



di Rosa

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TIERRA on view at MaCo Vineyards. Photo by Ana Teresa Fernández, courtesy the artist.

Public art project from Ana Teresa Fernández to traverse wine country in 2024

Traveling sculpture urges wine industry to adopt "tierra" in place of "terroir"

Napa, CA (April 8, 2024) – Ana Teresa Fernández’ community-built artwork, *TIERRA*, will be on public view at various locations in Sonoma and Napa Counties over the course of 2024. The large-scale sculpture was produced with support from di Rosa Center for Contemporary Art, and will be hosted by Mexican American Vintners Association Member vineyards.

“Ana Teresa Fernández is a Bay Area artist with a rising national profile, much of whose work addresses those intersections of climate change and cross-border migration relevant to the Napa community and communities around the world,” said Twyla Ruby, di Rosa Center for Contemporary Art Associate Curator. “Working with Fernández on *TIERRA* was an incredible opportunity to engage community partners in social practice, bringing many hands into the creation of this monumental sculpture.”



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TIERRA is a large, six-foot-tall, 18-foot-long sculpture of wooden letterforms spelling out "TIERRA," surfaced with a mosaic of tiles in various hues from pale pink to deep brown. Working with various community groups, including the Boys and Girls Club of Napa Valley and La Luz Center in Sonoma, Fernández led color-mixing workshops with youth and adults. Working with only five colors—red, blue, yellow, green, and white—participants mixed paint to match their own skin tone and applied it to one of the 500 wooden tiles comprising *TIERRA*.

"*TIERRA* is a public art installation that speaks to the earth—the land that is touched and tended to and the people who care for it," said Fernández. "[It] addresses the language use of wineries by insisting that the hands that touch the earth are mostly Spanish speaking, not French, and insisting that 'tierra' be used instead of 'terroir.' We would like to change the vernacular in the wine industry, not just locally but eventually internationally."

In partnership with members of the Mexican American Vintners Association, *TIERRA* will travel to several host vineyards and wineries over the summer where it will be on public view. The work begins its tour at MaCo Vineyards, 3165 Silverado Trail, Napa, where it will remain through May.

"Often times the Latinx communities that take on the hard labor of viticulture are too casually overlooked," said Alvaro Camacho, Vice President of MaCo Vineyards and Mexican American Vintners Association Board member. "This undermines the importance of their contributions to arguably some of the best wines worldwide. This term, 'tierra,' highlights that there is no wine without the work done out in the fields by the marginalized Latinx people, and empowers the essence of where wine comes from, la tierra."

TIERRA will next travel to Aldina Vineyards in Healdsburg, CA, where it will be on view June – September, followed by Reynoso Family Vineyards in Santa Rosa, CA, October – January.

ABOUT THE ARTIST

Ana Teresa Fernández is an artist of border erasure, elevating the intersectionality of place, person, and politics to create a common human vernacular. Time-based actions and social gestures are her syntax. Land, history, gender, climate, and culture are her subjects. Performance, video, photography, painting, and sculpture become her dynamic tools of grammar. Through enacted narratives, she reveals all that too often gets lost in translation, becoming the literal embodiment of the stories that divide but also bind us as human beings sharing a planet of great fragility and beauty. Fernández' career-survey exhibition, *Listen Louder*, was recently on view at di Rosa Center for Contemporary Art. Her public sculpture, *Circulation*, is planned to be installed in Napa in 2024.

ABOUT DI ROSA CENTER FOR CONTEMPORARY ART

di Rosa is a non-profit art center and nature preserve specializing in the art of Northern California. Located on 217 acres in the Carneros region of Napa, di Rosa includes two large art



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galleries, a beautiful lake, abundant birding, walking trails with vineyard views, outdoor sculptures, and picnic grounds.

di Rosa presents contemporary exhibitions by Bay Area-based artists in addition to maintaining a permanent collection of notable works by artists with ties to the Bay Area from the mid-twentieth century to the early 2000s.

di Rosa offers an array of public programs and events for all ages to inspire creativity and curiosity. di Rosa is open to the public without reservations Thursday through Sunday from 11 am to 4 pm, and by appointment Tuesday through Wednesday. Visitors are encouraged to bring picnics. Children and educators are always free at di Rosa. For more information visit www.dirosaart.org.

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