Guadalupe Rosales

Veteranas and Rucas & Map Pointz

In Conversation With Mario Ayala

yourself and tell us where you're

myname is Guadalupe Rosales, and I'm the founder of Vet-las, and Rucas and Map Pointz. I was raised in LA, when I a teenager we moved to East LA, but before that we lived cyle Heights, and then—what else do you want me to say?

I wanted to begin by asking you about your instagram project. We terrains and Rucas.

Veteranas and Rucas is a digital archive that focuses on the Chicana youth culture in Southern Cathornia from the 90s back—anything that was pre-sodal media, actual physical photos. People submit their pictures frough Instagram or email and send me information like the city and year and a little bit describing who they are, and loosi it. I'm creating a platform where people represent themselves the way they want to be represented, as opposed to having an outsider survey the culture and give their own personal opinion. The reason why I chose to call it Veteranas and Rucas was because, originally, I was posting mostly gang outlure, and focusing on women. Then, through this project, I realized that every titing—growing up in LA as a Chicana or Latine, we're exposed to a lot more tranijust gang outlure, but whether its a party crew or any otherwish of sub-outlural scene, it's always, from personal experience, it's in the midst of gang culture. Sol wanted tomake Veteranas and Rucas looser, broaden it a bit more, and it became the platform documenting delly life back then.

So some real basic questions about things that maybe people aren't familiar with, some of the terminology and words that you use, like party crews. I want
to ask you briefly about party crews in the '90s, from
the photos you post on instagram, and maybe your
affiliation with some of them.

So party drew was—the best way to describe it is a group of
temagers getting logether and throwing parties. A party drew
consisted of maybe 40, 60, 100 people per crew. I'll use my
crew as an example, my party drew was called Aziek Nation.
There were two cliques. There was one in Bell Gardeins, and
there was one in East LA, and we would get together with another party crew and throw a party. So let's say Aziek Nation
and East LA's Goodlie, and we'd print thyers and pass them out
at school and at parties. On the flyers we only had phore numbers, wicemails, and map points. Map points is what we call
the intersection of two man streets where you would go and
pick up the directions rather hamputing them on the fyet. So
we'dput map points like Atlantic and Whittler, or the gas station
of Atlantic and Whittler. Then you go there and get the address.
Themusic...we listened toprettymoch everything like techno,
house music, KROQ, some hip-hop and the parties took place
at backy ards and warehouses all over the dity.

How does social media inform your work? How did it first appeal to you as a possible platform for your practice?

When I was first finking about ways to start this conversation, I got really inspired by—I don't know, there was something unique about histogram, where it's very simple, very minimal. I see like with histogram the photo does most of the explanation, as opposed to a bog or a Turch' or Facebook I feel like those take a lot of —people focus more on what people say, like on the describion and for me it was important—pictures say many things, you know? I was interested in what other people would say rather than me trying to describe I chose instagram because of that, I saw a lot of pages that were similar to what I wanted to start, but they were mostly focusing on men. So that's what inspired me to start a page that focused on women.

add a lot of value. That's probably one of the more beautiful things that happen on those posts, you know? When would you say you began this archive and reaching out to people? Where were you at that moment and where are you now? It's unny because I locutin't remember the date when I started the Instagram and I was also thinking that I need to start archiving the conversations that We had with people. So I found the Instagram and I was also thinking that I need to start archiving the conversations that We had with people. So I found the first email that said you just opened an Instagram account. I started the feet January 23, 2015, so its almost two years. For me it wasn't really about thinking. Fuck yeah, I'm going to start sometimize and fitsgoing to tucking blow up. But knew it was going to be different. When I started the histagram I didn't tell anyone who was running it, not even my closest introds. I started just following them, and then people noticed the pictures and fivey started tagging their other friends, you know? And then people started tagging their other friends, you know? And then people started tagging their other friends, you know? And then people started tagging their other friends, you know? And then people started this sat collaboration with the community. The reason why Istarted this was because it was this urge or this necessity for me. Like, how do I stay comec'de with my cuture—this is me, living in New York—soit was out of necessity rather than trying to come up with something cool or whatever. Now I'm just going day by day and seeing what happens, I do interviews I'm putling myself out there little by Ittle. Iremember the Irst person hat him eye you was LA Weekly, and bot of them I don't want to make it about me and I don't want to be in know who's behand the I want to give volce to the histagram feed because I think its important to give volce to the histagram teed because I think its important to give volce to the histagram teed because I think its important to give volce to the hi

