

Hollywood Forever presents

DIA DE LOS MUERTOS



FEATURING
BANDA LAS ANGELINAS

OCTOBER 30TH 2021
9am-3pm

ladayofthedeath.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

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 Cuahuitlán with Shaman Xico Xavier Garza

12:30pm La danza de los rubios of Santiago Juxtlahuaca

1:00pm Danza Cuauhtli

1:30pm Calpulli Tepeyollotl Cuahuitlán

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

Fiacro Castro
Azteca Stage Director

Criteria Entertainment
Public Relations

Tina Dizon
Accounting Manager

Paola Briseño González
Director of Production

Lorena Gutierrez, Natalie Lara
Tharini Shanmugarajah
Production

Angie M. Jiménez
Altar Director

Adela Marquez
Print Manager

Arturo Martinez
El Fandango Stage Director

Violeta Pineda
La Catrina Stage Director

Manuel Plascencia
Set Designer

Brenda Rivera
Vendor Manager

Brian Smith
Main Stage Director

Ricardo Soltero
Scenery Designer
Entry Arch Design

Mila Sterling
Graphic Designer

Susana Urrutia
Children's Department

Luis Villanueva
Cathedral Art Exhibit 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.Ocotepec Morelos • Federación Poblana USA

México Artesanal Club Quinto Sol • Mi Casa es Puebla

THANKS TO ALL OUR SPONSORS



ALTARS

1. Remembering My Father “ Adolfo Maximo”
2. Mexico Lindo - 2a Northgate
3. Siempre Estarás en Mi Corazón
4. Las Luces Eternas de Nuestras Almas
5. Gomez Family - 5a Lineage
6. UNAM 1 - Federación Oaxaqueña
7. UNAM 2 - ¿Acaso La Muerte Tiene Voz?
8. UNAM 3 - Ofrenda Nueva,Ocotopoc Morelos
9. UNAM 4 - Federación Poblana USA 9a. UNAM 5
10. My Beloved Love Above
11. Honorable Quetzalcoatl
12. Servants of the Virgin Mary
13. Creating Well-Being
14. Meet Up Dia de Los Muertos
15. Le Casa de La Vida
16. Honoring Their Legacy
17. Just a little Touch of Love
18. Lady of Death by Chicanas Cholas y Chismes
19. The Rededication ~ The Wall Las Memorias
20. Dylan Gonzalez
21. Mi Familia
22. ¡Ay Qué Linda!
23. Music is Beautiul
24. The Sylmar Community
25. Dia de los Muertos
26. Norse Hollywood Dining Vikings Ship Burial Open
27. Cora Y Pedro
28. Angel City Pitbulls
29. Earth to Mom and Dad. Come in Please. earth to mom and dad
30. Mis Padres
31. Voice Forever
32. Dead Flowers for Charlie Watts
33. The Seamstress, The Mechanic & The Free Spirit
34. Otis College of Art & Design
35. Altar Silacayoapam
36. Coming Home ~ Victor Romero
37. Coming Home ~ Victor Romero
38. El Amor de Mi Vida Has Sido Tú
39. Weeping Chalchiutlicue
40. Nani and Papa Aleck

ALTARS

41. Familia Ríos
42. Familia Martínez
43. Familia y Amigos
44. Family Dinner
45. Danza Azteca. Fallen Guerreras
46. Juana la Mexicana y su Papá Miguel
47. Ella se llamaba Irma
48. Antonio y Lucía Escalante
49. Transivity Across Time
50. Amor Interno
51. Café 77
52. "Afterlife" Techniques CC Altar: By Silvia Garcia
53. UNAM 6 - México Artesanal
54. UNAM 7 - Club Quinto Sol
55. UNAM 8- Mi Casa es Puebla
56. UNAM 9- Mi Casa es Puebla
57. Memories of Our Loved Ones
58. Forever 7
59. Amor Eterno
60. Our Beloved Aunt ~ Nuestra Amada Tía
61. Raul "Fat Rat" Villasenor
62. Generación de Oro
63. Mama Coco
64. A Tribute to Honor AHF Patients & Friends
65. El Retorno de Quetzalcoatl
66. Los Deadbeats
67. Los Deadbeats
68. Santa Clarita de Puebla
69. Casa de La Vida
70. Ancestral Directions. Winds of Change
71. I Hope You Know How Loved You Are
72. To My Family & Friends that Have Passed. Laura Marusich
73. La Corona
74. Quetzalcoatl: A Journey of Resilience, Resurgence and Resurrection
75. Borderline Strong
76. Sacred Undertaking
77. The Book Club
78. Ometeot!! Un Homenaje a nuestros antepasados
79. Familia Kitsch

SANTA MONICA BLVD

Hollywood Forever presents

DIA DE LOS MUERTOS 2021

THE RETURN OF QUETZALCOATL - THE FEATHERED SERPENT



SANTA MONICA
MAIN ENTRANCE AND EXIT

Box Office

EMERGENCY EXIT

UNAM
Exhibition

Children's
Plaza

Face
Painting

Face
Painting

Photo Booth

Official
Merchandise

AZTECA

Casa Azul
T-Mobile

Cathedral
Art Exhibition

LA CATRINA

Tito's
Lounge

MUERTE Y
TRADICIÓN

EMERGENCY
EXIT

LEGEND

→ Gates and Tickets

Arts and Crafts

Altars

Restrooms

Stages

Sponsor Altars

Food

Bar

ATMs

Official Merchandise

UNAM Altars

AZTECA
CIRCLE

First
Aid

Artist
Merchandise

VIP

VAN NESS
ENTRANCE
AND EXIT

GOWER
ENTRANCE
AND EXIT



Program Design by Mila Sterling
Quetzalcoatl cover design by Michael Vazquez