



THE SHOPS AT LA CANTERA



CATRINAS
LIVE EXHIBIT





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Join us for an unforgettable celebration of **Día de los Muertos**, blending **fashion, art, and music**, all in honor of one of Mexico's most cherished traditions.

EVENT DETAILS

DATE: Sunday, October 20th, 2024

TIME: 2:00 PM to 4:00 PM

ADDRESS: The Shops at La Cantera | 15900 La Cantera Pkwy, San Antonio, TX

LOCATION: Common Area between Neiman Marcus and Nordstrom

In celebration of **Día de los Muertos**, **The Shops at La Cantera** will host an exclusive **Catrina Live Exhibit** by **iLaCatrina** on **Sunday, October 20th, 2024**, from **2:00 PM to 4:00 PM**. This unique event will take place in the common area between **Neiman Marcus** and **Nordstrom**, featuring six stunning **Catrina icons** that embody the most meaningful symbols of **Día de los Muertos**, presented in a fashion-forward manner. **Texas Fashion Week** has compared the **iLaCatrina Runway** to the **Vogue Día de Muertos** shows in Mexico, and this exhibit is sure to bring the same level of artistic and cultural impact to San Antonio.

Catrina icons will rotate throughout the event, allowing guests to experience the beautifully crafted Catrina figures up close. Every Catrina is dressed in exquisite custom-designed, hand-crafted attire, head pieces, accessories and makeup with artistic flair and attention to detail for true homage to its authentic cultural representation. Displayed in rotation, three at a time for 30-minute intervals, the live exhibit allows for dynamic interaction and photo opportunities with shoppers.

The exhibit will be set against the backdrop of a stunning **Day of the Dead Art Collection** by **The San Antonio Artists Collective**, whose gallery is located at The Shops at La Cantera. This collection will showcase a selection of **Día de los Muertos-themed paintings** created by local artists, exploring themes of remembrance, family, and honoring ancestors through vibrant colors and intricate designs.

Adding to the festive atmosphere, the renowned **San Antonio Mastersingers**, the first symphonic choir established in Texas in 1994, will perform traditional Mexican songs, bringing their highly acclaimed talent to the event.



MEXICO'S MOST BELOVED TRADITION

As a Mexican-born designer and cultural activist, iLaCatrina Araminta Romero brings her passion for fashion and heritage together, ensuring that each Catrina is a true artistic representation of Mexican culture in a modern, fashion-forward manner.



A THE SHOPS AT LA CANTERA EXCLUSIVE

This exhibit is a celebration of Mexican heritage and a unique artistic presentation available exclusively at San Antonio's premier shopping destination, The Shops at la Cantera.

iLACATRINA LIVE EXHIBIT

The **iLaCatrina Live Exhibit**, created by Mexican-born designer and cultural activist **Araminta Romero**, features a narrative that ties the symbols depicted in the clothing to traditional Mexican stories and myths, offering a visual experience that is both captivating and deeply educational.

- **ALEBRIJE:** Inspired by the vibrant and fantastical creatures known as Alebrijes, this Catrina represents the spiritual guides or protectors in Mexican folklore.
- **CASTILLA :** Symbolizing the Spanish influence on Mexican culture, Castilla Catrina reflects the blending of Indigenous and European traditions, representing the lasting impact of Spain on Mexico's religious and cultural landscape.
- **MONARCA:** This Catrina represents the souls of the departed carried by the wings of the Monarch butterfly, a symbol deeply connected to Día de los Muertos.
- **XOCHIQUETZAL:** Named after the Aztec goddess of beauty and love, Xochiquetzal Catrina represents the flowers that adorn the ofrendas during Día de los Muertos.
- **FIESTA:** Inspired by the vibrant celebration of Fiesta, this Catrina brings the lively spirit of San Antonio's cultural festivities to life. Dressed in bright, festive colors, she embodies the joy, music, and communal spirit that mark both Fiesta and Día de los Muertos.
- **MEXICANA:** Mexicana Catrina celebrates the pride and resilience of Mexico's rich cultural heritage. Adorned in the colors of the Mexican flag and featuring traditional symbols, she pays tribute to the country's deep-rooted traditions and independence.



SPREAD YOUR WINGS

Watch as our stunning Catrina icons spread their wings in a visual representation of Mexican culture, symbolizing the journey of the soul. This captivating event brings together fashion, art, and tradition, offering an experience you won't want to miss!

PROGRAM

SUNDAY, OCTOBER 20TH, 2024 AT 2:00 PM, THE SHOPS AT LA CANTERA

2:00 PM EXHIBIT OPENING WITH DJ KAIA DUBLIN

Join us for the grand opening of the **Catrina Live Exhibit**! All six Catrinas—**Alebrije**, **Castilla**, **Monarca**, **Xochiquetzal**, **Fiesta**, and **Mexicana**—will be on display, accompanied by a live DJ performance by **Kaia Dublin**. This is the perfect time to experience the full collection of Catrinas in all their stunning detail.

2:30 PM MONARCA, XOCHIQUETZAL, & CASTILLA

For the next 30 minutes, interact with and take photos with **Monarca**, the butterfly-inspired symbol of the soul's journey, **Xochiquetzal**, the goddess of flowers, and **Castilla**, representing the Spanish influence on Mexican culture. Enjoy this intimate time with three of our most iconic Catrinas.

3:00 PM ALEBRIJE, FIESTA & MEXICANA

Get up close to the lively and colorful **Alebrije Catrina**, inspired by Mexico's fantastical spirit animals, **Fiesta Catrina**, embodying the vibrant spirit of San Antonio's celebrations, and **Mexicana Catrina**, a proud representation of Mexico's rich heritage. This is a great moment to witness the beauty and symbolism of these extraordinary creations.

3:30 PM FULL CATRINA EXHIBIT & LIVE MUSIC

To close out the event, all six Catrinas will return to the exhibit for the final 30 minutes, accompanied by a live performance by the renowned **San Antonio Mastersingers**. Enjoy traditional Mexican songs as you interact with the Catrinas one last time.

Throughout the event, we encourage you to visit the special events hosted by nearby shops offering refreshments for attendees. Be sure to stop by the **San Antonio Artists Collective gallery** to explore even more **Día de los Muertos**-themed artwork, similar to what's featured at the live exhibit.



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