I find it potentially significant if you want to talk about it—you were talking about being in New York when some of this started. Maybe it felt like you had to reconnect yourself, being on the other side of the country? I find it interesting that this began out there, because I feel like it's so important for you to be here now.

When I moved there it wasn't so much about having the luxury of being able to travel. It wasn't about 1 flyw dot survive? LA was becoming very dangerous it was afready dangerous and, after my cousin passed away something cloked. I realized that shit was just going down, and it wasn't getting any better. Some therets of friends invited ma, like when someone says, "You should come wist sometime," and you don't really





to get out of here. When I was a fucking wake-up call I need to get out of here. When I want to New York I probably didn't even buy my toker, I finish maybe they spotted me a one-way taket or something like that. Or maybe I bought a ticket, but I only hada one-way taket I want there and—I don't know how I came back everything seems like a bur—I came back to LA and two weeks later I left again and didn't come back. It was around Thanksgiving and my momtook me to the airport, and I brought as much shit as I could bring with me. I wore like two parts and jackets, like a crazy person—I'm fucking out of here, just whatever I could carry. Then I was in New York not knowing how long I was going to stay. I'm thinking I'm going togo back in a month and that month tumed into a year and then five years and then 15 years. I was really fortunate to be there. I met a for a mazing people. I got involved with the art community, the queer community. I fettille I had found a family. It's something that was very smiler to here, but different—It gave me the same feeling, comfortable and free and like I could trus t people. Then after I got comfortable with New York I started thinking about my community here, you know? Kind of like, fuck, all my friends are white. Or how come haven't met any Mexicans in New York? Or why are the only Mexicans serving bod or whatever, you know? That's when I started thinking, how do I reconnect withmy community, with my strifly, or with friends in New York? Or why are the only Mexicans serving bod or whatever, you know? That's when I started thinking, how do I reconnect withmy community, with my strifly or with friends in New York? Or why are the only Mexicans serving bod or whatever, you know? That's when I started thinking, how do I reconnect withmy community, with my strifly or with friends in New York? Or why are the only Mexicans serving bod or whatever, you know? That's when I started thinking, how do I reconnect with my community.

I want to talk about your community here in Los Angeles. Now, since moving from New York, you've placed yourself and your work among all these other beautiful people that are doing other things, you know? Maybe talk about investing yourself in that since you've been back in Los Angeles. It's turny because I was just talking to a triard about this and how I beellike it wasn't that difficult to come back and reconnect with friends, even to meet people who I wasn't friends with before I left—like the younger generation who are deep in the whole Raza movement I don't know, I trip out on how my lie is so different nowy you know? Like, in New York, I had my queer arrist friends and then here I have some people that I know from New York, built don't talk to them, you know? Or like I mean, I don't know, I'm just deep init. It's crazy, and I need to reminding self that that's happening. At the same time, I want to find a way to have these two trings come together.

What are the two things?

I guess it's more than two things fronthining about where are the gueer artists? Where are the faminist artists? And then the POC artists, I want these things, those people, to come together and what would that book like, you know? It's like, instead of separating things, I wonder what it would look like it we all came together... I don't know it lanswered your gues fon.

Was that something when you arrived? I'm sure didn't happen instantly. Finding the community and the Raza and all that?

