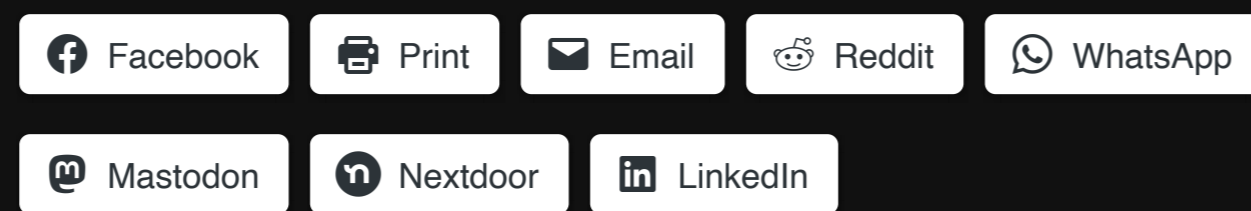




Lowrider cultural exhibition coming soon to the Racine Art Museum

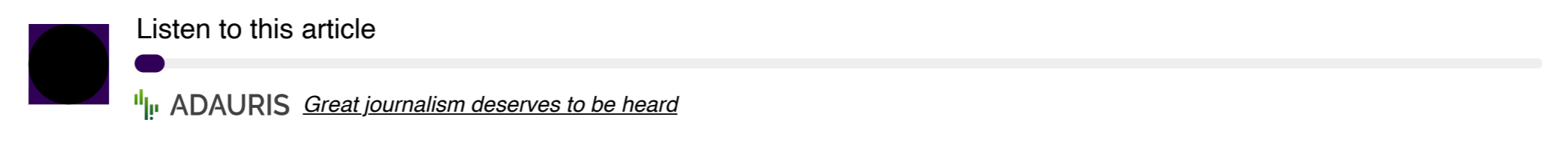
“Low: René Amado” opens Aug. 2, 2024 and will be on display in RAM’s street-facing Windows on Fifth Gallery through July 2025.

by **Liliana Fannin** 17 hours ago



Jefferson 6-Tre, 2023, printed 2024. High-gloss metal print Credit: Photo: René Amado

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RACINE — Local artist René Amado explores the culture of the lowrider community in an upcoming video and photography exhibition at the Racine Art Museum (RAM).

“Low: René Amado” is set to open on Aug. 2, 2024, and will be on display in RAM’s street-facing Windows on Fifth Gallery through July 2025.

The exhibition contains three components: photographs, bikes and video. Each stands on its own, but together they portray the narrative of how objects and images can address community and personal development, tradition, innovation, creativity and aesthetics.

Amado, both a photographer and teacher, has been involved in lowrider culture for much of his life. In his work, he focuses on a range of subjects from street photography to portraits and culinary themes. In a video included in the exhibition, Amado himself tells the story of lowrider culture through interviews and documentation. Amado combines his photography with custom bicycles and other small vehicles made by numerous builders and makers — including himself.

According to a RAM press release, Amado is looking forward to showcasing a culture and art form that he is extremely passionate about in a first-of-its-kind exhibition at RAM.

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

The exhibition will be on display and accessible to the public 24 hours a day, seven days a week in RAM’s street-facing Windows on Fifth Gallery. According to RAM, this highlights the value of the exhibition’s message and will increase the amount of people who will be able to experience it. The video will be played exclusively inside the museum, while anyone walking or driving down Fifth Street will be able to see the rest of the exhibition from the street.

An extension of Amado’s exhibition will be highlighted during the Sept. 21 Party on the Pavement celebration downtown, along with artist Nicole Acosta’s exhibition. Both artists will be present to share insights about their work.

RAM has organized three exhibitions and multiple community outreach programs highlighting Mexican-American artists Acosta and Amado due to the award of a United Way Equity Innovation Fund grant.

For more information about the “Low: René Amado” exhibition, visit the [Racine Art Museum website](#).

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