

MASK ALIVE! MUSEUM & CULTURAL CENTER



Co-Founders of Cultural Coalition, Board Chair, Zarco Guerrero, and Executive Director, Carmen Guerrero
“The Arts are crucial in telling the stories of our Humanity.”

The Mission of the Mask Alive! Museum & Cultural Center is to be a space for creativity and artistic expression that exhibits a global collection of masks and art in celebration of the human cultural practice of storytelling.

The Mask Alive! Museum & Cultural Center (MAMACC) is a dream of Zarco and Carmen's to gift the community as a legacy project through their charitable organization Cultural Coalition. Drawing from a collection of over 1,000 masks and sculptures created by Master Artist Zarco Guerrero, the museum will include a variety of masks, costumes, and giant puppets utilized performances and festivals for over 40 years throughout Arizona. Cultural Coalition has presented exhibitions at Yavapai College, Pueblo Grande Museum, Arizona State University, ASU West, Cuernavaca, Mexico, São Paulo, Brazil and many more places nationally and internationally.





Opportunities to Support Our Mission

Help Us Bring The Mask Alive! Museum & Cultural Center to LIFE!



Phase 1 (Launched 2023): Virtual Museum - View Museum collection at artworkarchive.com/profile/mask-alive-museum-cultural-center/exhibitions

Phase 2 (In Progress): Mobile Museum - First Pop-Up Exhibition scheduled for Spring 2023 in Downtown Mesa on Main Street

Phase 3: Brick & Mortar - A dedicated museum and cultural facility to house the mask collection and host performances, festivals, and educational workshops

Thanks to support from the SoyMos Chicanos and Friends of Mexican Art, the Museum is available to our community virtually, and through pop-up exhibitions. Exhibits include masks and images of performance artists whose cultural traditions include the use of masks, such as Africa, Japanese, Middle East, Mexico, and Native American cultures. The launching of the Mask Alive Museum is an important development of Cultural Coalition's artistic legacy in Arizona, which began in 1996 but whose founders have been part of Arizona's artistic development since the 1980's.

LET'S SHARE THE TRANSFORMATIVE POWER OF MASKS WITH OUR COMMUNITY

Legacy Level \$10,000 donation supports:

- **Exhibit prep, curation, and museum staff to set up Pop-Up Exhibits on a 3 month rotation**
Benefits - All previous level benefits plus - Name and logo displayed on signage at ALL pop-up exhibits during calendar year, recognition and direct messaging in all quarterly donor newsletters

Sustaining Level \$5,000 donation supports:

- **Materials for exhibitions including:**
 - Labels and other props/objects for the exhibition, including mounts for items
 - Display screens to loop videos of the masks used in live performances
 - Panels and cases to exhibit art and objects in different spaces**Benefits - All previous level benefits plus - Logo displayed on signage at two pop-up exhibits, logo on Artwork Archive Museum site**

Supporting Level \$1,500 donation supports:

- **"Artwork Archive" annual subscription - online platform used for virtual Mask Museum and mask collection database**
- **One semester intern or apprentice to assist with mask inventory, cataloging, and preservation**
Benefits - Logo on Cultural Coalition website main page for one year, recognition in one quarterly donor newsletter and on social media.

To make a donation, contact:

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