



# Smithsonian

*Archives of American Art*

## A Finding Aid to the Joe Lopez Papers and Gallista Gallery Records, 1966-2016, in the Archives of American Art

Sarah Mundy

The processing of this collection received Federal support from the Latino Initiatives Pool, administered by the Smithsonian Latino Center.

2018/10/26

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## Collection Overview

<b>Repository:</b>	Archives of American Art
<b>Title:</b>	Joe Lopez papers and Gallista Gallery records
<b>Date:</b>	1966-2016
<b>Identifier:</b>	AAA.lopejoe
<b>Creator:</b>	Lopez, Joe, 1945-
<b>Extent:</b>	1.7 Linear feet 32.93 Gigabytes
<b>Language:</b>	English .
<b>Summary:</b>	The Joe Lopez papers and Gallista Gallery records measure 1.7 linear feet and 32.93 GB and date from 1966 to 2016. The collection is comprised of biographical records that include interviews with Lopez, autobiographical writings by Lopez and writings by others, printed and digital materials, artwork, and photographic and moving image materials. Records for the Gallista Gallery include trademark files and legal records pertaining to the lawsuit against Lopez by E and J Gallo Winery over the use of the word "gallo."

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## Administrative Information

### Acquisition Information

The Joe Lopez papers and Gallista Gallery records were donated by Joe Lopez in 2016.

### Processing Information

The collection was processed and a finding aid prepared by Sarah Mundy in 2018. Born-digital materials were processed by Kirsi Ritosalmi-Kisner in 2020 with funding provided by Smithsonian Collection Care and Preservation Fund.

### Preferred Citation

Joe Lopez papers and Gallista Gallery records, 1966-2016. Archives of American Art, Smithsonian Institution.

### Restrictions

Use of original papers requires an appointment and is limited to the Archives' Washington, D.C., Research Center. Use of archival audiovisual recordings and born-digital records with no duplicate copies requires advance notice.

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## Biographical / Historical

Joe Lopez (1945- ) is a painter and founder of the Gallista Gallery (1996-2016) in San Antonio, Texas.

Lopez grew up in El Barrio Escondido, a neighborhood in San Antonio. He was introduced to art through his Uncle Basilio, a folk artist. While a student at St. Anthony Shrine School, Lopez gained the attention of one of the nuns which led to a scholarship to attend the Witte Museum Art School. He also attended La Villita School of Art, the San Antonio School of Art, and was awarded a scholarship to McNay Art Museum school. Lopez trained with artists Warren Hunter, John Squire Adams, Finis Collins, and Jesus "Chista" Cantu. Because Lopez was born with one hand, artist Jesse Treviño was an inspiration to Lopez for his ability to paint with one hand.

Lopez's paintings often feature gallos, the Spanish word for roosters, because they symbolize strength and pride in Chicano and Mexican American culture. Lopez opened his own gallery in 1996 because he was having difficulty booking exhibitions at other galleries. The original name of the gallery was Puro Gallo, and he changed the name to Gallista Gallery in 1998. Gallista was coined by Lopez to describe those who supported him during a five year court battle with E and J Gallo Winery. The wine company initiated the lawsuit against Lopez over the use of the word "gallo." The gallery became a bedrock of the community, fostering the talents of local Latino artists long after the lawsuit ended.

Early in his career, Lopez worked in the art department for Dillard's and Centeno's supermarket before becoming employed in the graphics department at Fort Sam Houston, a U.S. Army post in San Antonio. He retired in 2007 from Fort Sam Houston after 22 years.

Lopez's work has been exhibited at the McNay Art Museum, Laguna Gloria Art Museum, and other museums throughout Texas. His paintings have been featured on posters and covers of music albums including *Taquachito Nights: Conjunto Music from South Texas* produced by Smithsonian Folkways Recordings and *Puro Gallo* by Los Padrinos.

