EXITOS MAS 144 145











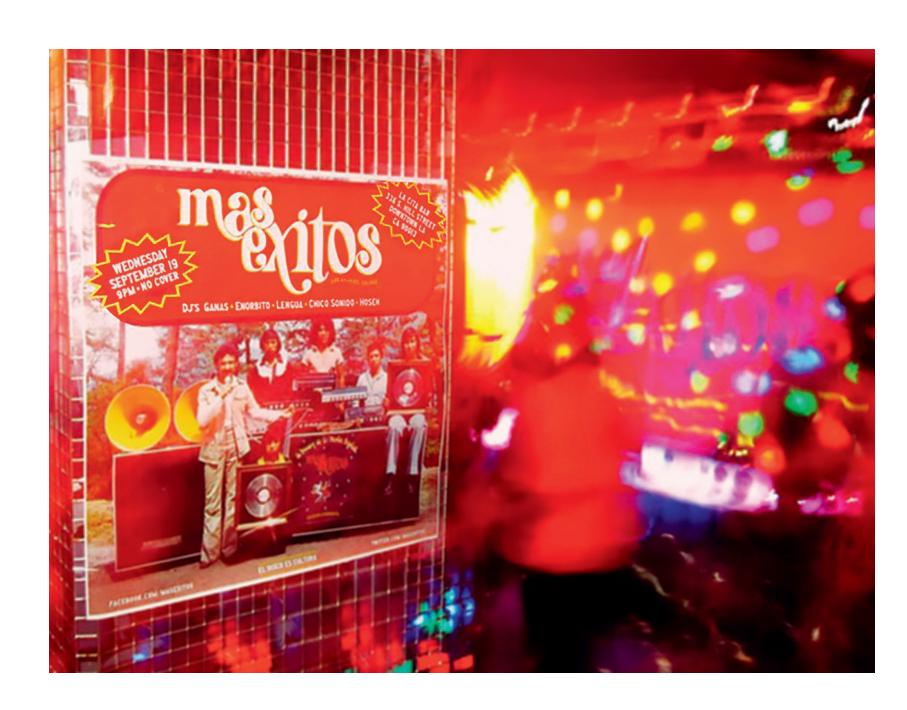
platform led by Gary "Ganas" Garay, a visual artist, fifteen years, Mas Exitos has provided public spaces in Los Angeles to listen to, remember, and discover freestyle, Chicano soul, and several hybridized genres. graphic designer Stephen Serrato collaborated on the concept's visual identity with a strong focus on typography informed by music records and visual culture. Garay's subsequent participation in Summer Love, a 2005 pop-up group exhibition in Echo Park, cemented public events. By 2008 he had transformed Mas Exitos into a recurring party with founding DJs Hoseh (Jose C. Mas Exitos has gathered hundreds of DJs and a ded-American, and South American immigrants, seconddiscourse surrounding the circulation and consumption of music that reflects migratory patterns, vibrant subcultures, and the cultural practices of everyday life.

Mas Exitos is known for its vibrant graphic design, including holographic stickers, event posters, and social media flyers incorporating various music and vernacular aesthetics. These designs reveal the hands and interests of Garay and his many collaborators over the years. As a visual artist, Garay seamlessly incorporates references to music and sound cultures within his art installations, sculptures, paintings, and performances. These include his signature Abalone Disco Ball (2014), an homage to a nightlife symbol formed from discarded fragments of iridescent abalone shell from Baja California; sign artworks that recall Mexican DJ sonidero culture; and the artist's "electromagnetic murals," live performances conceptualized as producing a sonic mural and archive of particular music genres.

Today Mas Exitos lives on through *Mas Exitos* con Ganas, Garay's monthly show radio on dublab, the leading Los Angeles internet radio platform, as well as Discos Rolas, a related record label created with Xandão (Alexandra Lippman). Garay hosts frequent events at Footsies Bar in Cypress Park, an original venue for the collective, and at other Los Angeles locations, where he continues to bring like-minded collaborators into his orbit.

-Joseph Daniel Valencia





LEFT TO RIGHT: Ganas, Hoseh, DJ Lengua, Chico Sonido, Enorbito

OPPOSITE: Mas Exitos poster at La Cita bar, Los Angeles, September 19, 2012

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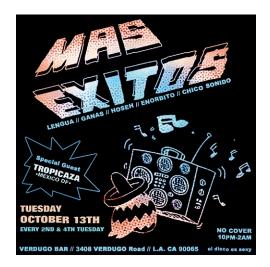




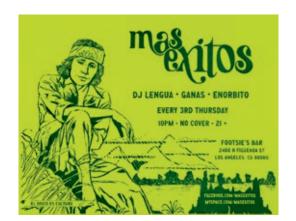


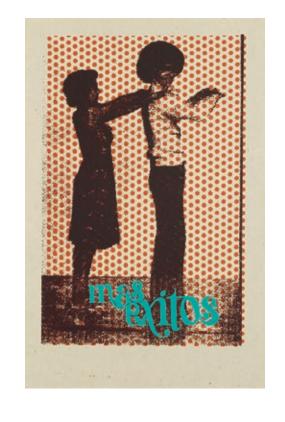






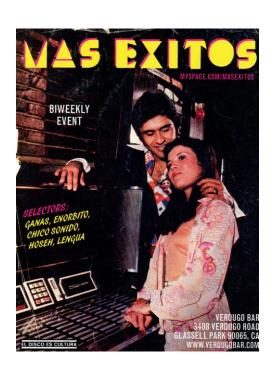
















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