



## Press Release

### For Immediate Release

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Contact: Jeff Nathanson  
Executive Director and Art Curator  
jnathanson@museumsc.org  
(707) 579-1500 x 102

Museum of Sonoma County Presents  
***CRUISIN'***  
***SONOMA COUNTY LOWRIDERS AND THE ART OF JUSTIN FAVELA***

June 15 – November 24, 2024

Opening reception Saturday, June 22 from 4 – 6 pm

Santa Rosa, CA – (May 17) The Museum of Sonoma County (MSC) is pleased to announce the exhibition ***CRUISIN': Sonoma County Lowriders and the Art of Justin Favela*** in the Museum's contemporary art gallery from June 15 – November 24, 2024. Working in collaboration with the Sonoma County Lowrider Council, an organization that supports and promotes the creative car culture that is a significant part of the Sonoma County experience, the Museum's exhibition will include custom lowrider cars, fashion, photographs, artworks, and more as a representation and celebration of lowrider culture and lifestyle.

A special feature of the exhibition will be the artwork of **Justin Favela**, a nationally known mixed media artist who does large-scale installation sculptures in the piñata style, including full scale lowrider cars. His work references pop culture, art history, society, and cultural commentary. Favela is particularly known for his social practice in which he engages local students and community volunteers in the process of creating his unique works.

Sonoma County lowrider culture is so large and well-developed that there are 21 active lowrider car clubs in the county plus many independent riders. The clubs showcase unique and customized lowrider cars and have helped to create a sense of community and pride in the county, working to dispel negative stereotypes associated with lowriding and promoting a positive image of the culture.

An opening celebration is scheduled for Saturday, June 22 from 4 – 6pm. The event is free and welcoming to all members of the community.

***CRUISIN'*** is supported in part by a generous grant from the National Endowment for the Arts.

Also on view, beginning June 15, 2024: ***New Acquisitions to the MSC Permanent Collection***

-MORE-

## **Museum of Sonoma County Presents**

### ***CRUISIN': Sonoma County Lowriders and the Art of Justin Favela***

***Press release continued***

#### **About the Sonoma County Lowrider Council:**

Lowriding in Sonoma County has a long history with car clubs established in the 1970s and lowriding culture expanding over the years until today there are 21 active car clubs in the County. The Sonoma County Lowrider Council was established in 2015 when community member Juan Roman wanted to unite the local lowriding community in Sonoma County. Prior to the formation of the Lowrider Council, participants would have to leave the area to partake in the larger lowrider community events. Since Santa Rosa has a large lowriding community, many lowriders wanted to get everyone to the table so they could create a cohesive community.

With his idea in mind, Juan went to Jose 'Gordo' Carreon and told him about his idea and Gordo supported and encouraged Juan to pursue it. Juan then reached out to fellow lowriders with 1 Firme Car Club who all gathered to discuss potential collaboration opportunities to unify and strengthen their missions of giving back to the community. The meetings started off at a small restaurant in Windsor when the Lowrider Council was in its infancy. The Lowrider Council grew from there, with different clubs catching wind of the council and being interested in partaking. Now, the Lowrider Council is made up of unaffiliated lowriders as well as members from the following car clubs: 1 Firme Car Club, Good Times Car Club, Latin Rollers Car Club Santa Rosa, Impalas North Bay Car Club, Ranflitas Car Club North Bay, and Viejitos Car Club North Bay. It was created with the mission to unite all lowrider clubs and solo riders to better promote the art of lowriding in Sonoma County. Since its establishment, the Lowrider Council has successfully created a stronger and more united lowriding community in Sonoma County.

Today, the Lowrider Council includes over 400 families involved. With power in numbers, the Sonoma County Lowrider Council has been able to do much for the lowriding community as well as the broader local community. A large part of what the Lowrider Council does is offer family-friendly fun by hosting car shows, cruises, and other lowrider events.

#### **About Justin Favela:**

**Justin Favela** (born 1986, Las Vegas) is an American mixed-media artist who is known for making large-scale installations and sculptures in the piñata style or medium. His work references pop culture, art history, society, cultural commentary, and his own Guatemala-Mexican-American heritage that is rooted in growing up in Las Vegas, Nevada. His works often challenge the ideas of Latinidad and cultural appropriation.

Justin was born in Las Vegas, Nevada. He attended the University of Nevada, Las Vegas where he received his BFA in Fine Arts with an emphasis on sculpture.

Favela's work has been featured in museums and galleries across the United States and the United Kingdom. His podcast, Latinos Who Lunch, won the Best of Vegas 2018 award for Best Local Podcast and

-MORE-

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***Press release continued***

was ranked number 3 on Remezcla's list of Latinx Podcasts. The podcast is co-hosted with art historian and curator Dr. Emmanuel Ortega; the duo talk about pop culture, politics, and various topics around their intersecting identities of being queer Latinx men working in art and academia. Favela has had lectures at a number of universities to discuss what influences his art. He also hosts the Art People Podcast where he has conversations with artists in a variety of mediums and practices.

In 2021, Favela was awarded the Joan Mitchell Fellowship from the Joan Mitchell Foundation.

**CRUISIN'**

**Exhibition Images**

([click here](#) to view and download)



**Justin Favela Gypsy Rose piñata sculpture - Installation view**



**Sonja Vasquez 1962 Impala out on a cruise looking for good random spots to model in front of Neon lights in the night – color photograph**

-MORE-

**Museum of Sonoma County Presents**  
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***Press release continued***



**Catherine Rodriguez** *Homegirl* color photograph



**Erik Renovato** *Black Riviera* color photograph

FOR MORE INFORMATION CONTACT JEFF NATHANSON:  
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