

NEW WORLD PRINTS COLLECTION
BACKGROUND

New World Prints is a private collection focusing on the preservation and promotion of printed works from leading printed media artists of the Americas. Currently, our collection is dominated by material from the Vanegas Arroyo Publishing House Archive and contains over 2,200 printed items including but not necessarily limited to: broadsides, chapbooks, Maucci Books, book covers, books, restrikes, a wide variety of ephemera and is highlighted by two hundred and forty-five actual metal engravings, woodcuts, and acid etchings. Separate from the Vanegas Arroyo Publishing House Archive, the collection also contains several thousand printed works on paper including cinema posters and cinema lobby cards from Latin America.



1.

1. Printing plate
"La Calavera Catrina"
Type metal etching (ca. 1910)
Copy used by Arsacio Vanegas Arroyo
Artist: Signed JG Posada

2. Fullsheet broadside
"Calveras Catrina de la Cucaracha"
also called "La Calavera Catrina"
(c. 1913)
Mexico: Antonio Vanegas Arroyo
Artist: Signed JG Posada



3.

3. Printing plate
"Eiffel Tower of Calaveras"
Lead engraving (19th century)
Artist: Attributed to M Manilla

4. Fullsheet broadside
"Calavera la Penitenciaría"
Eiffel Tower (19th century)
Mexico: Antonio Vanegas Arroyo
Artist: Attributed to M Manilla



2.



4.

VANEGAS ARROYO PUBLISHING HOUSE ARCHIVE

The Archive was assembled by New World Prints from a wide variety of sources including significant material originating from the Mexico City based printing house of Don Antonio Vanegas Arroyo (Puebla, 1852-1917). Don Vanegas Arroyo was the patron of master printmakers Jose Guadalupe Posada (Aguascalientes, 1852-1913) and Manuel Manilla (Mexico City, 1830-1895). It was under Vanegas Arroyo's direction that the two produced literally thousands of engravings. Their art work supported a multitude of topics ranging from social commentary, political satire, general news often in a sensational format and what is perhaps their most popular imagery – “La Calavera”, literally “the skull” or skeleton. Calavera images were selected to accompany the stories, news and songs of the day that appeared in the chapbooks, pamphlets and broadsheets published by Don Antonio. The illustrations conveyed views of mortality through a living imagery concerned with the varied activity of life, typically with a biting nature, yet with a conscious reverence of the grave.

Don Antonio, through the art of Posada and Manilla, helped influence generations of artists. Diego Rivera, Frida Kahlo, Jose Clemente Orozco, Jean Charlot, Leopoldo Mendez, David Siqueiros, Francisco Toledo; collectives such as the *Taller de Grafica Popular* (Mexico City); the ASARO (*Asamblea de los Artistas Revolucionarios de Oaxaca*, Mexico), *Consejo Grafico* (United States); the Chicano art movement (United States), even rock and roll's The Grateful Dead, are but a few of noted influence. Perhaps more importantly Don Antonio also reported, recorded and swayed public opinion at a critical time in the history of Mexico. His spirit of activism was continued by his children and grandchildren --even into the 20th and 21st centuries as evidenced by his grandson Arsacio's support of the Cuban Revolution. Thanks to the influence of Don Antonio Vanegas Arroyo, there is a rich representation of the political, historical and religious artwork that reflects and records a significant period in the history of Mexico and the United States. The Vanegas Arroyo – Posada influence on today's contemporary art as well as the tabloid press extends worldwide and most likely beyond anything they might of imagined.

Inspired by their contributions and with the kind cooperation of members of the Vanegas Arroyo family especially our late friend Arsacio “Toto” Venagas Arroyo, who was instrumental in helping us build this collection of works, a mission dedicated to ensuring the preservation and promotion of the artists' represented in our collection was undertaken. Thus New World Prints was founded (www.newworldprints.com) and its collection of archival materials, much of which rarely seen or unknown, is testimony to the success of the project to date.