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## Scope and Contents

The Joe Lopez papers and Gallista Gallery records measure 1.7 linear feet and 32.93 GB and date from 1966 to 2016. The collection is comprised of biographical records that include interviews with Lopez, autobiographical writings by Lopez and writings by others, printed and digital materials, artwork, and photographic and moving image materials. Records for the Gallista Gallery include trademark files and legal records pertaining to the lawsuit against Lopez by E and J Gallo Winery over the use of the word "gallo."

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## Arrangement

The collection is arranged as six series.

- Series 1: Biographical Materials, 1966-2013 (Boxes 1, 3; 6 folders, ER01-ER06; 19.32 GB)
- Series 2: Writings, circa 1997-2002 (Box 1; 6 folders)

- Series 3: Gallista Gallery Records, 1990-2016 (Boxes 1, 3; 0.8 linear feet, ER07; 7.53 GB)
  - Series 4: Printed Materials, circa 1975-2015 (Boxes 1-3; 0.4 linear feet)
  - Series 5: Artwork, circa 1990-2008 (Boxes 2-3; 5 folders)
  - Series 6: Photographic and Moving Image Materials, circa 1985-circa 2010 (Box 2; 0.2 linear feet, ER08-10; 6.10 GB)
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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

Chicano art movement  
Latino and Latin American artists  
Mexican American artists

### Types of Materials:

Interviews  
Scrapbooks

### Names:

Gallista Gallery

### Occupations:

Painters -- Texas -- San Antonio

### Functions:

Art galleries, Commercial -- Texas

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## Container Listing

### Series 1: Biographical Materials, 1966-2013

5 Folders (Boxes 1, 3)

22.6 Gigabytes (ER01-ER06)

Scope and Contents: Biographical materials include numerous awards and certificates received by Lopez for his work with the U.S. Army and arts related organizations and events, material for his first solo exhibition at the Mission Gallery, and documents relating to his marriage ceremony in 1966. The series also includes Lopez's interviews in digital format and via e-mail correspondence with a college student and Los Inocentes, as well as an interview with Gary Keller about Lopez conducted by Manuel Martinez.

Box 1, Folder 1	Awards and Certificates, 1983-2013 Notes: Includes a photograph of Lopez receiving a Certificate of Promotion from the Department of the Army.
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Box 3, Folder 1	Awards and Certificates, 1996-2005
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Folder ER10	Ford Salute to Education Luncheon, San Antonio, TX, Digital Video Recording, circa 2000 3.28 Gigabytes (One computer file) Partial recordings only Notes: Fourth and fifth videos in the recording.
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Folder ER01	Citation Ceremony, City of San Antonio (June 23, 2005), Digital Video Recording, 2005 10.94 Gigabytes (One computer file)
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Folder ER02	Hispanic Heritage Month Event, U.S. Medical Command, Fort Sam Houston, TX (September 18, 2007), Digital Photographs, 2007 0.246 Gigabytes (52 computer files)
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Folder ER03	Retirement Luncheon, San Antonio, TX (December 13, 2007), Digital Photographs, 2007 0.023 Gigabytes (Nine computer files)
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Box 1, Folder 2	Exhibition, Hermosa Vida, Mission Gallery, circa 1984 Notes: File contains an exhibition announcement, clipping, and price list for Lopez's first solo exhibition.
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Box 1, Folder 4	Interview, Gary Keller Interviewed by Manuel Martinez, 2006 Notes: Interview was conducted via e-mail regarding Lopez.
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Folder ER04	Hispanics Today, TV Program; Interview, Digital Video Recording, circa 2000
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6.42 Gigabytes (One computer file)  
Partial recordings only

