



FOR IMMEDIATE RELEASE

**NEW PUBLIC ART BILLBOARD INSTALLATION  
QUIÉN MANDA by artist Giovanni Valderas**



June 28, 2018 NEW YORK, NY—14x48 is pleased to announce the posting of *QUIÉN MANDA*, by artist GIOVANNI VALDERAS.

*QUIÉN MANDA*, a Spanish idiom which most precisely translates to “Who rules?” poses an emboldened question of agency. Giovanni Valderas’ body of work focuses on engaging with the Latinx community through guerrilla and public installations. By appropriating elements of the piñata in an effort to transform its original identity in popular culture from one of birthday celebrations to one of a cultural construct, Valderas attempts to decipher the complex history between the US and Latin America; typically utilizing text and characteristics of the piñata to comfortably engage audiences to provoke discussion and self-reflection. He incorporates Spanglish idioms often used in Chicano/Latinx communities, which at times may prove difficult to translate into English. The text becomes a metaphor for society’s misunderstanding of cultures deemed as foreign.

The billboard is an extension of an ongoing project of the same name, for which Valderas created one hundred 18” x 24” inch yard signs and dispersed them into Latinx neighborhoods, mimicking political yard signs found during elections season. This project aimed to comment

on and impact traditionally low voter turnout in Latinx communities. For his supplement, Valderas has chosen to draw a local call to action in support of the Keep Families Together Act and DACA, which are under threat in Congress and affect thousands of people in the Latinx community of New York City and beyond. He urges viewers to apply pressure to Congress by submitting their name and a brief message via his [website](#), through which he will make and send unique QUIÉN MANDA postcards to their respective Senators. In doing so, Valderas hopes to shift power dynamics in our society through activism and dialogue by empowering the semiotic function of a quotidian entity.

### **About the Artist**

A native of Dallas, Giovanni Valderas is the Assistant Gallery Director at Kirk Hopper Fine Art. Valderas graduated from the College of Visual Arts & Design at the University of North Texas with a Master of Fine Arts in Drawing & Painting. He has taught several painting and drawing courses at the University of North Texas. He is a former member of 500x gallery, one of the oldest co-op galleries in Texas. His work has been featured in the 2013 Texas Biennial, New American Paintings Magazine, issue #108 and #132 and Impossible Geometries: Curated works by Lauren Haynes at Field Projects in New York City. In addition, Valderas recently received a micro-grant from the Nasher Sculpture Center in Dallas for his guerrilla site-specific project.

### **About 14x48**

14x48 repurposes vacant billboards as public art space in order to create more opportunities in public art for emerging artists, to challenge emerging artists to engage more with public art, and to enliven the vibrancy of our urban environment. [www.14x48.org](http://www.14x48.org)

### **Support**

Support for 14x48's public art projects has been made possible by individuals and the NY Community Trust, Lamar Outdoor, and Red Rock Outdoor. 14x48's Billboard Season 2018 is made possible in part with public funds from Creative Engagement, supported by the New York City Department of Cultural Affairs in partnership with the City Council and administered by [Lower Manhattan Cultural Council](#). 14x48 is a sponsored project of Fractured Atlas, a non-profit 501(c)(3) arts service organization.

### **Visiting the Installation**

The billboard is located at E 149th Street and Grand Concourse in the South Bronx, accessible via the 2, 4, 5, 6, and D trains. A map of the billboard's location can be found [here](#).

### **Media Contact**

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