

La Frontera Print Fest: A Cross-Border Celebration of Culture and Creativity

by Tina-Marie Hew Len

Imagine a vibrant tapestry of art stretching across borders, uniting the cultural richness of El Paso, Ciudad Juárez, and Las Cruces. This is exactly what the **La Frontera Print Fest** aims to achieve, bringing together artists from these dynamic regions to create a panoramic masterpiece that celebrates shared stories and breathtaking landscapes.

Spearheaded by the passionate **Susan “Skuishi” Gonzalez**, La Frontera Print Fest is an annual cultural event designed to highlight the art of printmaking while showcasing the unique essence of the borderland. This year, the festival will feature an extraordinary collaboration among ten talented artists: **Skuishi, Lorena Hernandez, Payton Szwaczkowski, Diane Vera-Ureño, Isaac Varela, Bear, Brian Holt, Zurisaday Duran Rodriguez, David Sanchez, and Luis Roacho**. Together, they will create a massive, thirty-foot-long panoramic print using relief linocut panels, each capturing the essence of their respective cities.

“We wanted to create something that truly reflects the unity and creativity of our border communities,” says Gonzalez. “This is more than just an art project—it’s a way to tell the story of El Paso, Ciudad Juárez, and Las Cruces through a shared cultural lens.”

The festival kicks off on **November 9, 2024**, at **Art Masters of El Paso** from **10:00 AM to 6:00 PM**, where six panels representing El Paso and Las Cruces will be printed live. Witness the meticulous carving of linoleum as artists breathe life into their creations, showcasing iconic landmarks and cultural symbols amidst the lively buzz of an engaging vendor's art market.

Following this, on **November 16, 2024**, the celebration moves to **La Rodadora** in Ciudad Juárez, where four additional panels will spotlight the unique heritage of Juárez. Running from **11:00 AM to 6:00 PM**, this event invites attendees to engage directly with the art-making process. During the presentation, take a moment to visit **Colectiva 3 Poderes**, where you can dive into a hands-on experience by printing on a **QUESADILLA!** The day will also feature a dynamic bazaar, filled with delightful surprises and local treasures, perfect for immersing yourself in the culture.

The festival culminates on **December 7, 2024**, at **The Outlet Shoppes at El Paso** from **10:00 AM to 6:00 PM**, where the finished panoramic print will be unveiled in all its grandeur. This main event is not just about viewing art—it’s about immersing oneself in a unique cultural experience. Explore the artistic contributions of the participating artists while discovering the talents of many local vendors in a vibrant art market.

Printmaking has long been a medium for storytelling, particularly in regions rich with history and cultural exchange like the U.S.-Mexico border. The artists involved in La Frontera Print Fest bring their distinct styles and perspectives to the project, collectively portraying the vibrancy and resilience of border communities.

Whether you’re an art enthusiast or simply curious about the creative process, La Frontera Print Fest offers a rare opportunity to witness live printmaking and connect with local artists. Don’t miss your chance to experience the artistic heartbeat of the borderland—one print at a time.

For more information and to RSVP for event reminders, visit [La Frontera Print Fest](#)