Coachella Valley History Museum

5th Annual

DÍA DE LOS MUERTOS

Celebration & Fundraiser

Dinner | Entertainment
Tequila | Art | Music
Silent Auction | Altars

Saturday
November 4 | 2017 | 5-9PM
82-616 Miles Avenue | Indio | CA
Event Sponsors

Forest Lawn
FUNERALS • CREMATIONS • CEMETERIES

Walmart

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Pueblo Viejo GRILL

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Grindhouse Audio & Video | X.I.L. Sound & Lighting

Heritage Palms Country Club | Photaly Perfect - Photobooth

Nathaniel Medina - Face Painting Artist | Too Tall Tomm
Día de los Muertos
Celebration & Fundraiser

5:00 PM

View the special altars dedicated to our loved ones and esteemed members of our community that have passed. Feel free to place photographs and items on the community altar in honor of your loved one.

The LA CATRINA painting by artist Kelsey Broersma will be on display.

Join in the tradition by visiting our FACE PAINTER and memorialize the event with a visit to the PHOTO BOOTH!

“Tequila for all and more!”
Take a tour of unique tequilas by
88 ULTRA-PREMIUM TEQUILA
88 Tequila - Blanco, Reposado and Anejo
Mezcal - Ollin Joven
Hierarchy Vodka - Premium Vodka
Leadslingers Whiskey - Brand started by Veterans of Afghanistan & Iraq
Taste the Legacy - Enjoy Responsibly.
($5 of ticket price toward tasting)

6:30 PM

Dinner sponsored by
PUEBLO VIEJO GRILL | Alba Cruz | Owner
FINE ART COOKIES by the COOKIE BOUTIQUE
Lisa Provenza-Bebar | Owner

Entertainment by DAVID MACIAS MUSIC sponsored by HOT PURPLE ENERGY

The SMILEY-TYLER HOUSE will be open during the event - view our new exhibit, WOMEN BEHAVING BADLY...FOR GOOD!

Please no food or beverages in the Museum. Thank you.
Imagine that once a year heaven’s gate opens up to reunite the spirits of the deceased with those of the living. Día de los Muertos is a Mexican celebration which scholars believe originated with the Aztecs more than 3,000 years ago and allows for the spirits to reconnect with the living. This wonderful holiday is joyful, colorful and is meant to celebrate and honor people who have died. November 1st is dedicated to the children and November 2nd is for the adults. This holiday is now embraced by people all around the world. Traditionally, the view on death is not considered the end of life but rather a continuation of life. Not fearing death, the Mexican culture embraces death, mocks it, dances with it and humors it. Only through symbolism in the rituals and rites that take place during the Day of the Dead celebrations, one can experience the meaning of the significance of life as a dream and only in death is one truly awake.

**Ofrendas - The Altar**

During the Day of the Dead, altars are erected to welcome and honor the spirit of the deceased. The amount of tiers on an altar vary but usually average three tiers and a photograph of the person to whom it is dedicated is placed as the focal point of what can be an elaborate display honoring the departed life. Objects are also placed on the altar to signify the four elements: water, wind, fire, and earth. Water is given to quench the spirit’s thirst from their long journey and is usually put in a clay pitcher or glass. Wind is represented by the papel picado, perforated paper, which is used to decorate the altar. Fire is represented by candles and are placed throughout. The earth element is represented by food, usually pan de muerto (bread of the dead). Other food and drinks are left on the altar like mole (sauce with many spices and herbs), fruit, chocolate, atole (corn-based drink), and whatever the deceased person liked such as tequila. Calaveras de azúcar, sugar skulls, are very important on the altar as they are a delightful treat to the traveling spirit and those of the living. A towel, soap and a small bowl are also added so the spirits can wash their hands after their long journey. To decorate and add a fragrance, cempasuchil (marigold flowers) and copal (resin incense) are placed on the altar. For the children, their favorite toys and games are essential to the altar to entertain the spirit of the child. Anything else that will honor the person and send them on their journey back to heaven can be added to their altar - a favorite book, a comb, a letter or a rosary. It is believed a pleased departed spirit will help please the spirits of those of the living.
“La Catrina began as a brainstorm of ideas and iconography related to the Day of the Dead. I wanted the piece to embody the event, hence the incorporation of two popular symbols: the skeleton lady, La Calavera Catrina, and marigolds. After creating thumbnail sketches and color concepts, I proceeded to taking reference photos. I dressed up as Catrina (complete with roses and a makeshift dress) and modeled for a series of photos. My original design metamorphosed over time, taking on the postural sensibilities of Alphonse Mucha, an artist well known for his Art Nouveau style. The circular emblem behind Catrina’s head became a Mayan calendar, adding a layer of meaning to the celebration’s cultural history. The painting was rendered in gouache paint, an opaque watercolor medium. Catrina’s undead, yet glowing countenance is the product of persistent painting, study and patience.” - Kelsey Broersma, artist.

