

School of Arts & Culture

Mexican Heritage Plaza

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Location: Mexican Heritage Plaza

1700 Alum Rock Ave., San José, CA 95116

Date: Saturday, October 28, 2023 | **Time:** 5:30 p.m. to 10:30 p.m.

Eventbrite: avenidadealtares2023.eventbrite.com

***** FOR IMMEDIATE RELEASE *****

La Misa Negra headlines this year's Día de los Muertos celebration in East San José.

SAN JOSÉ, CA – After a festive Mexican Independence Day, the School of Arts and Culture at MHP (SOAC) is pleased to announce its 6th annual Día de los Muertos celebration, Avenida de Altares (Avenue of the Altars). This annual tradition has become the landmark event of Muertos season in San José. Embrace the spirit of Día de los Muertos with Bay Area cumbia legends [La Misa Negra](#) on Saturday, October 28, from 5:30 p.m. to 10:30 p.m. This year's celebration of life promises an immersive experience featuring a beautifully curated altar walk, art exhibition, tarot readings, and more.

The evening will kick off with a mesmerizing traditional Aztec dance ceremony by San José natives [Calpulli Tonalehqueh](#). The altar walk will start at the intersection of Alum Rock Avenue between King Road and extend towards Highway 101, featuring performances by homegrown DJs, Folklorico dance groups, and unique altars decorated by local artists.

After the altar walk experience, attendees return to La Plaza, where captivating activities beckon. Here, a marketplace awaits, brimming with diverse vendors offering unique artisan goods. For those seeking mystical insights, tarot readers will offer inspired guidance. As the night descends, a visually enchanting cemetery adorned with even more altars provides a stunning backdrop. For individuals with a keen interest in local food vendors, a delightful array of food options will be available throughout the night to satisfy any cravings.

Also, in collaboration with [Works/San José](#), SOAC proudly co-presents the captivating "Afterlife" art exhibit. La Plaza's Gallery will showcase 100 carefully curated local art pieces, creating a wonderful opportunity for exploration and appreciation.

SOAC's Director of Community Engagement, [Edgar Ochoa](#), shares the significance of celebrating Avenida de Altares:

"Avenida de Altares, our Día de los Muertos celebration, holds profound significance for the vibrant community of East San José. It serves as a cherished occasion to honor and remember ancestors, reinforcing cultural connections and preserving traditions that have been passed down through generations. This annual celebration not only pays homage to the past but also

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strengthens the bonds of community, fostering a sense of unity and resilience among its residents.”

Avenida de Altares is presented by [Silicon Valley Community Foundation](#), [PG&E](#), and made possible by [Office of Councilmember Peter Ortiz](#), [Indian Health Center of Santa Clara Valley](#), [Santa Clara County Parks](#), [National Endowment for the Arts \(NEA\)](#), [Google](#), [Destination: Home](#), [Meriwest Credit Union](#), [Steinberg Hart](#), [Excite Credit Union](#), [Golden State Warriors](#), [BluSky Restoration Contractors](#), [On Lok PACE](#), [Palo Alto Networks](#), [CA Bank of Commerce](#), [Rocketship Public Schools](#), [Alpha Public Schools](#), [The Health Trust](#), [AARP](#), [Office of Councilmember Bien Doan](#), [Comcast](#), [Office of Councilmember Omar Torres](#), [Stanford Health Care](#), [Kaiser Permanente](#), [Office of Councilmember David Cohen](#), [Charcoalblue](#), [Office of Councilmember Domingo Candelas](#), [23andMe](#), and [Office of Councilmember Dev Davis](#).

About the School of Arts and Culture at MHP

The School of Arts and Culture at MHP (SOAC) is a vibrant cultural institution in East San José. Founded in 2011, SOAC activates a vital local asset – the Mexican Heritage Plaza (La Plaza), a 6-acre, city-owned facility with an expansive plaza and theater. Annually, La Plaza hosts more than 150,000 people through its core programming. Its mission is to catalyze creativity and empower community. They do this by uplifting East San José’s rich diversity through authentic placekeeping and relevant multicultural productions.

About Kooltura Marketing

Based in San José, California, Kooltura Marketing specializes in multicultural marketing, helping clients reach audiences of a specific ethnicity, culture, and subculture through a grassroots approach strategy. Kooltura leads the marketing and outreach efforts on behalf of the School of Arts and Culture at MHP.

About La Misa Negra

La Misa Negra is a 7-piece band from Oakland, California, known for their unique blend of heavyweight cumbia and high-energy, Afro-Latin music. On stage, they deliver an electrifying performance that explodes with infectious dance grooves and punk rock energy, powered by horn and accordion-driven riffs, a fierce rhythm section, and a vintage-inspired sound.

About Works/San José

Works/San José is your community art and performance center—a non-profit creative laboratory dedicated to providing an environment where artists, audience, and ideas interact to expand the scope of cultural and artistic experience.