

MÉXICO
2010
SAN ANTONIO

Celebrating the Centennial of the Mexican Revolution and the Bicentennial of Mexico's Independence, and in acknowledgement of International Women's Month, we are pleased to honor the significant artistic, cultural and scientific accomplishments of three unique women from Mexico in 21st Century San Antonio.

Please join us on Saturday, March 6, 2010, at 6 pm, for the opening reception of *Remarkable Paradigms*, a special exhibit featuring a selection of the works and achievements of Verónica Prida, Rebeca Rico Hesse, and Carla Veliz.

- Exhibition opening on March 6, 2010, at 6 pm
- Recognition ceremony at 6:30 pm
- A reception for the honorees will follow the ceremony

The exhibit will remain on display through March 31, 2010. Viewing hours are Tuesday through Friday, 10 am to 5 pm, & Saturday and Sunday, 11 am to 5 pm.

For more information:

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REMARKABLE PARADIGMS

Verónica Prida
Rebeca Rico Hesse
Carla Veliz



Instituto Cultural de México





Verónica Prida



Born (1963) and raised in Mexico City, Verónica Prida came to San Antonio in 1981 to study fashion design at Incarnate Word College. While remaining connected to Mexico, San Antonio offered a vibrant cultural life where Verónica could expand as a designer, artist and entrepreneur. After graduating from Incarnate Word College, she launched her *Prida* clothing line which has garnered international recognition. Her distinctive style is a fusion of the indigenous Mexican, and Modern American.

In addition to her accomplishments in fashion, Verónica ventured into culinary, retail, and real estate with The Babylon Grill, Prida Stores, and the 11,000 square foot Blanco Studios which housed fifteen artist spaces. An ardent supporter of the Arts in San Antonio, Prida has worked closely with Say Sí arts programs and helped organize and provide venues for the first instances of the *Art in the Hood* and *First Friday* events in San Antonio.

An architect at heart, her architectural, interior, and landscape designs have been featured in local, regional, and national publications. Since 2008, Verónica has worked in the creation and construction of the elaborate Order of The Alamo Coronation gowns. In addition, she has most recently concentrated on making one-of-a-kind pieces of furniture and accessories from traditional Mayan huipiles, honoring and preserving the beauty of this textile art form.

San Antonio and Verónica Prida share a synergistic partnership, each one a testament to the other's ir-repressible and far-reaching spirit. Prida is married to legendary artist Omar Rodríguez, and when not in San Antonio, they enjoy spending time at their home in Huatulco, Oaxaca.



Rebeca Rico Hesse



Born in Los Angeles, CA, in 1955, to a German/American artist mother and Mexican orthopedic surgeon father, Rebeca Rico Hesse was raised in Saltillo, Coahuila, Mexico. She decided to become a virologist at an early age after seeing the tremendous impact of viral diseases on the population of domestic animals in northern Mexico, including her family pets.

Rebeca obtained scholarships to study Microbiology at the University of Nebraska, Virology at Cornell University, Epidemiology at the University of Minnesota, and post-doctoral training at the Centers for Disease Control. The Rockefeller Foundation funded her position as Assistant Professor at Yale University, and her subsequent research funding has come from the National Institutes of Health. She joined the Southwest Foundation for Biomedical Research, in San Antonio, Texas, as a scientist, in 1996. She has received many awards and recognitions for her research and publications.

Her current research is focused on dengue fever, a viral disease contracted by mosquito bite. During the last couple of centuries, the United States has suffered periodic outbreaks of dengue. There have been several recent outbreaks in South Texas. San Antonio is a port of entry into the rest of the United States because the climate allows for the type of mosquito that carries and transmits the disease. In its mild form, dengue causes what's called *break-bone fever*, with severe flu-like symptoms. But the severe, lethal form, *dengue hemorrhagic fever*, has increased steadily during the last decade, spreading to over 100 countries around the world.

Rebeca Rico Hesse is an art collector and patron involved with San Antonio's art community.



Carla Veliz



Carla Castañeda Bustamante de Veliz was born in Piedras Negras, Coahuila, Mexico in 1971. She was only fifteen when she won a statewide art competition in Coahuila and was commissioned to create a mural for a local business. A few years later, speaking only Spanish, she enrolled in the prestigious Art Institute of Houston, where over the course of her studies, she taught herself English and received her degree in Visual Communications.

After moving to San Antonio in 1992 to work as an art director for an advertising agency, she became the agency's Creative Director, and later pursued a freelance career in advertising. Carla married Richard Veliz in 1997, and at his urging she reclaimed the artistic passion of her earlier years, embarking on a new career as a painter.

Her paintings are sincere and authentic and are informed by the events that have shaped her life; the difficulties of leaving her country and adjusting to a new language have made her respectful of personal struggle, and how it builds character. In her work, Carla explores the classic quest for belonging and identity, and the emotional pull of the duality of her life in the United States and in Mexico.

Although only in her thirties, Carla has grown and matured as an artist, showing a depth and sensitivity typical of older artists. A bold use of color in both her abstract and figurative works speaks of her great joy of life; a conviction that life should be lived to its fullest. She now works on commissions from collectors and businesses, and her paintings are exhibited locally, nationally and internationally. Carla Veliz is also an actress with various screen credits to her name.