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“LA FUENTE DEL DESEO” EXPLORES CULTURAL IDENTITY & MATERIAL CULTURE THROUGH JEWELRY-INFLECTED WORKS OF ART

On View May 25 – August 24, 2024, at Houston Center for Contemporary Craft

Georgina Treviño: La Fuente del Deseo

May 25 – August 24, 2024

Main Gallery

Houston Center for Contemporary Craft

4848 Main Street, Houston, TX 77002

Exhibition Opening Reception

Friday, May 24, 5:30 - 7:30 PM

The evening will celebrate the summer exhibitions and feature open studios with current resident artists.

Artist & Curator Tour

Saturday, May 25, 3:00 – 4:00 PM

Join Georgina Treviño, the artist behind *La Fuente del Deseo*, and the exhibition’s curator, Sarah Darro, for an intimate tour of the artist’s jewel- and chrome-encrusted work.

Exhibition web page

<https://crafthouston.org/exhibition/georgina-trevino-la-fuente-del-deseo/>

Hours & Admission

Open Tuesday - Saturday, 10 AM – 5 PM. Closed major holidays. Admission is free.

(HOUSTON, TX) April 17, 2024 — This summer, Houston Center for Contemporary Craft (HCCC) presents *La Fuente del Deseo* (*The Fountain of Desire*), the first, institutional solo exhibition of work by Georgina Treviño, an interdisciplinary artist and metalsmith from Tijuana, Mexico, based in San Diego, California. Treviño’s expansive approach to adornment combines art jewelry and sculptural traditions with the vernacular material culture, architecture, and *norteño* music of the Mexico-United States border. The artist occupies a radical peripheral space, both in regional perspective and artistic discipline, which allows her to deftly traverse various realms of creative production, ranging from cast-silver jewelry and tableware to custom wearables for celebrities and industrially scaled sculpture. Her oeuvre is centered on transforming everyday scenes of the world around her--from the hand-painted signs of *joyerías* and *carnitas ricas* trucks to the chewing gum covering the border wall and glinting pennies resting at the bottom of plaza fountains--into jewelry-inflected works of art.

La Fuente del Deseo presents Treviño’s wide-ranging sculptural practice within three architectural installations: the pawn shop, the playground, and the plaza. This experiential framework immerses visitors in the artist’s visionary world and source materials. Iconic jewelry pieces, including the *Ms. Honey* door-knocker earrings

worn by Beyoncé in her groundbreaking *Renaissance* visual album, and the red ski mask dripping with gemstones and silver chains worn by Bad Bunny for his *Rolling Stone* cover issue, are featured alongside handwrought cast-silver works within the pawn-shop installation, while her monumental, *Siéntase Señora* nameplate-necklace bench and swing sets, emblazoned with early 2000s *norteño* song lyrics, are the focus of the playground installation.

The exhibition's title is derived from the massive jewel-encrusted fountain at the heart of Treviño's newest body of work, showcased within the plaza installation. This functional, three-tiered water fountain, presented alongside a penny-press machine, invites the public to become part of Treviño's cultural production. By churning pennies through the sculpture, visitors are able to flatten and emboss her custom graphics onto the coins. The souvenir coins, sporting aspirational phrases like *Ven Dinero* and *Yo puedo más que tú*, can then be collected or cast into the central fountain's pool in exchange for a wish. Treviño has completely encased her "fountain of desire" in found and discarded jewelry objects to produce a gleaming mosaic that visually reverberates due to its undulating reflective surfaces.

La Fuente del Deseo extends Treviño's material investigation of adornment as a conceptual and physical site of personal history and cultural identity by transforming traditionally intimate, personalized jewelry into public monuments and sites of convening.

Georgina Treviño: La Fuente del Deseo is curated by HCCC Curator & Exhibitions Director, Sarah Darro.

About Georgina Treviño

Georgina Treviño is a contemporary artist and jeweler from Tijuana, Mexico, based in San Diego, California. In 2004, she earned a BA in applied design with an emphasis in jewelry and metalsmithing from San Diego State University. Treviño's work has been acquired by the permanent collections of the Museum of Arts and Design (New York, NY), the Racine Art Museum (Racine, WI), Alain Servais Collection (Brussels, BA), and Jorge M. Pérez Collection (PAMM Museum, Miami, FL). Her work has been included in national & international exhibitions at institutions including Embajada Gallery (San Juan, Puerto Rico); VETA Galeria (Madrid, Spain); Museum JAN (Amsterdam, NL); Mingei International Museum (San Diego, CA); CECUT Tijuana Cultural Center (Tijuana, Mexico); Universidad Autónoma de Ciudad Juárez (Ciudad Juárez, Mexico); Rubin Center for the Visual Arts (El Paso, TX); Museum of Arts and Design (New York, NY); Racine Art Museum (Racine, WI); Schmuck 2015 Munich Jewelry Week; New York City Jewelry Week; and Salon Cosa Mexico City. Treviño's practice has been featured in publications including the *L.A. Times*, *Elle*, *Vogue*, *Architectural Digest*, *Allure*, *Marie Claire*, *The Fader*, *Paper Magazine*, *PlayBoy magazine*, and *Office Mag*. She has also worked directly with celebrities like Beyoncé, Lady Gaga, Bad Bunny, Rosalia, 2Chainz, Bella Hadid, Lizzo, Doja Cat, Post Malone, Kali Uchis, Karol G, and companies like Nike®, e.l.f. Cosmetics, Bimba y Lola, Fenty, Guess, and Spotify on custom work and collaborations. Learn more about the artist at www.georginatrevinojewelry.com.

About Houston Center for Contemporary Craft

Serving as a treasured resource in the Houston arts community for more than 20 years, Houston Center for Contemporary Craft (HCCC) is a nonprofit visual arts center dedicated to advancing education about the process, product, and history of craft. HCCC showcases emerging and acclaimed artists in exhibitions, introduces visitors of all ages to contemporary craft through hands-on and virtual programming, and supports the development of working artists through its artist residency program.

HCCC is open Tuesday through Saturday, 10 AM – 5 PM. Closed major holidays. Admission is free. HCCC is located in the Museum District at 4848 Main Street, three blocks south of the Wheeler Ave. MetroRail station. Free parking is available directly behind the facility, off Rosedale and Travis Street.

HCCC is supported by individual donors and members and funded in part by The Brown Foundation; Houston Endowment, Inc.; the City of Houston through the Houston Arts Alliance; Texas Commission on the Arts; the National Endowment for the Arts, the Kinder Foundation; the Morgan Foundation; Windgate Charitable Foundation; and the Wortham Foundation. HCCC is a member of the Houston Museum District and the Midtown Arts District.

For more information, call 713-529-4848 or visit www.crafthouston.org. Find HCCC on Twitter, Facebook, and Instagram @CraftHouston.

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