



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

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

Mas Exitos is a collaborative multimedia art and music platform led by Gary “Ganas” Garay, a visual artist, DJ, performer, and music archivist. For more than fifteen years, Mas Exitos has provided public spaces in Los Angeles to listen to, remember, and discover the diverse musical genres of Latin America and its diasporas, including cumbia, vallenato, Latin freestyle, Chicano soul, and several hybridized genres. Mas Exitos began in 2004, when Garay and the 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 his interest in the intersections of art, music, and public events. By 2008 he had transformed Mas Exitos into a recurring party with founding DJs Hoseh (Jose C. Salguero), Lengua (Eamon Ore-Giron), Enorbito (Kevin Ramos), and Chico Sonido (Raul Espinosa). Mas Exitos has gathered hundreds of DJs and a dedicated following of working-class Mexican, Central American, and South American immigrants, second-generation Latinos, record collectors, and music enthusiasts. Its work has shaped a community and discourse 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 Foolsies 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