Totally, like maybe if you want to name people or not, but how was it feeling like, "Alright, I am no longer just an Instagram handle you might follow but now I'm in Los Angeles—I'm actually, physically here." It actually happened really fast. I think when tires started coming around I started hanging out with people who are down with the Pachucostyle and all that stuff and then they just took me in, kind of like, lefs tucking hang out It was just like that. When I was living in New York, talways wondered what it would be like tomake art in LA. I telt like I had an amazing experience in New York, but again, how do I ap nitobeing a Chicana artist in LA, you know? I was thirking about this archive and warning it to be for everyone, not just—I don't know how to explain but just hought doay, this needs to be here

That's fine, that's great. Maybe not to go on a tangent about this, but Ithink it's significant because it's something that, before leaving San Francisco—not that it wasn't happening when I was there—but the gentrification in San Francisco got so out of hand and a lot of my friends had to leave. The reason why Heft is it's just too expensive to afford housing, studio space, etc., and it became a place inhabited by people that I didn't familiarize myself with or couldn't





find a connection with, you know what I mean? And that was really unfortunate. I see that happening here now it's really unfortunate. I see that happening here, but now it's really taking a toil, especially in East LA, unfortunately, the realm that I think we both have a foot in. The art world, has a little bit to do with that, depending on what scene you're in. Or, how galleries are moving east because of cheaper rent, I know that's a huge issue now, especially with Boyle Heights and Downtown leaking over the bridge, I don't know, I think it's kind of a hectic moment, especially to be an artist and especially working in this area.

Yeah, I think about, do we have a place—for me, do I have a place to make work, and to make this material accessible, to be an artist? And this isme talking about, can to che home and make work, you know? Is there a safe place that people are not going to question me? Am I going to be side-eyed or whatever the tuck that means? Am I going to be side-eyed or whatever the tuck that means? Am I going to be side-eyed or whatever the tuck that means? Am I going to be side-eyed or whatever the tuck that means? Am I going to be side-eyed or whatever the tuck that means? Am I going to be side-eyed or whatever the tuck that means? Am I going to be side-eyed or whatever the tuck that means? Am I going to the side spot that; my parents brough that; my parents brough that; my parents brough that; my parents and understand protesting, you know? I think my work is about protesting, it is about resistance and it's about taking up space. But yeah, I still think am I ever going to see it asprivileged, a tuxury but also! think people need to understand where I came from and how I got here. I guess that is the question. Rightnow fin like should stay or should 1 go? Should what you know? Am I going to head are people are going to correctionly bedoom? Am I going to have sure doing stand or wherever that is? But then again itsike, it too that are people going to correction? Like of I leave where to do go?

An intimate studio visit. Layon mybed or something

I wanted to talk about Map Pointz. I know we briefly talked about it earlier when we were talking about Veteranas and Rucas... how do they connect?

I started Map Pointz about six months ago I wanted to create this platform focusing on the rave and party scene in Southern California. Both Instagrams are loose in their own way Veteranse and Rucas is very bose on the Chicano culture in LA and Southern California, and Map Pointz is loose in a way that it's not just photos, it's also of ephermera or artifacts from the '90s rave and party crew scene. People submit fyers, videos, pictures of ticket stubs, or whatever, I feel like people can appredate the party suboulture more than if ware to position Veteranse and Rucas, I fet that back in the day people were trying to diseasociate theorety suboulture more than if were to position videred as the party suboulture more than if were these spaces in the mics to diseasociate theorety and think a bit of people were like, "We're not chalos," We're not gangsters," or whatever. So it's a gesture to that, if you feel comfortable on this side, then you're more than we'come, but if you feel comfortable on Veteranas and Rucas, then totally fine.

That made me think of some of these parties and raves as a safe place, or an outlet for people who—you know, like you just mentioned, didn't want to be involved in the violence that was happening, especially during that time. It seems like from what you're explaining that it kind of had an open invitation to whoever wanted to just be in that sort of zone.

If it's even proper to use that as a way to describe it.

