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ASU Art Museum announces Alana Hernandez as senior curator and Dulce Juarez as curator of community and culture, strengthens partnership with CALA Alliance

Phoenix, AZ, September 6, 2023 // The ASU Art Museum is pleased to announce that Alana Hernandez has been appointed senior curator and Dulce Juarez has been appointed curator of community and culture. Hernandez began her role on Sep. 5, and Juarez began her role on Aug. 30.

As senior curator, Hernandez will serve as a member of the Museum's leadership team, advancing ASU Art Museum's exhibitions, curatorial strategy and public realm initiatives within and beyond the Museum. Hernandez's expertise ensures that U.S. Latinx art remains an integral part of the Museum's programs and collections.

Hernandez most recently served as executive director and curator of CALA Alliance. In that role, she worked to foster Latinx artistic talent in the Metro-Phoenix region and beyond while strengthening cultural ties to the Americas. Most recently, she revitalized CALA Alliance's artist residency program, making the program a nationally recognized residency focusing on artists from the Latin American diaspora. At CALA Alliance, Hernandez organized artist projects and residencies with Carolina Aranibar-Fernández (San Francisco, California), Sam Frésquez (Phoenix, Ariz.), Luis Rivera Jimenez (San Juan, Puerto Rico), and Alejandro Macias (Tucson, Ariz.).



In her new role, Hernandez will continue to serve as CALA Alliance Curator of Latinx Art, ensuring a more robust partnership between ASU Art Museum and CALA Alliance. She will continue to oversee CALA Alliance's artist residency program, welcoming residents Sarah Zapata (New York, New York), Mariana Ramos Ortiz (San Juan, Puerto Rico), Estephania González (Phoenix, Arizona), and José Villalobos (San Antonio, Texas).





Photograph of Alana Hernandez. Photograph by Shaunté Glover with support from the Phoenix Office of Arts and Culture.

“I am thrilled to be joining ASU Art Museum at this moment of profound growth and change,” said Hernandez. “I look forward to working closely with my colleagues to reinforce the Museum’s commitment to artists and audiences while simultaneously continuing ASU Art Museums partnership with CALA Alliance that importantly centers marginalized voices and histories.”

ASU Art Museum and CALA Alliance have been in partnership for over a decade. Hernandez’s position now connects the organizations further, modeling how to increase Latinx representation in exhibitions, programs and collections within institutional spaces. ASU Art Museum and CALA Alliance will continue to collaborate on strengthening and promoting their joint mission of incubating and accelerating the presence of Latinx art in the United States. Together, the Museum and CALA Alliance remain a site for the exchange of new ideas, perspectives and experiences among artists, students and the public through exhibitions and programs that educate and inspire the public about the richness of the Latinx cultural heritage.

Kim Madrigal, PhD, will join CALA Alliance as interim executive director, working closely with the CALA Alliance board of directors and Hernandez to ensure the success of programs and events. Madrigal comes to CALA Alliance, having most recently served as Chief Operating Officer at Boys and Girls Clubs of the Valley (BGCAZ). At BGCAZ, she oversaw the growth and quality of programs, training and new initiatives across the organization.

“CALA Alliance is thrilled to expand the long-standing partnership with ASUAM,” said **CALA Alliance Board Chair Maria Englert**. “On behalf of the Board of Directors, we thank Alana for her passion and dedication to the organization over the past several years. We are excited to build upon our robust partnership with ASUAM, where together, we will continue to elevate and promote the visibility of Latinx art and artists in our local community and across the nation. CALA Alliance is in great hands as we continue the mission to create shared art experiences that encourage cultural understanding between people of the Americas.”

Alongside Hernandez in a senior leadership role, Dulce Juarez joined the Museum on Aug. 30 as Curator of Community and Culture. Juarez comes to ASUAM having most recently held the position as a Community Facilitator, Fundraising Consultant and has served as Co-Director at CHISPA Arizona. She brings more than two decades of experience advocating and organizing as a leader in the immigrant’s rights and



environmental justice movements. In this newly created role, funded by Alice L. Walton Foundation, Ford Foundation, Mellon Foundation, and Pilot House Philanthropy as part of the [Leadership in Art Museums \(LAM\) initiative](#), Juarez will center voices and stories of underrepresented, Black, Indigenous people of color, via the arts and creativity. She will be a community partner in leading the Museum to learn, adapt and practice what it means to be a genuinely equitable museum that deploys the power of artistic expression to contribute to peoples' well-being.



Photograph of Dulce Juarez. Courtesy of Dulce Juarez.

“I am very excited to join a team that is passionate about creating change in our world via the arts,” said Dulce Juarez. “Artist Ai Weiwei once said, ‘Life is art. Art is life. I never separate it.’ Similarly to Ai, my goal is to support in creating a museum that is truly for all, ensuring ASUAM is a reflection of all our communities. My role will be to make certain we live up to our mission by making the Museum a more welcoming, accessible place for all and a space where community is centered.”



These appointments advance an ambitious new vision for ASUAM under **Director Miki Garcia**. “We are thrilled to add Alana and Dulce to our leadership, and welcome their contributions to our core belief that the visual arts have incredible power to promote democratic values, unleash the imagination and create greater understanding and empathy among our communities,” said Garcia.

ABOUT ASU ART MUSEUM

Arte para todos. Art for all. As a learning — centered cultural institution, ASU Art Museum centers art and artists in the service of community well-being and social good. The Arizona State University Art Museum is dedicated to collecting, commissioning, documenting and caring for important works of art to honor people and their stories. It produces exhibitions of artists of diverse media, ethnicity, geography and gender and scholarly publications serving as critical contributions to the field of art. The museum harnesses the university’s breadth and depth of expertise to pioneer new and equitable models for arts learning, engagement and placemaking/placekeeping accountable to the communities we serve. The ASU Art Museum is an integral part of the Herberger Institute for Design and the Arts at Arizona State University. For more information about ASU Art Museum, visit asuartmuseum.org.

ABOUT CALA ALLIANCE

CALA Alliance (Celebración Artística de las Américas) is a Latinx arts organization based in Phoenix. CALA Alliance collaborates with artists and arts organizations to nurture artistic talent, focusing on artists from the Latin American diaspora. The organization advances its mission through innovative artist residencies, artist commissions, community workshops, and public programming that position the Metro Phoenix region as a fruitful site that acknowledges and contributes to the promotion of Latinx art throughout the United States. For more information about CALA Alliance, visit calaalliance.org.

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