

For Immediate Release

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2017 Cornerstone of the Arts

SAN JOSE, Calif. –The San José Arts Commission and the Office of Cultural Affairs have announced the recipients for the 2017 Cornerstone of the Arts Awards Program, comprised of three awards. Elisa Marina Alvarado, founding member and former Artistic Director of Teatro Vision will receive the Cornerstone of the Arts Award. Applied Materials will receive the Business Support for the Arts Award. Content Magazine will receive the Creative Impact Award. The 2017 awards will be presented at the Cornerstone of the Arts event at the Hammer Theatre Center on October 13, 2017. Fiscal Year 2017-2018 City of San José Office of Cultural Affairs' grantees will also be recognized for their contributions to San José's cultural life.

What: Cornerstone of the Arts Event

When: Friday, October 13
5:30 – 8:00 p.m.; Program starts at 6:30 p.m.

Where: Hammer Theatre Center, 101 Paseo De San Antonio Walk, San José

Event is FREE. Due to limited seating, please RSVP at
<https://web.ovationtix.com/trs/pe/10200114>

Who: Elisa Marina Alvarado, Cornerstone of the Arts Recipient
Joe Pon, Vice President of Applied Materials, Business Support for the Arts Recipient
Daniel Garcia, Content Magazine, Creative Impact Recipient
San José Mayor Sam Liccardo
Magdalena Carrasco, San José City Councilmember
Richard James, Chair, San José Arts Commission
Kim Walesh, Deputy City Manager, San José
Kerry Adams Hapner, Director of San José Office of Cultural Affairs
Recipients of San José Cultural Affairs grants

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Elisa Marina Alvarado, Cornerstone of the Arts Award

In 1984, with a group of other Latina women artists, Elisa founded Teatro Huipil, which was soon renamed to Teatro Visión. The goal of the new company was to expand the narrative of the Chicano movement to reflect the voices of women and the LGBTQ community. Under Elisa's leadership, Teatro Visión has grown to national prominence in the world of Chicano/Latino theater, helping to make San José a center of artistic development and innovation.

Throughout her time at Teatro Visión, Elisa's commitment to making community-based theater grounded in social justice has never wavered. For instance, combining her expertise in theater and mental health, Elisa created theater training and cultural competency workshops for health care professionals, community organizers, and human services workers, teaching them to use the tools of theater to better serve their community missions.

After 33 years at the helm of Teatro Visión, Elisa turned the role over to Rodrigo Rodriguez, which she mentored for years. Elisa continues to work with Teatro Visión as a member of the artistic team developing the new Día de los Muertos-themed play. For her whole life, Elisa's artistic work remained true to the ideals of equity, liberation, and justice that drove the Chicano Movement.

Applied Materials, Business Support for the Arts Award

Applied Materials has brought joy and learning to hundreds of thousands of local residents and children through their support of a wide range of creative experiences, and has bolstered the capacity of arts organizations through their sponsorship of community events, grants, and workshops designed for our unique arts ecosystem. Their investments have focused on programs that take art and culture beyond traditional settings to reach people of diverse backgrounds, particularly in economically disadvantaged neighborhoods; and opportunities for youth to experience and participate in artistic expression and creativity. A few recent highlights include:

- Sponsorship of the San José Jazz Summer Fest, a celebration of jazz, salsa, and the blues in a community-wide event that raises funds for year-round music education for youth;
- Underwriting for "Executive Order 9066: The Tag Project" at the San José Institute of Contemporary Art, a multi-venue exhibition exploring Japanese-American internment during WWII;
- Funding for Erin Salazar and The Exhibition District to transform Fountain Alley from a blighted, unused space into a neighborhood landmark by orchestrating 100 artists to paint a mosaic of 100 murals;
- Support for *Circles*, an interactive exhibit designed by the Tech Museum, to be installed in the Women and Children's Center at Valley Medical Center; and
- Underwriting scholarships for arts education summer camps at the School of Arts and Culture at Mexican Heritage Plaza.

As corporations continue to spring up and flourish in Silicon Valley, Applied Materials stands out as a role model for "place-based" corporate responsibility and the promotion of arts and culture as vital to our quality of life, the development of our children and the health of our community.

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Content Magazine, Creative Impact Award

Launched in 2011 by Daniel and Sarah Garcia, *Content Magazine* is a high quality print publication designed to capture and nurture the creative ecosystem of Silicon Valley. Using a contributor model of volunteer talent and services, the magazine quickly became an exciting community-building tool like no other in San José.

Daniel used the gathering power of “Pick Up Parties” to bring artists, creative entrepreneurs, contributors, civic leaders and subscribers together around the release of each new issue. *Content’s* following grew steadily for three years, but the magazine was in danger of ending. In January 2015, Silicon Valley Creates acquired *Content* and partnered with Daniel to work to sustain and grow the magazine.

Today, thousands of Silicon Valley subscribers enjoy the magazine’s profiles on a diverse range of local artists and creatives, and inspiring photo spreads. *Content Magazine* is steadily increasing the community’s awareness of the diverse individuals and businesses that are shaping Silicon Valley’s creative culture, and strengthening the community through social and professional networking opportunities, and shared creative experiences.

About the Cornerstone of the Arts Awards Program

Established in 2013, the annual Cornerstone of the Arts Award honors individuals who have provided enduring and effective leadership contributing to the betterment of the San José arts community and improving the quality of life for our residents. Approved by the San José Arts Commission, honorees are considered as part of the foundation of the arts in San José who will be long remembered as a “cornerstone” of the arts community. The inaugural 2013 Cornerstone of the Arts Honoree was late Irene Dalis, founder of Opera San José. The 2014 Cornerstone of the Arts Honoree was Mayor Susan Hammer. The 2015 Cornerstone of the Arts Honorees were Carmen and Al Castellano of the Castellano Family Foundation. In 2016 the Cornerstone of Arts Honorees were Roy and PJ Hirabayashi, founders of San José Taiko.

About the City of San José Office of Cultural Affairs

The Office of Cultural Affairs is a division of San José’s Office of Economic Development, and is the City’s champion in supporting and promoting the development of a rich arts and cultural environment for this diverse city's one million residents, its workers who live in neighboring communities, and its many visitors. It fosters cultural development through cultural funding programs, cultural workforce development, cultural facilities, special event services, and public art. For more information, visit www.sanjoseculture.org.

About the City of San José

Known as the Capital of Silicon Valley, San José is the nation’s tenth largest city and the largest city in Northern California, with an ethnically diverse population of more than one million. San José was founded in 1777, once served as the state capital of California, and now encompasses 180 square miles. Facts about San José can be found here:

<http://www.sanjoseca.gov/DocumentCenter/View/780>. The City’s website is www.sanjoseca.gov.

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