I think at the time we were considering these places as different and urique and intimate. And now that I think about it, it's like yeah, and safe. Safe from people that were causing trouble. We were trying to stay away from that, that's with we avoided mentioning the actual directions or location on the thyers. We were trying to prevent the cops from coming, or the gangs, because we just wanted to have a good time with our frends—music and danding were the key elements. When I think about youth culture I just think that—we had so much power to change things. This is why subcultures were created. You create something different because it's going to change

Just going more into detail about some of these parties in the '90s, before I go into my favorite questions that I have for you. I didn't want to leave out taking about the DJs of this time. You briefly taked about the kind of music that was going on at these parties. Maybe if you want to give a shout to some DJs that you were really interested in or friends with, just a bit more about the music. Like who curated the DJs? Who decided this is going to the person playing tongift? How did that happen?

I think it was just friends of friends. The party crew always had a DJ. The names that I remember seeing a lot were like DJ Mustang. DJ Blue, and then the LJs that became more successfullike Dr Clsko... but he's more early '80s. Even the stories that they told me. Ike, 'Oh yeah, I started DJing when I was I'. Fuck, that's so young, you krow? And how do people get turnsables to DJ? But there was always that one guy who had the turntables and everyone would hang out in his bedroom and practice. Dr Clsko was talling me once that he was I' and vas DJing at 21-and-over or 18-and-over dubs he basically said. 'This DJ,' and they would let him in A bit of them have become really successful. They're still doing their thing, I was just talleing to a triend bist night, his DJ name was Modern Romance, andhe's still doing the's traveling the world to DJ and that's really sucking dope, you know, people doing what they like it's nice to think about when we were all kidsand also people still ching dope, you know, people doing the beauty of staying connected or recomecting with people, just to know hat they're businessmen, or promoters, people still throw events or DJs are still DJing at amazing parties. That's the beauty of staying connected or recomecting with people, just to know what they're doing and if they're still doing what they love. I have a then the set if the was like 14 or 15, and loculd see that he's still that person. He has he pary crew—and I remember he was also husting always making sure the fyers were printed. He

I think that's great. In recent months If eel like you've done a ton, which I don't think is any news, but just for people out there who have been like sleeping, maybe they'll have instagram to see your work. Inswe a webstenow.

I didn't even know that—I'm sleeping! I wanted you to talk about finishing grad school, it's really new, I know, Maybe talk briefly about the talk that you gave at UCLA, and some of your more recent events, like the plank—and of course, the few events and talks you hosted here at PSSST and you being a current resident here. I asked you a lot but whatever.

So UCLA was in January and Ill explain how that happened. I was still king in New York and I approached UCLA Chicano studies, think temailed them and still have the email, tprinted it the other day being like, "hey, I'm currently working on this project on '90s party crews, if was really big in Southern Calfornia," and then I said. 'Can you guys help me find this material and these magazines I'm looking bor?" They were like, "We don't know what you're talking about this, because this is really important," went over these and proposed a project They were like, "Hell yeah, this sounds amazing," So then I conducted a panel, and it was successful, and after that, so much stuffhas been happening. It's been nonstop since then, I did a talk at the New Museum in New York and they are archiving the digital archives in their collection. I guess now, October 15th—I don't know when this is going to be printed—but on October 15th I'm going to have a show at Vincent Price, and it's going to be a group show hocusing on the youth culture from 1943 to now. We're knowing a warehouse party that same night. The next day I have a planc at Legg Lake. The picnic is about bringing backthe plancand crew scene, so year, it's going to be a busy month. And then I have a show January 17th, here at PSSST where I have a my residency. Whatelet?

