De La Vega
ART GALLERY

1918 E PRINCE RD
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FOR IMMEDIATE RELEASE

DE LA VEGA ART GALLERY ANNOUNCES MEMORIA VIVA, A MONTH-LONG DIA DE MUERTOS FESTIVAL ROOTED IN ART, MEMORY, AND COMMUNITY

Contemporary art, a Collective Community Ofrenda, workshops, Open Studio Tours, La Mesa de los Recuerdos, live art, folklórico dance, and artist awards come together October 24–November 21.

TUCSON, AZ – De La Vega Art Gallery announces *Memoria Viva*, a month-long Día de Muertos Festival taking place October 24 through November 21, 2026.

Rooted in Mexican tradition and shaped by the many cultures, migrations, and family histories that meet in Tucson, *Memoria Viva* invites the community to remember not only those we have lost, but also what they continue to give us.

“Día de Muertos reminds us that love does not disappear,” says Mariana De La Vega, Founder and Artistic Director of De La Vega Art Gallery. “Through art, we create space to remember the people, stories, and cultural roots that continue to guide us. This festival is an invitation to gather, create, and honor what we carry in our hearts.”

At the center of the festival is a juried art exhibition featuring artists whose work engages with memory, ancestry, migration, identity, grief, devotion, and regeneration. Selected artists will be presented within a contemporary exhibition and living cultural festival featuring a Community Ofrenda, public programs, and Open Studio Tours. Through painting, mixed media, installation, and collaborative work, participating artists explore Día de Muertos as a living and evolving cultural language.

Curated by Mariana De La Vega and Karyn Holyk, *Memoria Viva* expands remembrance into transformation: memory takes form, absence becomes presence, and cultural identity continues to evolve through artistic interpretation.

The festival also features *La Ofrenda Comunitaria: Memoria Viva*, a participatory installation where visitors are invited to contribute a name, written memory, flower, photograph, or symbolic offering in honor of someone they love and remember.

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Throughout the month, visitors can experience artist-led workshops, live art, interactive experiences, and the gallery's participation in Open Studio Tours. The festival also includes La Mesa de los Recuerdos, an intimate Día de Muertos VIP dinner experience centered on art, storytelling, wine, and connection. The festival concludes with a Closing Celebration & Awards Night featuring a live folklórico dance performance and recognition of participating artists.

Festival Highlights

Opening Reception for the Memoria Viva Exhibition & Inauguration of La Ofrenda Comunitaria
Saturday, October 24 · 5–7 PM

Mini Ofrenda
Thursday, November 5 · 5–7:30 PM

Día de Muertos at The Crossing: Art Show a Cultural Presentation by De La Vega Art Gallery
Voyager 55+ Resort
Saturday, November 7 · 6–8 PM

Open Studio Tours at De La Vega Art Gallery
November 13–15 · 10 AM–3 PM
.
Día de Muertos Festival Closing Celebration & Awards Night
Saturday, November 21 · 5–7 PM

Media Opportunities
Interviews are available with Mariana De La Vega and Curatorial Director Karyn Holyk. The media may photograph the Community Ofrenda, contemporary artworks, artists at work during Open Studio Tours, interactive experiences, La Mesa de los Recuerdos, and the live folklórico dance performance on November 21.
Interview scheduled upon request.

Media Contact
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About De La Vega Art Gallery
De La Vega Art Gallery is a Tucson-based cultural space founded by Latin American multidisciplinary artist Mariana De La Vega. The gallery brings together art, culture, and community through contemporary exhibitions, artist residencies, workshops, and experiences rooted in creative expression and human connection.

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