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New book *We decorate the dead* celebrates Day of the Dead tradition Widely-known Arizona Artist Zarco Guerrero Debuts as Author

Mesa, Arizona
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Mesa, Arizona.— Deeply rooted in the tradition of *El Día de los Muertos* or *Day of the Dead*, a new book by widely-known Arizona artist Zarco Guerrero has been just published by the Hispanic Institute of Social Issues (HISI). *We decorate the dead* enters the literary and arts scene not just as a beautiful and representative book about one of the most distinctive Latino traditions, but also as a beautiful artistic expression merging the power of the written word with imagery of acclaimed artwork.

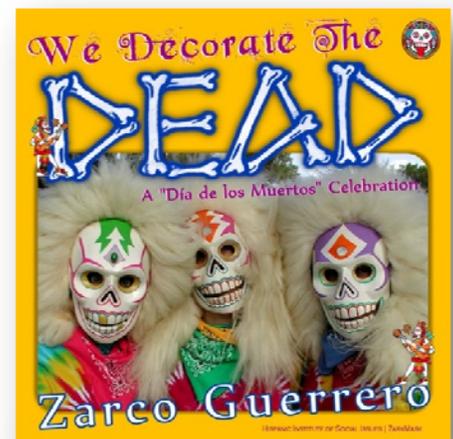
Authored by Zarco Guerrero, *We decorate the dead* is based on a poem that reflects on the customary practice of remembering the dead in a reverent, yet festive way. Guerrero's poetic expression flows out with naturalness and simplicity as he ponders the reasons why we honor the departed ones. By exploring the Day of the Dead celebration—a Latino tradition of unique attractiveness and marvel to other cultures— Guerrero moves readers to their own reflections, inspires them to press on in observing the custom and stimulates a desire to learn more about el *Día de los Muertos*.

In addition to the beautiful poem, *We decorate the dead* displays an awesome collection of photographs of Day of the Dead artwork—masks, drawings, sculptures and altars—as well as images of local *Día de los Muertos* festivals pioneered by Guerrero and his family in Mesa, Arizona. As a whole, the book itself comes together as an exceptional art piece blending literature, artwork, and visual appeal through photographs.

Zarco Guerrero and his family are an all-Latino artistic Arizona clan with a life-time involvement in the Arts. Him and his wife, Carmen DeNovais-Guerrero, have excelled in music, plastic arts, theater performance and production, as art advocates and organizers, and have raised their three children as talented artists. Zarco and Carmen are a local influential fixture in the Arizona and the Southwest arts scene; they have also travelled extensively to many other countries promoting, teaching and displaying their artwork.

We decorate the dead, is the result of years of involvement, hard work and leadership of Zarco and Carmen. Together they engendered the entire content of the book, Zarco contributing with the poem and his extraordinary artwork, and Carmen with additional texts about *La Calaca* (the skull mask), *Día de los Muertos*, and most of the beautiful photographs illustrating the book. The superb graphic design and book production bringing all the art together in the book was in charge of HISI's Production Director Yolie Hernandez.

HISI anticipates an enormous success for *We decorate the dead*, and is proud to present such an awesome work from the Guerrero family. This book will easily prove its value and contribution to the Arts in Arizona and elsewhere. The book is being distributed exclusively through ZarkMask. Contact Carmen at 480 - 834-5731 | e-mail: carmen@zarkmask.com | www.zarkmask.com



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Over 35 color illustrations and pictures