

THE OBSERVER

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Julio de Diego: Works By The Contemporary Spanish Master

Art of the People proudly presents the estate of Julio de Diego (1900-1979), a highly influential Spanish painter of the 20th Century. This extraordinary collection of artwork includes etchings, lithographs and original paintings and drawings.

De Diego was active in the United States from the 1930's through the 1960's. By 1951, during which he was a featured artist in the magazine Art in America, de Diego's works were already in collections at the Metropolitan Museum of Art in New York, the Chicago Art Institute and the Phillips Memorial Gallery in Washington D.C. His works are charged and poignant, though often abstract. His themes range from the disasters of war to the ephemeral nature of the cabaret. Married to the infamous stripper Gypsy Rose Lee, many of de Diego's works reflect the vibrance and excitement of the stage and epitomize his belief that "art should be dynamic: the moment it becomes static, it is no longer art."

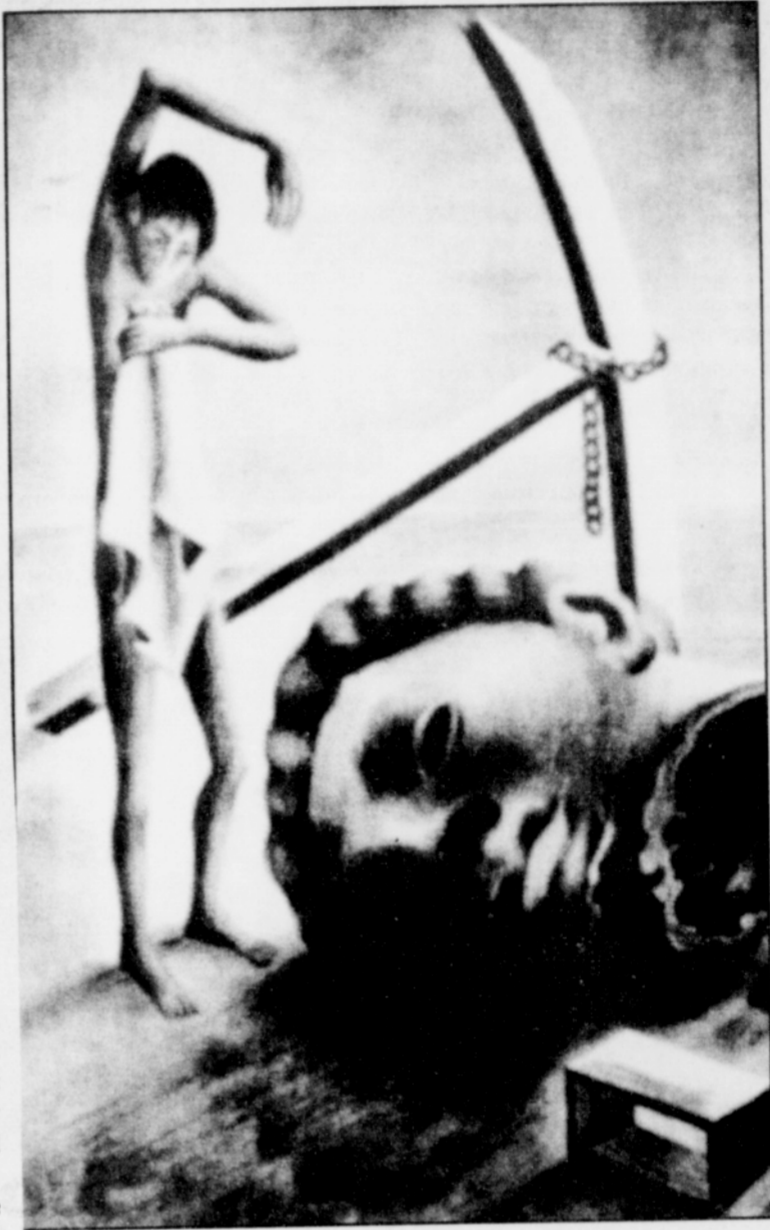
Julio is a picture-talker, not a word-talker. When he writes a letter to a good friend, instead of words he uses pictures which go straight to the point. Julio always thinks in images. Even when not at his easel, he is painting his next picture.

Some people declare Julio is in a new religious period - a flashback to his early upbringing. Many artists today are going back to basic religious themes. If you question him on this, he will say, "Very well, if that's your interpretation, you are welcome to it. I am only painting my emotions."

From his earliest years in painting, Julio has been vitally concerned with the best technique to use for any particular subject, so that he probably knows more about methods of painting than other American artists. He employs surprising, unusual combinations to get these powerful effects.

