



Palm Springs
Art Museum

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**PALM SPRINGS ART MUSEUM ANNOUNCES EXHIBITION
OF MEXICAN GRAPHIC DESIGN FROM PAST TO PRESENT**

***Eso es la vida/This is life* to be featured at museum's Architecture and Design Center**

PALM SPRINGS, CA (July 3, 2023) Palm Springs Art Museum announces a new exhibition of graphic design from Mexico's past and present to examine the field's development over the past century and its role in the country's popular culture. The exhibition, [*Eso es la vida/This is life*](#), includes examples of posters, typography, and sign painting, as well as video and digital media that reveal visual communication as a vital facet of everyday life. It runs from August 12 – November 27, 2023 at the museum's Architecture and Design Center, Edwards Harris Pavilion.

Eso es la vida brings foundational figures like José Guadalupe Posada and the Taller de Gráfica Popular into dialogue with contemporary practitioners including Estudio Herrera, the Red de Reproducción y Distribución, Carla Valdivia Nakatani, and others. Beginning with the state efforts to create a new national public after the Mexican Revolution, the exhibition recounts a history leading to contemporary design that complicates any simple sense of national identity or visual style.

"Eso es la vida/This is Life offers a window into the creative work of graphic designers in Mexico in the twentieth century and today," says curator **Robert J. Kett**. "These projects show how design can be used to many ends—from supporting the work of the state and crafting national identities to protesting injustices and supporting the daily lives of communities. I hope the exhibition illustrates graphic design's deep social importance and how the field has always included so much more than what exists within the boundaries of the European and American canon."

The exhibition is curated by Robert J. Kett, PhD, Assistant Professor, Design Anthropology at Art Center College of Design and Adjunct Curator of Palm Springs Art Museum Architecture and Design Center.

Lead sponsorship for this exhibition provided by Elizabeth Edwards Harris. Additional funding is provided by Mimi & Steve Fisher, and Douglas Moreland.

Images and caption sheet for *Eso es la vida/This is life* available [here](#).

For more information about Palm Springs Art Museum exhibitions, programs, and events, please visit psmuseum.org or call (760) 322-4800.

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About Palm Springs Art Museum

Palm Springs Art Museum is the largest cultural institution in the Coachella Valley. The flagship building, located in downtown Palm Springs, features compelling art exhibitions, a vast permanent collection, and the Annenberg Theater, all in a 150,000-square-foot, architecturally significant building. Five blocks away, the Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion, features exhibitions and programming that explore the rich topics of architecture and design.