Folder ER10	KLRN TV, Interview, Digital Video Recording, circa 2000 3.28 Gigabytes (One computer file)
Folder ER05	Paintings of Joe Lopez, student video for the RTV Department of San Antonio College (April 4, 2002), Digital Video Recording, 2002 1.63 Gigabytes (One computer file) Partial recording only
Folder ER06	The Artist Speaks: Exploring Who I am - Franco Mondini Ruiz, Joe Lopez & Terry Ybanez (April 25, 2012), produced by UTSA, The Academy for Teacher Excellence, Digital Video Recording, 2012 0.059 Gigabytes (One computer file) Partial recording only
Box 1, Folder 5	Wedding Documents, 1966

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## Series 2: Writings, circa 1997-2002

### 6 Folders (Box 1)

Scope and Contents: Writings consist of Lopez's collection of autobiographical short stories and a radio commercial script. Other writings are by Irma I. Rodriguez, a play by Christopher St. John Sampayo, Xavier Garza, and poems by various authors often about Lopez and the Gallista Gallery.

Box 1, Folder 6            By Lopez, "Corazon de Gallo: Non-Fiction Short Stories", circa 2000  
Notes:                    Includes handwritten manuscripts and printed copy.

Box 1, Folder 7            By Lopez, Radio Commercial Script, circa 1997

Box 1, Folder 8            By Others, "American Education Project: Survival of Education in Three Generations of Mexican-Americans," Student Paper by Irma I. Rodriguez, 2002

Box 1, Folder 9            By Others, "The Gallista," Play by Christopher St. John Sampayo, circa 1997

Box 1, Folder 10            By Others, Poems, circa 1995-2003  
Notes:                    Includes poems, mostly about Lopez, by Nephtalí De León, Reyes Escalante, Jesse G. Herrera, and Citlali Zentella.

Box 1, Folder 11            By Others, "Puro Gallo" by Xavier Garza, circa 1997

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## Series 3: Gallista Gallery Records, 1990-2016

0.8 Linear feet (Boxes 1, 3)

7.53 Gigabytes (ER07)

Scope and Contents: This series contains building records; contracts and agreements; a mix of personal and business correspondence; a fundraising event held early in the gallery's history; press; projects that include files for Arizona State University, Canto del Gallo, and Los Padriños music album cover art; promotional materials; files mostly relating to the lawsuit against Lopez by E and J Gallo Winery; a scrapbook of printed materials and photographs; and files for the trademark of the Gallista Gallery logo.

Box 1, Folder 12	Building, Certificate, 2000
Box 1, Folder 13	Building, Lease, 1998
Box 1, Folder 14	Building, Sales Flyers, circa 2015
Box 3, Folder 2	Building, Survey Plat Drawing, 1998 Notes: Survey is for Gallista Gallery location at 1913 S. Flores Street.
Box 1, Folder 15	Contracts and Agreements, 1994-2014
Box 1, Folder 16	Correspondence, 1990-2016 Notes: The majority of the correspondence is regarding Lopez's business activities, but is also with friends, family, community members, artists Richard Sanchez and Jose Esquivel, former State Rep. Jim Solis, staff members at the Serie Project, and with supporters of Lopez during the lawsuit with E and J Gallo Winery.
Box 1, Folder 17	Logo Design, circa 1997
Box 1, Folder 18	Press, circa 1999
Box 3, Folder 2	Press, circa 1999
Box 1, Folder 19-22	Projects, 1998-2009 Notes: Includes publishing and other projects with Arizona State University, and a sound recording of <i>Puro Gallo</i> by Los Padriños. Commercially published recording not transferred.
Folder ER07	Round Table Discussion, Gallista Gallery (September 27, 2008), Digital Video Recording, 2008 7.53 Gigabytes (One computer file)
Box 3, Folder 2	Projects, 2009
Box 1, Folder 23	Promotional Material, 2006

Box 1, Folder 24-28	Puro Gallo, circa 1997 Notes: The majority of the materials are legal papers regarding the lawsuit against Lopez by E and J Gallo Winery and include files for law firms, the Puro Gallo Defense Fund, and the gallery's lease.
Box 3, Folder 3	Scrapbook, circa 2000s Notes: The scrapbook contains exhibition announcements and other printed material produced for Gallista Gallery along with photographs of events and people associated with the gallery.
Box 1, Folder 29-36	Trademark, 1994-2013 Notes: Includes trademark reports and U.S. Patent Office files for the trademark of Gallista gallery products.