ARTISTS REPRESENTED

- Alberto Beltran
- Ernesto Garcia Cabral
- Elizabeth Catlett
- J. Cortes
- Francisco Rivero Gil
- J. Hema
- Leopoldo Mendez
- Manuel Manilla
- J. Olviedo
- Jose Guadalupe Posada
- Daniel Cabrera Rivera



Mission Cultural Center for Latino Arts 2009 Dia de los Muertos Exhibition

EXHIBITIONS AND RESEARCH

The New World Prints Collection is open to exhibition requests and available to researchers studying various aspects of the art, social movements, politics, history and culture contained in the collection. To date we have held exhibitions a variety of venues including: the California Oakland Museum (Oakland, CA), Mission Cultural Center for Latino Arts (San Francisco, CA), Office of Supervisor David Campos San Francisco City Hall, San Francisco Davies Symphony Hall, The Joint Bancroft – Stanford University Mexican Independence Bicentennial- Revolution Centennial (Berkeley/Palo Alto, CA), Centro Cultural Ignacio Ramirez de Bellas Artes, (San Miguel de Allende, Mexico), Museum of Latin American Art (Long Beach, CA), the Mexican Consulate of San Francisco, San Francisco State University and the Nordic Watercolor Museum (Sweden).

The collection depth allows for a variety of specific thematic venue needs such as: Mexican historical influences on contemporary art movements, social commentary, tabloid press, Jose Guadalupe Posada: Master Printmaker, Dia de los Muertos, the chapbook in Mexico: 19th century to the present; religious broadsides, the Golden Age of Mexico’s Hollywood and use of print works to effect positive change on behalf of human rights. To discuss exhibition possibilities, research needs or for other information please contact the Curator, Jim Nikas at 415-860-4250 or via email jimnikas@gmail.com. All rights reserved © 2011.

SELECTED SAMPLE COLLECTION ITEMS



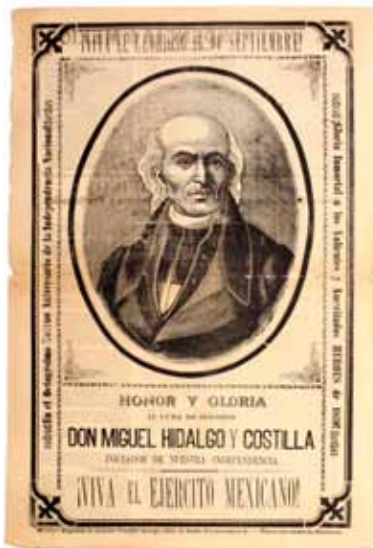
5.



6.

REPRESENTATIVE
COLLECTION ITEMS
Printing plates, broadsides,
chapbooks and ephemera
including cinema posters and
cinema lobby cards.

5. Printing plate
"La Calavera Oaxaqueña"
Also called "La Calavera Criminal"
Zinc acid etching (ca. 1910)
Artist: Attributed to JG Posada



7.



8.

6. Printing plate
"Gran Fandango las Calaveras"
Lead engraving (ca. 1910)
Artist: Attributed to JG Posada

7. Doublesheet broadside
"Don Miguel Hidalgo y Costilla"
Lead engraving (no date)
Mexico: Antonio Vanegas Arroyo
Artist: Signed JG Posada

8. Doublesheet broadside
"El Purgatorio Artístico"
Lead engraving (no date)
Mexico: Antonio Vanegas Arroyo
Artist: Attributed to JG Posada



9.



10.

9. Fullsheet broadside
 "Refugio de Pecadores"
 Lead engraving (no date)
 Mexico: Antonio Vanegas Arroyo
 Artist: Attributed to JG Posada

10. Halfsheet broadside
 Showing "Emiliano and Eufemio Zapata"
 Zinc acid etching (no date)
 Mexico: Antonio Vanegas Arroyo
 Artist: Attributed to JG Posada



11.



12.

CHAPBOOKS
 Posada and Manilla illustrated hundreds of little booklets on a variety of subjects, usually under 16 pages in length and typically in one or two colors.

11. Printing plate
 "Coleccion de Cartas Amoras Cuaderno No. 2"
 Zinc metal etching (c. 1900)
 Artist: Signed JG Posada

12. Chapbook
 "Coleccion de Cartas Amoras Cuaderno No. 2"
 Zinc metal etching (c. 1900)
 Mexico: Antonio Vanegas Arroyo
 Artist: Signed JG Posada



13.



14.