Julio is a most inventive and resourceful artist. He paints in a style appropriate to a particular theme or mood, squeezes everything out of that style, then goes on to another phase, which has no relationship whatever with that of last week. All this confirms the vast fertility of his mind. As he expresses it: "Art should be dynamic: the moment it becomes static, it is no longer art. Nature is changeable: it changes every day, every month, every season, every year, following a wonderful rhythm. All these changes produce remarkable inventions from which we should learn, not copy."

We realize the impossibility of expressing in black and white the excitement and color of Julio's work. We urge you to see the originals in the museum nearest to you.



HISPANIC MARKETING

Getting into the action

BY RICHARD LUCETTI

The logical and practical step for anyone in business, retail or otherwise is to recognize that the Hispanic community was growing, it is growing and will be growing further, well beyond expectations.

The number of people in the West who speak Spanish as a first language is rising. Are we shopkeepers prepared to make sure that our customers' daily needs are met?

They need products and services like anyone else, the only difference is that they wish to conduct their business in their native language, so once again the need to be prepared to make sure that Spanish speaking customers, daily banking, grocery, medical, government, education, social services as well as lawyers and restaurants etc. needs are met as conveniently as possible.

Some well intended persons think that the Spanish language is a dialect, more than one dialect for that matter and feel that they are sensitive to the needs of the people, but fail to seek professional assistance when attempting to better serve Hispanics. They use "in house" marketing people as well as some of their employees of Hispanic heritage. Most of the time, the Hispanic marketing strategies are often flawed.

People with different views almost always will bring the subject of English Only or, now that you live in the USA. The language of record is English. Mean spirited views does not coincide with the fact that Hispanics will shop where they are treated with respect and kindness, places that makes them feel welcome and that cater to their needs. Those that are willing to properly address the growing Hispanic market will be rewarded handsomely.

The growing Hispanic population, most notably Mexican, in Oregon and elsewhere has created tremendous opportunities for Hispanic food items. The wide variety of products are being marketed not only to Hispanics, but to the general population as well.

For example, 40% of tortilla sales in the general supermarket are made to Anglo customers. There is so much more room to grow with all products, but it will take further education of the Anglo customer.

For all your Hispanic Marketing needs, please call Luccetti at (503) 255-4707.

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Zapatistas Tratan De Salvar Los Indegenas Chiapanecos

Quienes son los Zapatistas

Los Zapatistas son un grupo de gente indigena localizada en los bosques de Chiapas un estado de Mexico que la pobreza ha sido mas acentuada con racismo por la gente conocida como los Coletos de origen criollo descendientes de los colonizadores Espanoles que por lo general son los ricos y propietarios de las tierras y haciendas, ellos pelean para mejorar las condiciones como economia, terrorismo por

parte del gobierno federal, represion politica y violaciones a los derechos civiles. Unidos ellos pelean por los campesinos y sus familias que han tenido que abandonar sus casas por grupos paramilitares que los acosaban continuamente. Desde 1994, como 16,000 de ellos han sido quemados de sus hogares y de sus milpas. Campesinos por naturaleza ellos se han refugiado en las selvas del Lacandon en este estado.

La region de Chiapas produce 55.0% de la energia Hidroelectrica y 20.0% de la energia electrica que se consume en la nacion Mexucana, y esta comprobado que sus reservas del petroleo crudo son un poco menos que Venezuela en el hemisferio del oeste, a pesar de estas gran estadisticas la gente es siempre ignorada cuando se comparan con otros segmentos de la sociedad Mexicana. 51.0% de su poblacion son iliteratos, 70.0% de las casas no tienen electricidad, la mayoria no tienen agua potable y 80.0% de los ninos sufren de

malnutricion. Cuando los campesinos entran las selvas, enfermedades que son simples de curar les causa la muerte este grupo llamado EZLN esta tratando de establecer derechos humanos basicos.

Porque los Zapatistas Pelean

La mision de ellos es de poner dignidad en la vida diaria para la gente de Mexico, especificamente, el Ejercito Zapatista de Liberacion Nacional demanda la implementacion de tratado de San Andres firmado entre ellos y el gobierno de Mexico en Febrero de

1996, este tratado efectivamente creara igualdad entre los indigenas y sus relaciones con el gobierno Mexicano, y darles el derecho de decidir como viviran, y al mismo tiempo permitirles ser parte integral de la nacion Mexicana.

Porque es importante que los Americanos sepan del Sufrimiento Zapatista

Los reglamentos del gobierno Mexicano acerca de los Zapatistas. Sigue siendo como antes, violaciones de los derechos civiles,