“La Catrina has become the referential image of death in Mexico. It is common to see her embodied as part of the celebrations of Day of the Dead throughout the country; she has become a motive for the creation of handicrafts made from clay or other materials, her representations may vary, as well as the hat.” - J.G. Posada, artist & originator of La Catrina.

Thank you to the following people and organizations for their creations of the 2017 Día de los Muertos altars:

Unforgetables Foundation
Ofelia Project
OLPH School
Torres/Arias Family
Mark Smith
Mexican-American Committee

ALTARS BY CVHM
Tribute to Charlie Shibata | Community Altar
Pet Rememberance
DINNER MENU

Starter
Chips & Salsa

Entrée
Pork Chile Verde | Steak Ranchero
Rice & Beans
Pan Bolio

Dessert
Hand Designed Skull Cookies & Coffee

No host bar available. Enjoy Responsibly!
We’re Forest Lawn. Since 1906, more families have chosen to come to us for their funeral and cremation needs than any other provider in Southern California. The reason is simple. We provide a more personal type of attention, a more professional level of service, and a wider range of price options. Drop by any time and we’d be happy to show you how a little bit of planning can make a big difference.
Thank you to our community supporters!

Green Day | Diana Kitagawa & Rod Hendry | Frances Scott | Goldenvoice
Lowe’s | Connie Cowan | Big Horn Golf Club | Karen Hawkesworth
Capstone Fitness | Ron Silvestri | Sue Carr | Rebecca Rizzo | Roz Watkins
Patricia Korzec | Fine Art Cookies | Yvonne Wiechedel | El Mexicali Cafe
Ralph’s Fresh Fare | Stater Brothers Market | Sprouts Farmers Market
Trader Joe’s | Shields Date Garden | Aspen Mills Bread Co.
Lowe’s | Connie Cowan | Big Horn Golf Club | Karen Hawkesworth
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Ralph’s Fresh Fare | Stater Brothers Market | Sprouts Farmers Market
Trader Joe’s | Shields Date Garden | Aspen Mills Bread Co.
City Lites Women’s Apparel & Shoes | Indian Wells Resort Gift Shop
          Cactus Flower Shoe Salon | City Wok | Cliff House Grill & Bar
The Living Desert Zoo and Gardens | PJ’s Desert Trophies | Cactus Jack’s
Legend’s & Icon | Sushi On | Divino Trattoria | Los Pepes Mexican Grill
La Brasserie Bistro & Bar | Ruth’s Chris Steak House | Stuft Pizza
Heritage Palms Countr Club | City of Indio | Indio Police Department

WALTER CLARK LEGAL GROUP is sponsoring your Lyft fare up to $20 per ride from 5PM-11:30PM so you can make it safely home after the event! Download the LYFT app on your phone and enter the following code: CVHMDIA17
“Preserving, interpreting and sharing the history of the Coachella Valley”

Please visit us at www.CVHM.org or ‘Like’ us on facebook at www.facebook.com/CVHistoryMuseum

Thank you ALL who made our celebration possible!

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