13. Printing plate
 "Coleccion de Cartas Amoras Cuaderno No. 7"
 Lead engraving (c. 1900)
 Artist: Signed JG Posada

14. Chapbook
 "Coleccion de Cartas Amoras Cuaderno No. 7"
 Lead engraving (c. 1900)
 Mexico: Antonio Vanegas Arroyo
 Artist: Signed JG Posada



15.



16.

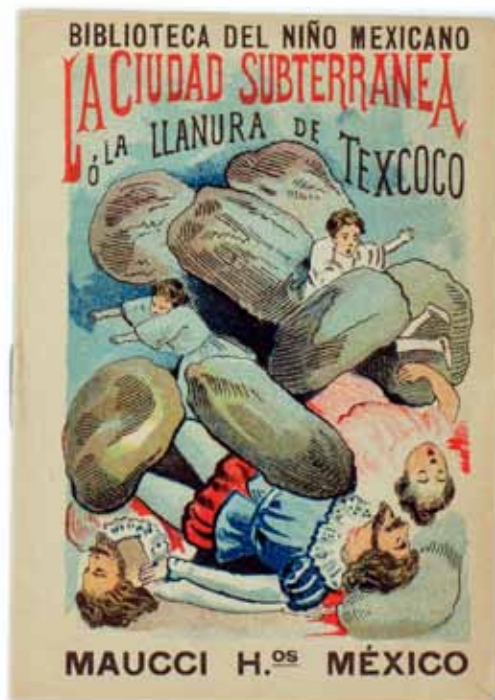
15. Printing plate
 "Coleccion de Cartas Amoras Cuaderno No. 12"
 Lead engraving (c. 1900)
 Artist: Signed JG Posada

16. Chapbook
 "Coleccion de Cartas Amoras Cuaderno No. 12"
 Lead engraving (c. 1900)
 Mexico: Antonio Vanegas Arroyo
 Artist: Signed JG Posada



MAUCCI BOOKS
 17. In 1900, the Maucci Hermanos of Barcelona, Spain hired JG Posada to render images for a set of children's books on the history of Mexico.

Mechanically produced, the cover illustrations were chromolithographs and the interior pages were typically engravings.





18.

CINEMA POSTERS AND
CINEMA LOBBY CARDS

18. The New World Prints Collection contains a sampling of approximately 2,550 cinema posters and cinema lobby cards. Two exceptional illustrators represented in the collection are Francisco Rivero Gil and Ernesto Garcia Cabral. In this cinema poster example Germán Valdés known as Tin Tan is strikingly illustrated in the 1951 film comedy, "Matenme porque me muero!"

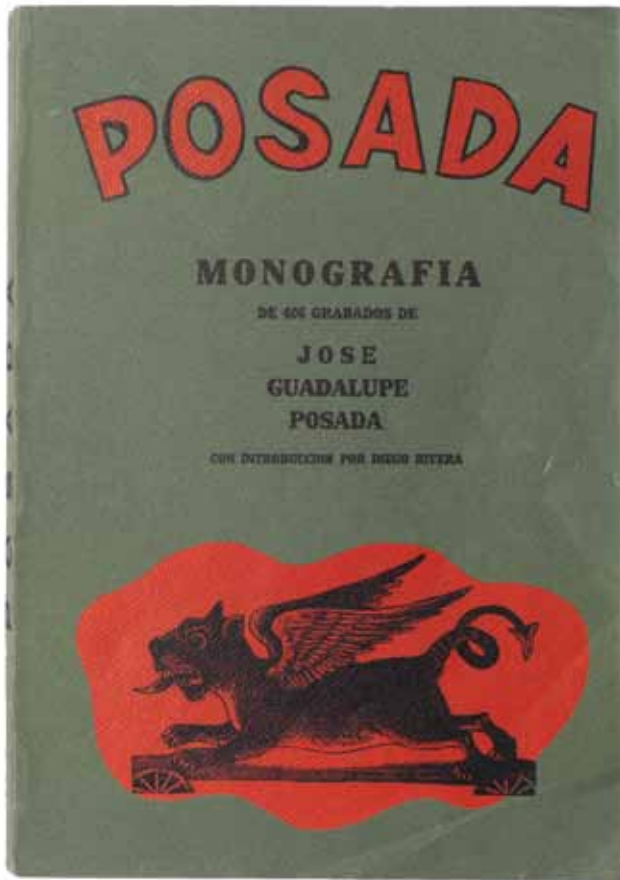
19. The image to the right here is a lobby card from the 1949 comedy, "Confidencias de un Ruletero". Lobby cards often combined hand-illustrated images with photography and as the name describes were used to advertise films in the lobbies of theaters.

