

USF Contemporary Art Museum  
NEWS RELEASE  
January 14, 2025

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USF Contemporary Art Museum presents  
***X FACTOR: Latinx Artists and the Reconquest of the Everyday***  
Opening Reception + Artists Conversation  
Friday, January 17, 2025

(TAMPA, FL – January 14, 2025) The USF Contemporary Art Museum (USFCAM), within the USF College of Design, Art & Performance, presents ***X Factor: Latinx Artists and the Reconquest of the Everyday***.

***X Factor*** opens Friday, January 17 with an Artists Conversation and Opening Reception. The exhibition is on view from January 17 through March 8, 2025.

***X Factor*** locates dynamic entry points into the ongoing discussion and expansion of the term Latinx through the work of fifteen of America's leading contemporary artists. The exhibition grounds a series of redefinitions of "Latinity" in the everyday lives of its creators, especially where artworks and creative processes reconquer novel meanings from hackneyed and conventional ideas of ethnicity, race, class, politics, representation, and the various histories of US migration.

Latinx is used as an inclusive, gender-neutral term for people of Latin American heritage and includes people of various races and languages with roots in more than 20 countries in Central and South America and the Caribbean. In recent years, the term has become especially important for individuals and communities that negotiate two, three, or more "intersecting identities"; additionally, it has helped generate ongoing conversations about representation, empowerment, queerness, genderfluidity, cultural consumption and access.

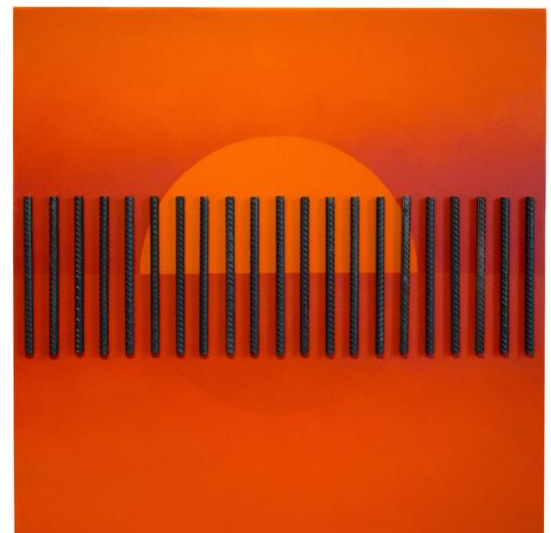
***X Factor*** looks to historical, recent and commissioned works by key Latinx artists to engage, depict, and challenge the underlying complexities of these identities. An exhibition devoted to an artist-authored expansion of the cultural legacy of the Latin American diaspora, ***X Factor*** underscores a period of political and creative ferment in which fundamental redefinitions of both society and identity abound.

Exhibiting artists: **Gabino A. Castelán, Gisela Colón, Danielle De Jesus, Lucía Hierro, Karlo Andrei Ibarra, Laura Perez Insua, José Lerma, Eddy A. López, Miguel Luciano, Narsiso Martinez, Angel Otero, Edison Peñafiel, Shizu Saldamando, Yiyo Tirado-Rivera and Rodrigo Valenzuela.**

***X Factor*** is curated by Christian Viveros-Fauné, CAM Curator at Large, and organized by USF Contemporary Art Museum, Tampa. ***X Factor*** is supported in part by the National Endowment for the Arts.



Lucía Hierro (b. 1987, New York, NY). *10oz. Café Bustelo*, 2022. foam, digital print on cotton sateen, rubber band. 53 x 43 x 25 inches. Courtesy of the artist and Charlie James Gallery, Los Angeles.



Yiyo Tirado-Rivera (b. 1990, San Juan, PR). *Retreat II (Summer)*, 2024. polyurethane paint, wood & rebar. 48 x 48 x 3 inches. Courtesy of the artist.

## X FACTOR EXHIBITION EVENTS

**Friday, January 17, 2025**

### **ARTISTS CONVERSATION + OPENING RECEPTION**

**6pm - Artists Conversation**

**USF Theatre 2 (THR) - 3829 USF Holly Drive, Tampa, FL 33620**

**7-9pm - Opening Reception**

**USF Contemporary Art Museum (CAM) - 3821 USF Holly Drive, Tampa, FL 33620**

Join us in USF Theatre 2 adjacent to the museum for a conversation with artists from *X Factor* including Gabino A. Castelán, Danielle De Jesús, Lucía Hierro, Yiyo Tirado-Rivera, and Rodrigo Valenzuela. Talk is moderated by Christian Viveros-Fauné, CAM Curator at Large. An opening reception follows the conversation until 9pm at USFCAM. For questions or more information send us a DM, an email at [caminfo@usf.edu](mailto:caminfo@usf.edu), or call (813) 974-4133. This event is free and open to all.



Eddy A. López (b. 1978, Matagalpa, Nicaragua), *In-Dependencia*, 2021-2022. silkscreen, acrylic on fabric. dimensions variable: each of 16 flags is 3 x 5 feet. Courtesy of the artist.

**Friday, February 21, 2025**

### **ARTISTS CONVERSATION + DESSERT RECEPTION**

**6pm - Artists Conversation**

**USF School of Music Barness Hall (MUS107) - 3755 USF Holly Drive, Tampa, FL 33620**

**7-8pm - Coffee + Dessert Reception**

**USF Contemporary Art Museum (CAM) - 3821 USF Holly Drive, Tampa, FL 33620**

Join us in USF School of Music's Barness Hall for a conversation with artists from *X Factor*. Talk is moderated by Christian Viveros-Fauné, CAM Curator at Large. A coffee and dessert reception follows the conversation until 8pm at USFCAM. For questions or more information send us a DM, an email at [caminfo@usf.edu](mailto:caminfo@usf.edu), or call (813) 974-4133. This event is free and open to all.

## CAM VISITOR INFO

**Admission:** Exhibitions are free and open to all. **Hours:** Monday-Friday 10am-5pm; Thursday 10am-8pm; Saturday 1-4pm. **Closed:** Sundays, and USF Holidays (January 20<sup>th</sup> for Dr. Martin Luther King, Jr. holiday), and between exhibitions. **Contact:** 813-974-4133; [caminfo@usf.edu](mailto:caminfo@usf.edu); [ira.usf.edu/cam](http://ira.usf.edu/cam). **Address:** 3821 USF Holly Drive, Tampa, FL 33620. **Parking:** Visitor parking in lot 3B. USF parking permits required, and available at the pay station in the CAM parking lot. Payment is via the ParkMobile app (use zone 9302), or by Visa, MasterCard, or Discover. For the latest and social links: <https://linktr.ee/irausf>.

## ABOUT USF CONTEMPORARY ART MUSEUM

USF Contemporary Art Museum (USFCAM) organizes and presents significant and investigative exhibitions of contemporary art from Florida, the United States and around the world. Serving as a teaching laboratory, USFCAM's curatorial initiatives and educational programs are designed to present the students, faculty, and community with current issues of contemporary art practice, and to explore the role of the arts in society. USFCAM publishes relevant catalogues, presents critically recognized traveling exhibitions and commissions new projects by national and international artists. USFCAM maintains the university's art collection, comprising more than 5000 contemporary art works. The Contemporary Art Museum is accredited by the American Alliance of Museums.



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