



Horizonte Fronterizo: The Vitality of Community and Contemporary San Diego-Tijuana Border Art

Presenter: Rubén Loza, MA Chicana & Chicano Studies

Tuesday, July 15, 2025 | 10:15- 11:15 AM (MST)| Max Salazar Building (MS 402) at CNM (900 University Blvd SE)| Available via Zoom|

This presentation draws on field research conducted in 2024 with Tijuana-based (musical and visual) artists and organizers, which informed thesis work that dedicated attention to different examples of contemporary San Diego-Tijuana border-integrated art--specifically the Fandango Fronterizo, the piece El beso mortal, and the Mural de la Hermandad. Such work underlines the vitality of these artworks' manipulation of a space like the U.S.-Mexico border wall and emphasizes community as a driving force in the elaboration and growing influence of these projects/pieces. By analyzing how they act as vehicles for response, light is also cast on greater matters that lie beyond the border zone: propagation of fear, anti-immigrant sentiment, and misinformed anxieties.



Rubén Loza holds an MA from UNM's Department of Chicana and Chicano Studies and earned a BFA in graphic design from the Savannah College of Art and Design. He is originally from Mexico City, but spent a large part of his life growing up in Los Angeles, California. His experiences in Mexico and the United States led him to develop an interest in exploring the relations between these two countries, cultural phenomena, and the overall Chicanx experience. His research examines different forms of border art that physically incorporate the wall and the role of communities in their execution.



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JULY 15