EPHEMERA

The New World Prints Collection contains many items classified as ephemera which includes: books, restrikes, exhibition catalogs, box sets of prints and a variety of materials related to the Vanegas Arroyo Publishing House Archive. Other ephemera contained in the collection but separate from the Archive, are a variety of prints, drawings, cinema posters and cinema lobby cards.



19.

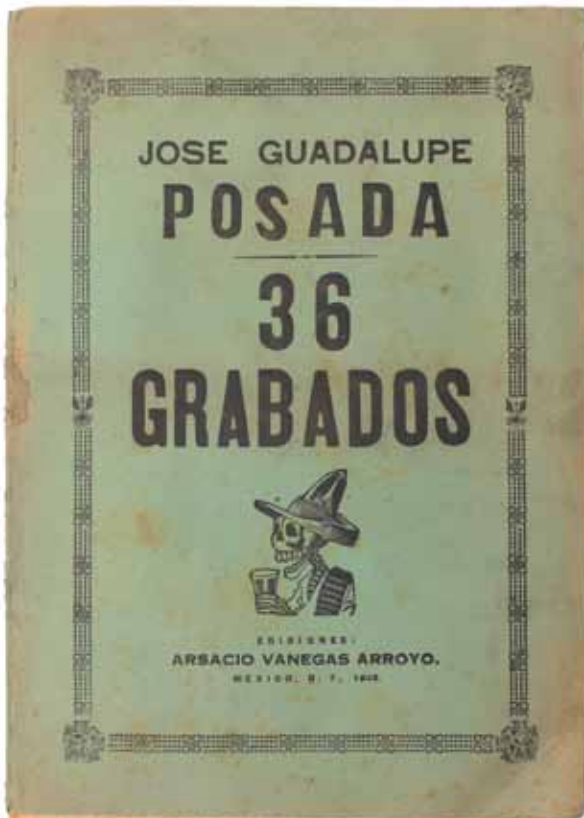


20.

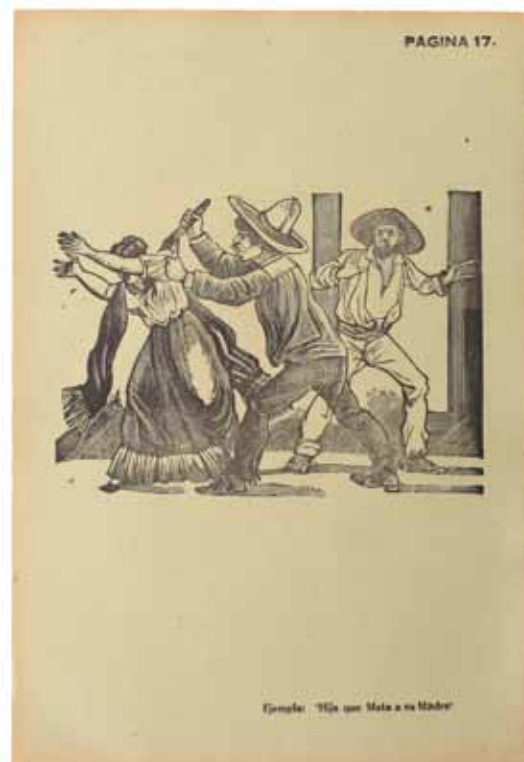
20. The Posada Monografia book shown here is an older reprint. Published in 1930, this monografia was the first major publication illustrating Posada's work.

21. This catalog of 36 prints was a limited edition by Arsacio Vanegas Arroyo in 1943 to commemorate the first major exhibition of JG Posada at the Bellas Artes in Mexico City.

22. From page 17 of Arsacio Vanegas Arroyo's 1943 edition, image of "Hijo que Mate a su Madre" serves to illustrate one of the Vanegas Arroyo - Posada trademarks of sensational press.



21.



22.