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## Series 4: Printed Materials, circa 1975-2015

### 0.4 Linear feet (Boxes 1-3)

Scope and Contents: Printed materials contain art reproductions, booklets and pamphlets, Lopez's first business card, clippings, exhibition announcements and catalogs, flyers, magazines, newsletters, and posters relating to Lopez, his career, and Gallista Gallery.

Box 1, Folder 37	Art Reproductions, circa 2000
Box 3, Folder 1	Art Reproductions, circa 2000
Box 1, Folder 38	Booklets and Pamphlets, 1989-circa 2000
Box 1, Folder 39	Business Card, Lopez's First Business Card, circa 1985
Box 1, Folder 40	Clippings, circa 1988-circa 2010
Box 3, Folder 4-5	Clippings, circa 1988-circa 2010
Box 2, Folder 1	Exhibition Announcements and Catalogs, circa 1980-2008
Box 2, Folder 2	Flyers, circa 1990-2015
Box 2, Folder 3-4	Magazines, 1999-2014 Notes: Includes several issues of <i>Los Inocentes Not Guilty</i> in which Lopez is credited as the art editor.
Box 2, Folder 5	Newsletters, 2001
Box 3, Folder 1	Posters, circa 1997

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## Series 5: Artwork, circa 1990-2008

### 5 Folders (Boxes 2-3)

Scope and Contents: Artwork consists of drawings, mock-ups, and sketches by Lopez and unidentified artists. Some of the preparatory drawings and sketches are labeled with the final artwork's title. Mock-ups include sketches with text for flyers and other projects, as well as a print on fabric.

Box 2, Folder 6	Drawings, circa 1990-2008
Box 2, Folder 7	Mock-Ups, circa 2000
Box 3, Folder 6	Mock-Ups, circa 2000
Box 2, Folder 8	Sketches, circa 1990-circa 2005
Box 3, Folder 6-7	Sketches, circa 1990-circa 2005

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## Series 6: Photographic and Moving Image Materials, circa 1985-circa 2010

### 0.2 Linear feet (Box 2)

#### 6.1 Gigabytes (ER08-ER10)

Scope and Contents: Photographic and moving image materials of Lopez are photographs, digital prints, and in digital format; photographs of events; photographs and a digital print of the Gallista Gallery; and photographs and slides of works of art.

Box 2, Folder 9	Joe Lopez, circa 1990-circa 2010 Notes: Includes photographs and digital prints, many labeled, of Lopez and others at exhibitions and other events.
Box 2, Folder 10	Joe Lopez, circa 2000
Folder ER08	King Huevo Joe Lopez and Queen Huevo Enedina Vasquez, Huevos Rancheros Gala and Art Auction (October 16, 2004), Digital Photographs, 2004 0.27 Gigabytes (121 computer files)
Folder ER10	El Barrio on My Mind, Mural with students, Digital Video Recording, circa 2000 3.28 Gigabytes (One computer file) Partial recording only Notes: Second video in recording.
Box 2, Folder 11	Events, circa 1990s
Folder ER09	Images en Transicion, The Evolution of Contemporary Imagery in El Dia de los Muertos, Institute of Texan Cultures, University of Texas at San Antonio, Digital Video Recording, circa 1995 2.55 Gigabytes (One computer file)
Folder ER10	Day of the Dead in Corpus Christi, TX, Alamo Telecommunications Council, Digital Video Recording, circa 1995-2005 3.28 Gigabytes (One computer file) Notes: Third video in recording.
Box 2, Folder 12	Gallista Gallery, circa 1997
Box 2, Folder 13-14	Works of Art, circa 1985-circa 2000

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