



**September 21 – November 7th, 2014**

**Goes Live September 21, 12:30 - 5PM  
During Feria del Barrio**

**yosoyoro.com**

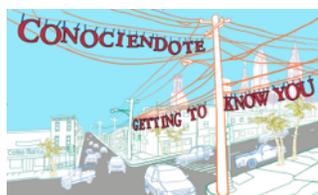
As part of this year's 30th annual Feria del Barrio, the creative team of **AMERICAN MEDIA Output** will introduce a re-branding campaign for the N. 5th Street commercial district, El Centro de Oro, leading with the slogan *Yo Soy Oro* (I Am Gold). The *Yo Soy Oro* campaign will appear in advertisements on big belly trash receptacles along the Golden Block, in the HACE Business and Visitor's Center, and online.

During the 2014, Feria del Barrio the artists and their brand ambassadors will use participation marketing to engage the public, handing out branded swag and taking photos with the commercial corridor as their backdrop. They will implicate attendees into a dialogue between the realities of the area and the promises of El Centro de Oro. The overall effect of the project will alter the purpose and tools of advertising and marketing to paint a portrait of the Latino community as they look to the future. The campaign will exist in select performances, and will have ongoing print and web components as well as an exhibition in **HACE's Business & Visitors Center at 2708 N. 5th. Street, through September 21.**

American MEDIA Output is a partnership of Maya Escobar and Andria Morales. The two artists, based in Chicago and New York respectively, have worked together over the Internet since 2010. They produce digital media and performance art that explores the role of self-representation in visual culture. In 2011, Escobar-Morales established AMERICAN MEDIA Output (AMO), an online marketing and brand design agency that focuses on tourism and travel. AMO's advertising campaigns blur the line between performance and reality, asking viewers and participants to check economic and social issues through the lens of advertising. In addition to their online presence, AMO has presented its campaigns in several major US cities.

**Conociéndote (Getting to Know You): Bridging the Audience Divide** is Taller Puertorriqueño's 2013 Knights Art Challenge award-winning proposal, *Conociéndote*, bridging Philadelphia's audience divide with events and exhibitions in May, July, and September 2014. Partner organizations are HACE, Congreso de Latinos Unidos, Raíces Culturales Latinoamericanas, and A Seed on Diamond.

For more information or images, please contact Rafael Damast @ 215-426-3311 or [rdamast@tallerpr.org](mailto:rdamast@tallerpr.org)



[feriadelbarrio.org](http://feriadelbarrio.org)

N. 5th Street between  
Cambria and Lehigh

**The Andy Warhol Foundation for the Visual Arts**

**Knight Foundation**

