

## Jimmy Longoria

Jimmy Longoria is the **only** Chicano/Latino/Hispanic to be awarded an Archibald **Bush Foundation Artist Fellowship in Fine Art**, and he is the only Minnesotan to have art in the permanent collection of Chicago's **National Museum of Mexican Art**, the largest collection of Mexican Art outside Mexico.

His commitment to giving back to our community led **Target Corporation** to label him as "Someone We'd Like You to Meet," in a national campaign featuring six people across the country who embody Target's spirit of giving back to the community. Jimmy's art was chosen by Target Corporation to represent all of Hispanic Art for the 25th anniversary symposium of the **Hispanic Association on Corporate Responsibility**, a national gathering of influential Hispanic leaders, government officials, and Fortune 100 corporate executives. The **McKnight Foundation** has honored him with a **Virginia McKnight Binger Award in Human Service**, he received Ordway's "**Sally Award**" for his artistic vision of giving back to the community through art, and also the **La Familia Hispanic Heritage Award** in recognition of Jimmy's commitment to his Hispanic heritage, culture and community and his dedication and exceptional work as an artist and educator. Jimmy is the only Latino artist to receive the **Reverend Dr. Martin Luther King, Jr. "Living the Dream" Award** from the City of Minneapolis.

Jimmy Longoria was born and raised on a farm in South Texas. He studied at the School of the Art Institute of Chicago and Pitzer College in Claremont, Calif., learning from masters of art, such as Rufino Tamayo and Jose Luis Cuevas, as well as business and creativity advocates, such as Peter Drucker, Gene Rodenberry, Edwards Deming, and Isaac Asimov. While developing his understanding of modern and contemporary art he forged his own vision of giving back to the community as a central canon of Chicano art.

Even though he is recognized internationally as a fine artist, he continues to practice giving back to the community by producing murals that deter gang graffiti in communities suffering gang presence. He uses proceeds from his own art sales to do this important work.

Jimmy's unique and signature painting style is recognized for its dazzling color, contrast and multiple layers created with hundreds if not thousands of brush strokes. His mural technique and other forms of massive art-making are passed on to youth - wherever youth are found - through his organization **Mentoring Peace Through Art**. In the program MuralWorks in the Schools, whole classrooms are turned into mural companies, where each student is given a job that challenges them to produce results. In MuralWorks in the Streets youth are fully immersed in the process of deterring gang graffiti with exuberant community-based art. In both programs, youth are introduced to Jimmy's vision that giving back to the community is the highest form of art.

You will currently find Jimmy's art hanging in the offices of prominent state Senators and Representatives at the Minnesota State Capitol in Saint Paul. His mission-laden paintings are well suited to the dynamic executive leader's office as a focal point call-to-action.