

EL RINCÓN DE LA CATRINA STAGE

MC Esteban León
10:00am Eli Presser - Puppet Theater
10:20am Laurie Marie
10:40am Martín Espino
11:25pm Leticia Servin
12:10pm Jaime Lopez
12:55pm Eli Presser - Puppet Theater
1:15pm Laurie Marie
1:35pm Leticia Servin
2:20pm Jaime Lopez

AZTECA STAGE

9:30am Shaman Xico Xavier Garza
10:00am Blessing by the lake by Danza Cuauhtli
10:30am Tezca Ollin Totiani
11:00am Sol de Fuego El Brinco Del Chinelo
11:30am Calpulli Tepeyollotl Cuahuatlán with Shaman Xico Xavier Garza
12:30pm La danza de los rubios of Santiago Juxtlahuaca
1:00pm Danza Cuauhtli
1:30pm Calpulli Tepeyollotl Cuahuatlán
2:00pm El Brinco Del Chinelo
2:30pm Blessing with Shaman Xico Xavier Garza

MUERTE Y TRADICIÓN STAGE

Main Stage • Music & Dance Performances
MC's Yvette González Nacer & Eric Resendiz with DJ Subsuelo
9:00am Subsuelo
9:30am Xóchitl Cuicatl
10:05am Sabor de México
10:45am Santo Golpe
11:30am Cielito Lindo
12:00pm Telpochcalli Coyolxauhqui "Quetzalcoatl"
12:30pm Inspiraciones de Danza Mexicana
1:00pm Folklórico Cielo Rojo
1:30pm Costume Contest Winner presentation
2:00pm Banda Las Angelinas



COMMITTEE

Gabriel Avila Director of Dance - El Mosaico Stage	Violeta Pineda La Catrina Stage Director
Fiacro Castro Azteca Stage Director	Manuel Plascencia Set Designer
Criteria Entertainment Public Relations	Brenda Rivera Vendor Manager
Tina Dizon Accounting Manager	Brian Smith Main Stage Director
Paola Briseño González Director of Production	Ricardo Soltero Scenery Designer Entry Arch Design
Lorena Gutierrez, Natalie Lara Tharini Shanmugarajah Production	Mila Sterling Graphic Designer
Angie M. Jiménez Altar Director	Susana Urrutia Children's Department
Adela Marquez Print Manager	Luis Villanueva Cathedral Art Exhibit Director
Arturo Martinez El Fandango Stage Director	

EVENT PRODUCERS

Tyler Cassity President	Yogu Kanthiah CFO	Jay Boileau EVP
Celine Mares & Daisy Marquez Co-Founders		

UNAM ALTARS

Federación Oaxaqueña • ¿Acaso La Muerte Tiene Voz?
Ofrenda Nueva.Ocotopoc Morelos • Federación Poblana USA
México Artesanal Club Quinto Sol • Mi Casa es Puebla

THANKS TO ALL OUR SPONSORS



Hollywood Forever presents

DIA DE LOS MUERTOS

THE RETURN OF QUETZALCOATL
THE FEATHERED SERPENT

FEATURING
BANDA LAS ANGELINAS

OCTOBER 30TH 2021
9am-3pm

ladayofthedead.com
hollywoodforever.com

SCHEDULE OF EVENTS

CEREMONIAL PROCESSION

11:00am - 11:30am
Starts at Main Gate, proceeding through cemetery, returns to Main Gate

ALTAR EXHIBITION

AZTEC DANCES AND RITUALS

Aztec Stage on the Lake and also through the cemetery grounds

CHILDREN'S PLAZA

Las Marionetas en Desfile 10am • 11am • 12pm • 1pm • 2pm
Paint your own calavera ceramic figurine
Decorate a day of the dead flower pot for your ofrenda with Latinx with Plants
"El Triste y La Smiley" Marionette Show • Make a memory sachet with copal
Calavera balloons • Face-painting

COSTUME CONTEST

Get your photo taken at the official Photo Booth
Winner announced on the Main Stage at 1:30pm