The last thing I wanted to propose to you is if you just want to talk about anything else or make any shout outs?
Shoul outs, Yeah, to my morn. Thanks Morn, for your support. When I had my thesis show my morn went to my graduation and then she helped me de-hatal my heals show. For the show, I covered at the walls with flyers and shuft. For me, that gesture of covering the walls is very nostaligo because back in the day when I was a teenager a lot of us covered our bed-



room walls with party flyers, whether they were raves or back-yard parties. So I did that for my thesis show and my morn was helping me de-install the show and I told her to be very careful because they're the original flyers. Dama, time changes every-hing you know? I started thinking about how my morn used to literally no these flyers off my wall and be like. Fuck these parties, they're exil." And now she respects it and respects my work. And she was carefully taking out the pins, you know? Tak about, I don't know, just reframing history. So year, shout out to my morn, shout out to, fuck I don't know, the community, the party scene, everyone that the met and that I've recently been reconnecting with, and at the friends that I've been mak-ing through this journey!

Biennial Fever Scaling Down On Point 2.13:

Mark Van Proyen

Let's start by staing the obvious international bennial exhibitions have been looking the same for guite a few years now. These exhibitions between any of the arme artists, and sometimes even the same works by those artists, set in predictably algebraic arrangements buttersusported by notably conservative systems of inclusions, subcategorized in terms of media, gender identify, and country or origin, allibudy paying to matter that, in recent years, the international shortlat of artistic directors for these mega-exhibitions seems to be opening up: the higher levels of curatorial prestige have created a protage system where new voices sing the same old songs in other words, there is now no obvious path leading from the organization of smatter blennials to larger ones, with the once-every-five-years staging of Documenta as the brightest star in the mega-exhibition heavens of that more will be written next June, but for now, the focus is on Asia, with still another opening in Shanghai in November. The list goes on: the Chengdu Biennale, the Yokohama Tinemial, the Nahing Tinennial, Guangzhou Triennial, and the Kochi-Muzins Biennale the Singapore Bennale the Yokohama Tinemial, the Nahing Tinennial, although not all of them are being staged during the current tall season.

It's time toquestion the merits of these exercises in curatorial gigantism, especially now that so many of these extravegantase take a cue from 2002's Documentati and expand their operations into multiple venues for 'patroms' as they are now called), into different dities or even onto different continents. Supposedy, more is better, but that more increasingly seems to appear in the form of bigget budgets, more venues, more square fodage of exhibition space, and more curatorial assistants. But something different happened in Korea during the past few months; two smaller bernials. Mediacity Seoul and the Busan Biernale, proved to be more interesting alternatives to the larger Gwangiu Biernale and Taipei Bernial, owing to the fact that the dainty of curatorial focus succeeded where sheer proferation taled, I am going togo out on a limb and say that, for several reasons, this hight be a sign that the hyper-additive model of international shibition development may be passing. Pressingly, the maniator sheer proferation is rewaded as a site-stepping of the large of ortificality that now seems to be even more necessarythan it was prior to the past two decades of bernial lever, if every thing is important, then nothing is, and we would do well to remember that not boing ago, such exhibitions were the places where contemporary artworks first auditioned for their places in at history, Now, in our post-historical moment, they are events that guarantee large audiences and 'museum worthness,' adding a thread-bare smidgen of importance to the resumes of the included artists and curators.

Of course, next summer's infects of Documental The 57th Vertice Biernale and the Munster Sculpture Project could prove me wrong, but in the meantline we might want to consider another, more situational counter-argument. It has to do with the way that museum culture operates outside of the European and North American contexts with which most of us are familiar. Since the explosion of tiger economy prosperity in the mid-1990s, the Korean stategy organized large shows and energetically promoted exhibitions that would put the work of Korean artists in proximity to well-known American and Europeans, giving international importance-by-association to not only their artists but don't their boal art history. For the most part, this has served the Korean art scene well, creating a great deal of collector interest, and appainding professional opportunities for the artists and curators, although in the case of Gwangju and Tapel, the artistic directors have tended to be well-known European curators passing out mediagenic



helpings of cultural paternalism. But in the case of Mediacity Seoul and the Busan Blennale, the emphasis has been on the projects of Korean custors working in closer proximity to the Asian art some, staging projects more closely bound to the recent history of Asian art. Although these exhibitions were about half the size of the more prominent and time-horcred Gwangju Blennial, they were far better, showing that intelligently focused curation can do things that big budget spectades cannot, like avoiding the trivalizing of the art contained within them.

