

FOR IMMEDIATE RELEASE

## CITY OF PALMDALE *NEWS RELEASE*

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### **Noted LA Artist John Zender Estrada to Bring Urban Chicano Flavor to Kaleidoscope Art & Music Festival**

PALMDALE – The City of Palmdale is proud to announce that noted Los Angeles artist/muralist John Zender Estrada will be a participant in the new *Kaleidoscope: Music and Art Festival* coming to the Palmdale Amphitheater, 2723 Rancho Vista Blvd. on Saturday, Oct. 8 from 10 am to 6 pm. Admission and parking are free.

Born and raised in East Los Angeles, Zender has produced over 300 murals in Los Angeles and throughout the United States. As founder of Creative Art Solutions he has devoted many hours nurturing young artists and making a difference in many communities.

His work has been exhibited at the Museum of Contemporary Art, Zero-1 Gallery, Pueblo Gallery, CSDI, ICU Gallery and many others. He has had several one man shows and many group shows, exhibiting with Chicano and graffiti artists. In 1995 his work arrived at a spiritual turning point and began incorporating more intimate and personal ideas concerning spirituality into his artwork. Influenced by Roberto Matta, Kandinsky, Gorky, Lam, Basquiat and the Bible he began calling his painting theory *The Process of Change*.

“We’re thrilled to have someone with John’s talent, passion and commitment to the arts as part of this exciting new event,” said Palmdale’s Recreation Supervisor Annie Pagliaro. “In particular, his Urban Chicano work is a part of the LA/Southern California experience and is a beautiful expression of the diverse artistic landscape that

makes up the art scene here in the Southland. His work will certainly resonate with the attendees.”

### **About John Zender Estrada**

Born and raised in East Los Angeles, John Zender Estrada experienced a rich and diverse cultural environment drawing from the strong personalities of the Chicano youth around him. At fifteen he lived in Mexico City where he gained a love and respect for Los tres grandes, the famous Mexican muralists Diego Rivera, Jose Clemente Orozco and David Alfaro Siqueiros.

While still in High School John won several competitions including an internship to California State University, Los Angeles (Ceramics) and at the Otis Art Institute of Parsons School of Design (fine art and life drawing).

Upon graduation from Verdugo Hills High School, John continued his fine arts studies with the Otis Art Institute majoring in Fine Art and Illustration. While attending Otis, John was influenced by the New York art scene, primarily the abstract-graffiti-pop expressionists. Actively involved in establishing the Los Angeles style of graffiti art, John was one of the many early pioneers that created the graffiti movement in the early eighties. John recreated himself as Zender (the rising mountain) and had his first one-man show at Otis titled "Zender-Neo Expression" in 1987.

For more information, please visit [www.johnzender.com](http://www.johnzender.com) and [www.urbanchicano.com/prints.html](http://www.urbanchicano.com/prints.html)

### **About Kaleidoscope**

Kaleidoscope is the City of Palmdale’s new unique art and music event coming on Saturday, Oct. 8 from 10 am to 6 pm. Admission is free.

It will feature stages of live music and visual and performing arts, artisan vendors and wares, food, educational displays and craft beers with *The Art of The Brew*.

At the heart of Kaleidoscope will be the talented artisans who will present their original works of art in various mediums for the public to learn, enjoy and appreciate art and culture. It will also be an opportunity for the public to purchase one-of-a-kind pieces.

Scheduled musical performers include The Sunday Night Singers, Paddy's Pig, Phat Cat Swinger, The High D Boys and the L.A. Cast of Beatlemania

Kaleidoscope is generously sponsored by American Medical Response, AVTA, Waste Management, Coca-Cola, Antelope Valley Mall, Valleywide Dental, Opportunities for Learning, Sierra Medical Group, AV Furniture & Mattress, Hilton Garden Inn, Lancaster JetHawks, Ventura Graphix and Vince's Pizza & Pasta – Palmdale.

For more information on Kaleidoscope, please call 661/267-5611.

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