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Contemporary Art  
Museum St. Louis

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**FOR IMMEDIATE RELEASE**

**Justin Favela transforms Contemporary Art Museum St. Louis' Project Wall  
with monumental cut paper installation, opening September 8**



Justin Favela, *Valley of Oaxaca, after José María Velasco*, 2018. Paper and glue on board, 42 x 63 1/4 inches. Courtesy the artist. Photo courtesy The Berman Museum of Art.

**August 8, 2023 (St. Louis, MO)** - The Contemporary Art Museum St. Louis (CAM) announces a new solo exhibition of works by Las Vegas-based artist Justin Favela. Known for his vivid large-scale murals and sculptures, Favela will create a new site-specific installation inspired by lowrider culture and St. Louis' connection to Route 66. The installation will feature the artist's bold, colorful designs and signature hand-cut paper technique on the Museum's 60-foot Project Wall. The exhibition will also include a new video work as part of CAM's outdoor Street Views projection, on view from dusk to midnight every night. [Justin Favela: Ruta Madre](#) will be on view at CAM from **September 8, 2023–February 11, 2024**.

Favela's creative practice explores notions of authenticity, place, and identity through the use of familiar materials. Drawing inspiration from traditional Mexican or Latin American craft, specifically piñata making, Favela uses paper and glue to create dynamic and

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**Hours**  
10–5 Wed  
10–5 Thu  
10–8 Fri  
10–5 Sat & Sun

**CAM is free. Visit often!**

monumental forms. His piñata-like sculptures and installations become vibrant symbols of Latinx joy and visibility. Informed by his own Mexican-Guatemalan American upbringing, Favela's colorful and often humorous works aim to critique cultural stereotypes and create public dialogue around what it means to be Latinx in the US.

As part of the exhibition programming for *Ruta Madre*, Favela and his family will present a Family Fiesta at CAM during the fall exhibition season, inviting hundreds of guests to participate in traditional Mexican and Guatemalan games and activities. In keeping with the artist's socially-engaged practice, Favela frequently activates his artwork by hosting Family Fiestas at museums and in unexpected locations. These public performances of the artist's own family celebrations are designed to attract new museum audiences and draw attention to institutional inclusion efforts. Since 2014, he has staged Family Fiestas at Crystal Bridges Museum of American Art in Bentonville, Arkansas; Michael Heizer's earthwork *Double Negative* in Moapa Valley, Nevada; Denver Art Museum; and Des Moines Art Center, among others.

"We know that Justin's work will connect with St. Louis audiences, not only for its stunning visual appeal but also for its incredible celebration of art, culture, and community," said Executive Director Lisa Melandri. "As part of the exhibition, and with support from the National Endowment for the Arts, we are excited to host one of the artist's Family Fiesta performances, offering opportunities for community members to meet the artist, explore Latinx culture, and activate the artwork in entirely new ways."

This exhibition is generously supported in part by the National Endowment for the Arts, Nancy and Kenneth Kranzberg, and the Whitaker Foundation. Street Views is generously supported by Gateway Foundation and the Whitaker Foundation. The artist talk is sponsored by the Robert Lehman Foundation.



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*Justin Favela: Ruta Madre* is organized for the Contemporary Art Museum St. Louis by Misa Jeffereis, Associate Curator.



**Justin Favela** (b. 1986, Las Vegas, NV; lives and works in Las Vegas, NV) is known for large-scale installations and sculptures that manifest his interactions with American pop culture and the Latinx experience. He has exhibited his work both internationally and across the US. His installations have been commissioned by museums including the Denver Art Museum in Colorado, Crystal Bridges Museum of American Art in Arkansas, and El Museo del Barrio in New

York. He is the recipient of the 2021 Joan Mitchell Foundation Fellowship. He holds a BFA in Fine Art from the University of Nevada, Las Vegas. *Photo courtesy Mikayla Whitmore.*



### **Related Events**

#### **Tuesday, September 5**

Work in Progress 6:00–7:00 pm

#### **Friday, September 8**

Patron and Press Preview 10:00–11:30 am

Member Preview 6:00–7:00 pm

Public Opening 7:00–9:00 pm

#### **Friday, November 3**

Family Fiesta 5:00–9:00 pm

***For press access on September 8th, including interview opportunities with Justin Favela, RSVP to Samantha Lyons, Communications Specialist, at [slyons@camstl.org](mailto:slyons@camstl.org).***

*To schedule a Zoom or phone interview with artist Justin Favela or Associate Curator Misa Jeffereis throughout the fall/winter exhibition season, please contact [slyons@camstl.org](mailto:slyons@camstl.org).*

### **About the Contemporary Art Museum St. Louis**

The Contemporary Art Museum St. Louis creates meaningful engagement with the most relevant and innovative art being made today. Founded by civic and cultural leaders in 1980, the Museum transformed from a small gallery into an internationally recognized arts institution, now permanently housed in a flexible, open, and inviting building designed by renowned American architect Brad Cloepfil. CAM's distinct architecture reflects the organization's values and supports a dynamic range of exhibitions, public programs, educational initiatives, and community collaborations. The only museum in the region solely dedicated to contemporary art, CAM is one of the preeminent non-collecting institutions of its kind in the United States. We are a site for discovery, a welcoming space, free and open to all. For more information, visit [camstl.org](http://camstl.org).

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