

**Calendar Advisory/Photo Opportunity
For Immediate Release**

INTERMEDIA ARTS
and
Grupo Soap del Corazón
present

EL MILAGRO

A visual arts exhibiton/celebration by 30+ artists

August 3rd, 2011, Latino visual arts group, Grupo Soap del Corazón, celebrates its 11 year anniversary with the exhibition “El Milagro” at Intermedia Arts in South Minneapolis, Minnesota. “El Milagro” (the miracle) will feature the work of over 30 well known local, national, and international artists and will address the religious, mystical, cultural, political, psychological and historical nature of miracles and the miraculous, especially amongst Latin Americans. The show will open to the public August 3rd, but will have it’s opening night celebration two weeks later, Saturday night, August 20th, from 7-10 p.m. As with all Grupo Soap exhibitions, opening night will be a fiesta, filled with wonderful art, great music and food, intermingling cultures, lots of interesting people – and great joy that Grupo Soap has survived and prospered for over ten years.

In Latin America religion is embedded deeply into culture. And the notion of “el milagro”, the miracle, is at the center of that religion. From there it radiates out into daily life, into business, health care, politics, art, everything. The appearance of the miracle is never really questioned, it’s veracity is not the subject of much debate – why waste time on something that simply is? Rather, miracles simply happen. Better to spend time honoring the saints, creating retablos and ex-votos as thank-yous, and doing pilgrimage or creating shrines.

And, in Latin America, the “miracle worker” is not just a saint or deity, but often a political, business, or magical persona. It can be el jefe, the boss that opens doors in your career, the local politician that solves your problems, la curandera, the medicine woman that heals your child. In turn, help is prayed for, pleaded for, waited for.

The miracle of prayer is balanced in Latin America by the miracle of daily life, of simply being alive. Daily life is often enjoyed deeply – a beer at sunset, the flowers along the road through the village, a diner made well, young children playing. All these, in turn, are seen as blessings, as miracles.

Grupo Soap del Corazón is a street level Latino visual arts group that encourages and exhibits “Soap del Corazón”, art that cleans the heart.

www.intermediaarts.org

www.grupossoap.com (active 7/1/11)

WHEN/WHERE

August 3-September 11, 2011

Opening event: Saturday, August 20, 7-10 p.m.

Intermedia Arts

2822 Lyndale Ave S, Minneapolis

PHOTO/INTERVIEW OPPORTUNITIES

Digital photos, audio, video, interview and photo opportunities are available upon request.

ABOUT GRUPO SOAP DEL CORAZON

Grupo Soap del Corazón was founded in 2000 by Xavier Tavera and Douglas Padilla to celebrate Latino artists and culture and the Latinization of Lake Street in Minneapolis, Minnesota, U.S.A. In it's 11 year existence Grupo Soap del Corazón has stayed true to it's purpose: to encourage and exhibit “Soap del Corazón”, art that cleans the heart. Neither a non-profit nor a for-profit organization, Grupo Soap has stayed street level and showcased the work of 50+ artists in venues as diverse as the walls of: the old Sears building in Minneapolis, an old prison converted to cultural center in Valparaiso, Chile, the Minneapolis Institute of Arts, Highpoint Center for Printmaking, an armory in Northfield, and myspace.com. Included in it's ranks, Grupo Soap has award winning artists such as Mexican photographer Xavier Tavera, Chilean painter Amaru (Marcela Rodriguez Aguilar), Argentinean installationist Gabriela Bertiller, Texan tattoo artist and painter Claudia “Billy” Baca, Mexican/American graphic designer and conceptualist Luis Fitch, and local Minnesotan painter and arts visionary Douglas Padilla. Well over 100,000 people have seen Grupo Soap's art in person, another 100,000 have seen it's work on the web. It has pulled the people of Minneapolis – St. Paul, and of Minnesota, into deeper community with each other and with the world.

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