

FOR IMMEDIATE RELEASE

Contact: Susan Lendroth
slendroth@lapl.org

Los Angeles Public Library Brings Hacia al Norte Mural to Central Library
Exhibition on View Through July 28, 2024

LOS ANGELES (May 31, 2024)—The exhibition, **East Los Streetscapers: Hacia al Norte**, is now on display through the end of July 2024 in the Getty Gallery at Central Library, 630 W. Fifth Street. This is the first time the mural has been displayed in a public venue.

The Outdoor Recreation Group, better known now as Outdoor Products, commissioned the 65-foot-long mural in 1991 from the East Los Streetscapers. The artists met with company employees about what themes they'd like to see in the mural. Learning that many of the employees were recent immigrants, or the children of immigrants, the artists aimed to capture the spirit of the journey to California.

"Just entering the gallery and seeing this mammoth mural is stunning," said City Librarian John F. Szabo. "Then, to learn about its history, creation, and the immigrant stories it tells is incredibly inspirational."

Inspired by the Chicano Mural Movement, David Botello and Wayne Healy, who remain core members, founded the East Los Streetscapers (originally called Los Dos Streetscapers) in 1975. Together they painted some of the first works of the Chicano Mural Movement. During nearly 50 years of painting murals in Los Angeles and across the country, the East Los Streetscapers have invited many other artists to join them on mural projects.

Los Angeles painter Rich Raya joined Botello and Healy for Hacia Al Norte. The muralists often integrate elements of history into their work, showing how the Los Angeles community has been shaped by events near and far, bridging cultures and traditions.

"This exhibition celebrates immigrant stories that are central to the history of Los Angeles," said Central Library Director Kren Malone. "The vibrant scenes in the mural are rooted in travel, movement, exploration and human connection. Making this

exhibition available to students and anyone visiting Central Library serves the Library's goal to educate and inspire current and future generations."

The Altshule Family founded the Outdoor Recreation Group in Los Angeles in the 1970s to manufacture backpacks and other hiking gear.

"As a community hub, we are thrilled that the Library serves as a center for Los Angeles-centric exhibitions as well as for a wealth of other events," said Valerie Lynne Shaw, President of the Board of Library Commissioners. "The Hacia al Norte mural is an excellent example of showcasing the artistic traditions of our local community."

Los Angeles Public Library and Thought Projects organized the exhibition as part of an ongoing series of exhibitions that serve the city's diverse communities.

A recipient of the nation's highest honor for library service—the National Medal from the Institute of Museum and Library Services—the Los Angeles Public Library serves the largest and most diverse urban population of any library in the nation. Its Central Library, 72 branches, collection of more than 6 million books, state-of-the-art technology accessible at lapl.org, and more than 18,000 public programs a year provide everyone with free and easy access to information and the opportunity for lifelong learning.

###