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New Exhibition Featuring Lowrider Culture and Work of Local Artist Drives into the Racine Art Museum

Racine, WI July 8, 2024

An upcoming exhibition at Racine Art Museum (RAM) will explore the creativity and community of lowrider culture through the photography and video of Racine-based René Amado, alongside custom bicycles and small vehicles by various builders. **Low: René Amado** opens on August 2, 2024, and will remain on view through July 2025.

Engaged in lowrider culture most of his life in one way or another, Amado showcases the cars, bicycles, and community through photography and video. Both a photographer and a teacher, he has focused on a broad range of subjects in his work—whether by professional necessity or personal interest—from street photography to portraits to culinary themes. **Low: René Amado** blends his photography with custom bicycles and other small vehicles from various builders/makers (including himself) and a video in which he expands on the story of lowrider culture through interviews and documentation. Each component of the exhibition—photographs, bikes, and video—stands on its own, but together create a powerful narrative underscoring how objects and images can address personal and community development, tradition and innovation, and creativity and aesthetics.

Amado is excited to showcase a culture and art form that he is so passionate about in a first-of-its-kind exhibition at RAM:

“Who are we if we don’t say it ourselves? Gangsters? Illegals? A project for you to photograph? Nah homie...these cars—the patterns in the paint, the



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brushstrokes of the pinstripes, the details of the engine, every chiseled cut from the engraver, each and every stitch of the upholstery to the style of rims—they are the expressions of us. They are us. Our joy. Our pain. They are members of our families. They are our loved ones passed on. They are our love. They are our art.”

On display in RAM’s street-facing Windows on Fifth Gallery, *Low: René Amado’s* accessibility to the public—24 hours a day, seven days a week—highlights both the value of the exhibition’s message and will increase the number of those who will experience it. Other than a video Amado produced documenting lowrider car shows and bicycle builders that will be on display exclusively inside the museum, the exhibition will be available to anyone walking or driving down Fifth Street.

Owing to the award of a United Way Equity Innovation Fund grant, RAM is organizing three different exhibitions and multiple community outreach programs that feature Mexican American artists Nicole Acosta and René Amado. One such outreach program is an Artist Meet and Greet at RAM on Saturday, September 21, during the annual Party on the Pavement street festival in downtown Racine. An extension of their solo exhibitions at RAM and RAM’s Charles A. Wustum Museum of Fine Arts (Wustum), both artists will be on-site to share meaningful insights about their art practices, which speak to their heritage while adding to the dynamism of the contemporary art landscape.

Further information about *Low: René Amado* is available on RAM’s website, ramart.org. Details about additional community outreach programs with Acosta and Amado will be shared on RAM’s website and social media channels soon.

Exhibitions at Racine Art Museum are made possible by: Platinum Sponsors—The Estate of Karen Johnson Boyd, David Charak, Judith and David Flegel Fund, Ron and Judith Isaacs, Nicholas and Nancy Kurten, Racine Community Foundation, Barbara Waldman, Windgate Foundation, United Way of Racine County; Diamond Sponsors—City of Racine’s Grow Racine Grant, Ruffo Family Foundation, Ruth Arts Foundation; Gold Sponsors—Anonymous, Tom and Irene Creecy, Richard and Patricia Ehlert, Osborne and Scekcic Family Foundation, Reliance Controls Community Fund, Trio Foundation of St. Louis, W.T. Walker Group, Inc., Wisconsin Arts Board; Silver Sponsors—Anonymous, Baird, Beta Diagnostic Labs, A.C. Buhler Family, Lucy G. Feller, Ben and Dawn Flegel, Friends of Fiber Art, International, Jim Harris, Sharon and Tom Harty, Horizon Retail Construction, Inc., Johnson Financial Group, Dorothy MacVicar, Jan Serr and John Shannon, Visit Racine County; Bronze Sponsors—Ellen and Joseph Albrecht, Susan Boland, Dave’s Wine Garage, Educators Credit Union, Express Employment Professionals, Bill and Debbie Keland, Susan Manalli, Jean and Alex Mandli, Jr., Norbell



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The two campuses of the Racine Art Museum—RAM in downtown Racine at 441 Main Street and the Charles A. Wustum Museum of Fine Arts (Wustum) at 2519 Northwestern Avenue—are located in Racine, Wisconsin, a historic community on the shores of Lake Michigan. RAM is home to the largest contemporary craft collection in North America and has a reputation for its award-winning architecture and nationally recognized exhibition program. Wustum is home to the organization’s diverse, award-winning art education programs and has presented significant art exhibitions since 1941.

Both campuses of the Racine Art Museum are currently open Wednesday through Saturday from 10:00 am to 4:00 pm. Admission rates are \$10 for adults; \$8 for students, seniors (62+), and veterans; and free for RAM members, children under 12, active military personnel, and NARM, ROAM, and AAM members.