CATHEDRAL ART EXHIBITION

Curated by Luis Villanueva • Artist of the Year Arturo Mallmann
Alejandro Lococo • Alfredo Davalos • Erick Carillo • Jesus Molina
Joe Saenz • Lalo Garcia • Luis Villanueva • Monica Moreno
Rosa Alvarez • Salvador • Sergio Rodriguez

UNAM EXHIBITION

Art installation by Mexican artist Eva Malhotra
Photo exhibit by artist Krishna Malhotra
Nine Traditional Altars by Mexican organizations in SoCal

L.A. TACO CULINARY VENDORS

Carnitas El Artista • Coni'Seafood • Don Cuco • Pablito's Tacos

ALTARS

- Remembering My Father " Adolfo Maximo"
- Mexico Lindo - 2a Northgate
- Siempre Estarás en Mi Corazón
- Las Luces Eternas de Nuestras Almas
- Gomez Family - 5a Lineage
- UNAM 1 - Federación Oaxaqueña
- UNAM 2 - ¿Acaso La Muerte Tiene Voz?
- UNAM 3 - Ofrenda Nueva.Ocotopoc Morelos
- UNAM 4 - Federación Poblana USA 9a. UNAM 5
- My Beloved Love Above
- Honorable Quetzalcoatl
- Servants of the Virgin Mary
- Creating Well-Being
- Meet Up Dia de Los Muertos
- Le Casa de La Vida
- Honoring Their Legacy
- Just a little Touch of Love
- Lady of Death by Chicanas Cholas y Chismes
- The Rededication ~ The Wall Las Memorias
- Dylan Gonzalez
- Mi Familia
- iAy Qué Linda!
- Music is Beautiul
- The Sylmar Community
- Dia de los Muertos
- Norse Hollywood Dining Vikings Ship Burial Open
- Cora Y Pedro
- Angel City Pitbulls
- Earth to Mom and Dad. Come in Please. earth to mom and dad
- Mis Padres
- Voice Forever
- Dead Flowers for Charlie Watts
- The Seamstress. The Mechanic & The Free Spirit
- Otis College of Art & Design
- Altar Silacayoapam
- Coming Home ~ Victor Romero
- Coming Home ~ Victor Romero
- El Amor de Mi Vida Has Sido Tú
- Weeping Chalchiutlicue
- Nani and Papa Aleck

