

DIVERSEartLA Returns to the LA Art Show

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Tiffany Trendera

([ARTFIXdaily.com](#)). LOS ANGELES, CA (July 29, 2021) The **LA Art Show** is fast-approaching. The most comprehensive international contemporary art show in America is honored to officially kick-off the city's 2021 art season, transforming the **Los Angeles Convention Center** from July 29th to August 1st. Entering their 26th year, this special Summer Edition takes a closer look at some of the latest technological trends in the art world, while still offering a traditional lens for art from around the globe. While the show will still supply the contemporary art fix they're known for, even some of the long-established sections are getting a technological upgrade.

Sitting among the exciting additions and traditional staples, we have the return of **DIVERSEartLA**, an important and highly-anticipated part of the show curated by **Marisa Caichiolo**. A long-time fan favorite, this culturally diverse and relevant section will head into new territories, focusing on the presence, contributions, research, and documentation of women at the forefront of work at the intersection of art, science, and technology, represented by guest museums and institutions.

When patrons enter and begin to explore DIVERSEartLA, they will have the feeling of exploring a museum, one that that highlights and elevates female and non-binary artists, examining science and technology through this lens. Continuing the theme of juxtaposing old and new, DIVERSEartLA will expand upon previous years into new, more interactive and technological ground.

A number of participants have already been announced including the San Marcos **Museum of Art (MASM)** from Lima, Perú, which will bring a new media project by Peruvian artist **Angie Bonino**. "THE SYMPHONY OF NOW," consists of a video installation, and interactive sound installation focusing on the Andean techno de-colonial shamanism. **Museum La Neomudejar** from Madrid is bringing **_DATA | ergo sum | RELOADED** by artist **Ana Marcos**, an interactive art installation that visualizes the capability of viewing machines using artificial intelligence to extract data by a simple observation of visitors.

Art Museum of the Americas (AMA) has joined with a special project curated by **Fabian Goncálves**, that will feature a compilation of material and an exhibition of the work of women artists who have played a central role in the development of new media practices throughout history and women and non-binary people whose forward-thinking practices are currently reshaping the field. The **UCLA Chicano Studies Research Center** is bringing a special project curated by **Chon Noriega** titled Immersive Distancing by LA-based artists **Carmen Argote** and **Zeynep Abes**, which will examine recent media art produced during the COVID-19 pandemic.

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Continuing the Los Angeles presence, **Now Art LA** and **Building Bridges Art Exchange** have joined forces as local non-profit organizations to exhibit the work Agua by **Luciana Abait**, a video projection created as part of **LUMINEX Project** by Now Art LA. This work is inspired by the flood-myth motif that occurs in many cultures, in which water acts a healing and rebirth tool, often referencing ideas of creation, purification, and sustaining life. **Women’s Voices Now**, a Los Angeles-based non-profit that uses the power of film to drive positive social change that advances the rights of women and girls globally, along with their youth-oriented section **Girls' Voices Now**, is bringing 12 films from 36 filmmakers to present as part of the DIVERSEartLA programming.

The most unconventional and anticipated contribution to the section is **Tiffany Trenda**, a multidisciplinary performance artist, known for exploring the relationship of the female body to today’s ever-changing technologies. She is working with DIVERSEartLA to safely bring live performance to the art fair, coordinating a viewing experience for attendees via QR code. Each person can use their own smartphone to interact with her in real-time via volumetric video recording.

With so many contributing galleries, artists, and even performers, DIVERSEartLA is sure to be a diverse and engaging experience. Make sure to purchase tickets. This is an event you don’t want to miss.

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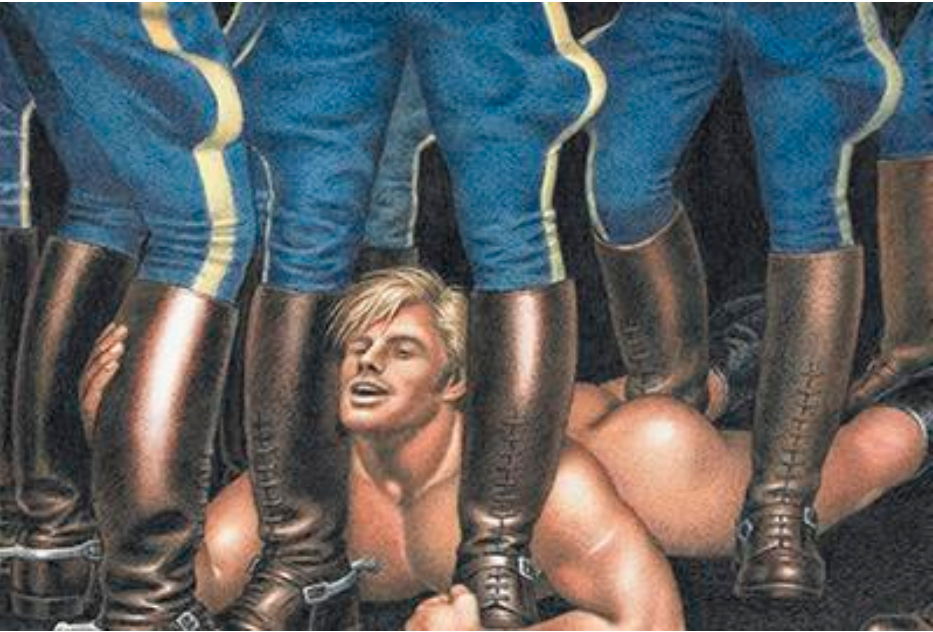
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