

**For Immediate Release**  
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### **Mapping the celebration of arts and cultural life along the 7 train in Queens**

"*Híbridos* Collective", a media arts collaborative is launching the Queens Art Express Green Map as part of a 4-day celebration of the artistic and cultural life in the borough in partnership with the Queens Council on the Arts. From Long Island City to Flushing, these artists have captured the arts, culture and local businesses that make up the 2010 Queens Art Express (QAX) landscape in an interactive map. With the QAX Green Map, residents and visitors can plan their attendance to any of the 41 events taking place in the 37 participating art venues, along with the 80 local merchants supporting this celebration. Everyone can interact with the map, write comments, upload photos and videos, give ratings, track happenings and suggest sites.

The online map draws from the award-winning Green Map iconography, each uniquely designed to create a visual language that can be easily adaptable to local needs. The platform is available in English, Spanish, Portuguese, Chinese, German, Japanese and Swedish. For these social artists, mapmaking is not just making a map rather the whole process of meeting with people to learn more about specific sites, researching, planning the map, and measuring the impact of the charted sites through public feedback. Maps can be thematic in nature and highlight community issues, such as gentrification, pollution and community resources to name a few.

The official QAX launch will take place on Wednesday, June 9<sup>th</sup>, at L Haus in Long Island City at 5:30pm. Visit the QAX Green Map at [www.queensartexpress.com](http://www.queensartexpress.com). For more information on the *Híbridos* Collective's mapmaking initiative, please contact them at [queens.greenmap@gmail.com](mailto:queens.greenmap@gmail.com) or visit [www.GreenMap.org/queens](http://www.GreenMap.org/queens)

*Híbridos* Collective currently seeks partners, funders, sponsors and friends to create more projects that involve community residents in mapmaking as a mechanism to build more livable communities. The Collective plans to publish maps in different formats, including digital, print and online media in order to reach a diverse audience.

### **Who is *Híbridos* Collective?**

Beatriz A. Gil is a writer and visual artist born in Mexico City now living in Jackson Heights. She writes memoir, creative non-fiction and poetry on her experience as child of new immigrants growing up in Southern California. She is part of a Queens-based writing group that emerged from *Our Side*, a creative non-fiction writing workshop on cultural identity. In 2009, Beatriz produced a digital story of her journey to New York as part of FLUID, a new media and audiovisual art festival in NYC. She is currently an artist-in-residence as part of the Queens Council of the Arts Space for Art, where she leads art workshops involving writing with seniors.

Carlos Martinez is a Colombian-born mixed media artist based in Jackson Heights. This environmentalist and social advocate has supported art initiatives as a teaching artist at the International Center of Photography's community programs. In 2009, he participated of The Laundromat Project's Create Change residency program where he recorded personal journeys using a portable photo booth-meets-confessional stationed at his local laundromats. This year, Queens Council on the Arts selected him for the Individual Artist Initiative and the Space for Art residency program.

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