Galería de la Raza is pleased to present *The Q-Sides*, an exhibition of photographs and film that challenge long-held assumptions regarding the traditional exclusivity of heterosexuality in lowrider culture. Artists Vero Majano, DJ Brown Amy (Amy Martinez), and Kari Orvik reinterpret the album covers of *East Side Story, Volumes 1-12* through a re-staging and re-imagining of queer inclusion within the traditionally heterosexual public image of lowrider culture.

The now out-of-print *East Side Story* anthologies feature doo-wop and soul oldies often released as the B-Sides of popular hit records. From the 1970’s to present day, the compilations have been embraced by lowrider culture, and for those who love the records, the albums have served as a soundtrack to love, heartbreak, and desire. The original *East Side Story* album cover photos depict a proud homeboy with his lowrider, at times shown standing with his lady in her Black Orchid lipstick, and other times posing in the company of his homies.

Collaborating with Bay Area car clubs and the local Latin@ queer community, the artists have thoughtfully reconsidered each cover to reflect a contextual re-imagination of the culture that has often firmly rejected it. In doing so, *The Q-Sides* photo series has developed a new narrative to complement the ubiquitous *East Side Story* albums. The Q-Sides are presented as the conceptual flip-side of the B-Sides, where queer homies are shown as proud of their rides, their ladies, and of the company of their homies.

Filmmaker and performer Vero Majano grew up on the periphery of lowrider culture in San Francisco’s Mission District. Through her use of archival film footage in video production and storytelling, Majano has ensured that Mission District lowrider culture is cemented as part of San Francisco history. Amy Martinez, from Long Beach, California, grew up listening to the *East Side Story* albums and is now a DJ and avid record collector. DJ Brown Amy co-founded the popular queer soul party *Hard French*, which centers on new experiences in dancing to oldies. Many members of this *Hard French* community appear as models in the photographs taken by San Francisco photographer Kari Orvik, who uses the original images as a basis to choreograph these scenes into new visual narratives.

Complementing *The Q-Sides* photographic series, the documentary film *Homeboy* by artist and filmmaker Dino Dinco examines the cultural experience of queer Latino gang life through interviews from a varied generation of former LA gang members.

Complementing *The Q-Sides* photographic series, the documentary film *Homeboy* by artist and filmmaker Dino Dinco examines the cultural experience of queer Latino gang life through interviews from a varied generation of former LA gang members.

The Q-sides is a grantee of Galería's ReGen Fund—a technical assistance, capacity building, and small grants program serving Latino, Indigenous and Native American Artists. In addition they received support from the San Francisco Arts Commission, the National Association of Latino Arts and Cultures’ Fund for the Arts Grant Program, and San Francisco’s Queer Cultural Center.

---

**THE Q-SIDES**

For immediate release

**Exhibition Dates:**
May 23 - July 5, 2015

**Opening Reception:**
June 5, 2015 from 6-10PM
[Click for Facebook event page](#)

**Closing Reception:**
July 2, 2015 from 7-10PM

**Contact:**
Henry Pacheco
media.galeria@gmail.com
415.335.1756

**GALERÍA DE LA RAZA**
2857 24th Street
San Francisco CA 94110
[www.galeriadelaraza.org](http://www.galeriadelaraza.org)