Luke's Chamber Ensemble. His vast repertoire extends from Renaissance to contemporary.

Recently Jorge Caballero was featured in the series *Zoom: Composers Close Up* at New York's Merkin Hall, giving the premiere of three new guitar compositions. In addition to his solo recitals at the Da Camera Society in Los Angeles and the Midtown Concert Series in New York, where he played an all-Bach program, Mr. Caballero collaborated with the Mendelssohn String Quartet at the Metropolitan Museum of Art and with the soprano Theresa Santiago (Central Park), with whom he recorded a CD, to be released in 2002. Mr. Caballero's solo recording of Bach's Cello Suites, featuring his own transcriptions, was released in 2000 by Musical Heritage.

Exhibition

The exhibition will run from February 26 to April 30, 2004. A free, full-color brochure in English and Spanish will be available to the public. Photographs of the artworks on exhibit are available upon request. For photographs, please call 202 623 1213.

The Art Gallery is open five days a week, Monday through Friday, from 11 a.m. to 6 p.m., free of charge.

For guided tours of groups of ten or more (in English and Spanish) and for additional information about the IDB Cultural Center and its programs, please call (202) 623-3774.

Lecture on indigenous art from Peru

Lecture will be in **Spanish** and illustrated with slides, in the B-232 Conference Room, 2nd floor, at 1350 New York Avenue, N.W.

Guitar concert

Concert is held at the Andrés Bello Auditorium, IDB main building, 9th Floor. Free admission and limited seating. For more information please call (202) 623-3558.

The IDB Cultural Center is located at 1300 New York Avenue, N.W., Washington, D.C. The nearest Metro station is Metro Center (13th Street exit). All the events are free of charge.

The Cultural Center home page is located at: www.iadb.org/cultural/
E-mail address: IDBCC@iadb.org

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