SANTA MONICA BLVD



SANTA MONICA
MAIN ENTRANCE AND EXIT

EMERGENCY EXIT

EMERGENCY
EXIT

LEGEND

→ Gates and Tickets

Arts and Crafts

Altars

Restrooms

Stages

Sponsor Altars

Food

Bar

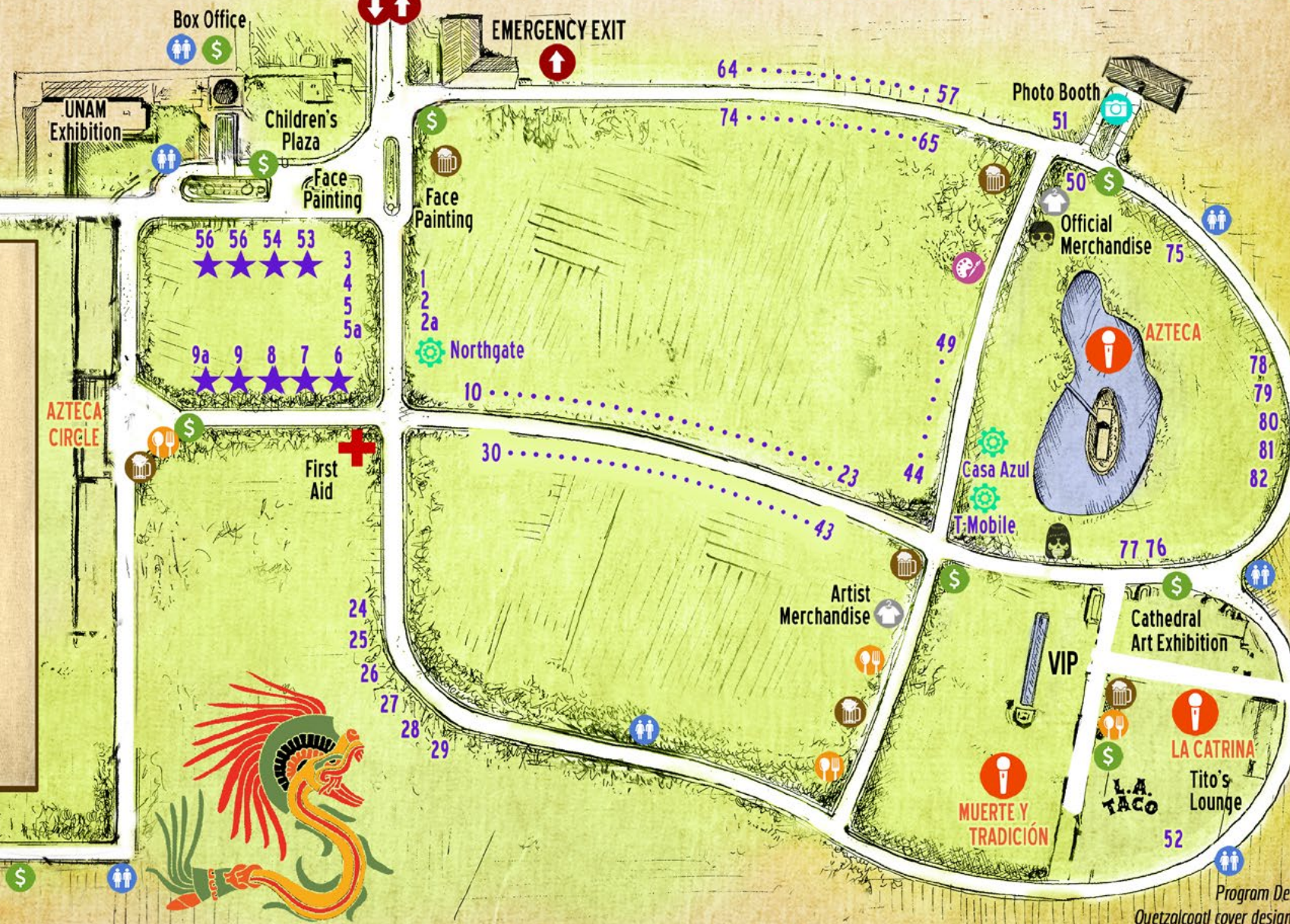
ATMs

Official Merchandise

UNAM Altars

GOWER ST

GOWER
ENTRANCE
AND EXIT



DIA DE LOS MUERTOS 2021

THE RETURN OF QUETZALCOATL - THE FEATHERED SERPENT

Hollywood Forever presents

ALTARS

- Familia Ríos
- Familia Martínez
- Familia y Amigos
- Family Dinner
- Danza Azteca. Fallen Guerreras
- Juana la Mexicana y su Papá Miguel
- Ella se llamaba Irma
- Antonio y Lucía Escalante
- Transivity Across Time
- Amor Interno
- Café 77
- "Afterlife" Techniques CC Altar: By Silvia Garcia
- UNAM 6 - México Artesanal
- UNAM 7 - Club Quinto Sol
- UNAM 8- Mi Casa es Puebla
- UNAM 9- Mi Casa es Puebla
- Memories of Our Loved Ones
- Forever 7
- Amor Eterno
- Our Beloved Aunt ~ Nuestra Amada Tía
- Raul "Fat Rat" Villaseñor
- Generación de Oro
- Mama Coco
- A Tribute to Honor AHF Patients & Friends
- El Retorno de Quetzalcoatl
- Los Deadbeats
- Los Deadbeats
- Santa Clarita de Puebla
- Casa de La Vida
- Ancestral Directions. Winds of Change
- I Hope You Know How Loved You Are
- To My Family & Friends that Have Passed. Laura Marusich
- La Corona
- Quetzalcoatl: A Journey of Resilience, Resurgence and Resurrection
- Borderline Strong
- Sacred Undertaking
- The Book Club
- Omoteot!! Un Homenaje a nuestros antepasados
- Familia Kitsch

VAN NESS AVE

VAN NESS
ENTRANCE
AND EXIT

Program Design by Mila Sterling
Quetzalcoatl cover design by Michael Vazquez