SeMA Blemale Medadty Secul tock place from September 1st to November 20th under the direction of Beck Jee-sook under the title NERRY ARVIFUHARATA, a sequence of Japanese words that point to speculative possibilities taking place in an imaghary future, giving the overall exhibition a science fiction feel land calling attention to the fact that all contemporary art is an becoming an exercise in science factor). In some cases, the presented work was not at all futuristic. I was impressed by a three-screen video projection by Chaubernin titled Twelve 2016, with each screen showing burichtracters who were engaged in an absurd hegolation about raising the minimum wage. The sour ligures on the last screen were carricatures of businesspeople whose concern was to suppress the cost of abor, while those at stage right were making rational arguments about the larger benefit of an increased minimum vage. The four located in the middle screen played the ways (gesture, costume, etc.) they made it dear that their prejudical sympathies lied with the business operators. I was also infigured by the suite of small very craftly aftrush paintings by Oliver Land titled Massle variations! (2010), departing sequential scenes of outbound missiles being launched just prior to another cluster of inbound missiles, sounding a resonating theme in contemporary Korea. As might be expected, Plane Hugghe contributed the showstopper, Unitaled Auman Massle (2014), a dreamy high-density wideo projection that followed a chimp as it ambled around a darkened room. The fact that said chimp was wearing a butch mask andicing thowing robes made its perambulations more than just a fille bit creepy in a Planet-Or-The-Apas-meets-Walding-For-Coded way.

The Busan Biermale, on view unti November 30th, was organized by Yun Cheagab (Director of the How Art Museum in Wenzhou), and was given the site Hybridizing Earth, Discussing Multiude, containing the work of 123 artists and collectives, smartly divided into three sections, called Projects, Project 3 was a series of lectures and other events that took place prior to and during the run of the exhibition, Project I was titled another avant garde crimal japan/worse and was a stunning historical exhibition that focused on three key episcoses in the post-World Wart Itemergence of avant-garde art movements in those countries. The China portion of Project I was sited Breings: Avant-garde Art in China 1976-1996, and curated by Guo Xisoyan, focuses on a period of artistic turned prior to the gant market boom for Chinese art as seen in the work of such artists as Gu Wenda, who is represented by eight early painfugs collectively titled Drama of Two Curtural Formats Merge (1987) and Xu Bing, who shows photographs and video documentation of two brnicating latitoced in Cantonese script, white the one doing most of the performing was tatbooed in an Anglo-European alphabet.

The Korean section was curated by Kim Chandong, and was titled Korea's Awart-Garde Moment: A Rebellbus Escape it booked at the period running from the late-1960s to the late-1960s when two very different movements came to the break the period sense of performed from this leaves out is the implied sense of performed immediacy that comes with the presentation of mirmally intected surfaces, such as is bound in KimDong-Kyu's tho of very early monochrome paintings or Park Suk-Words Four Shadows (1972), which is made of shapes cast by the shadows of bur topped blocks of wood. African amonymously authored 1967? If the documenting the subversive activities of the Korean Young Artists Association.) Project 2 inaugurates an additional verue for the Busan Bennale, the cavernous repurposed cable factory of Kiswine's Suyeong building. It houses the contemporary section of hybridizing Earth, Releiching Multifue's and contemporary section of the globe. One of the works that stood out forme was a 2016 piece titled Handmack Fantasy by Yun Piram, which reminded me of Eval Hesse's final Unitied (Roge Pecel from 1970, unit you came dose enough to see hastis was compised of tens of dozens of cell phonesand power strips rendered as Oldenberg-esque soft soulpure. Latso liked the dual-screen animated wideo by Choi Sung Rok, which turned the tensions between North and South Korea into a corrical and term sags of belicose rinse, dry and repeat. Choi's piece resonances for multiple reasons, but after seeing four biennales in the space of along week its most self-entired.