

NEWS RELEASE

LéaLA 2023: An Interactive Space for Spanish, Art and Imagination Léala Book Festival Returns With An Extraordinary Program

Los Angeles, CA - September 5, 2023 -- Art, culture and literature will be the guests of honor during the LéaLA, Spanish Language Book Fair and Literary Festival of Los Angeles celebration, produced by the University of Guadalajara Foundation USA in Los Angeles, from September 14th to 17th, including the participation of dozens of exhibitors.

“There will be activities for everyone at this event which coincides with Hispanic Heritage Month,” said Marisol Schulz Manaut, General Director of LéaLA and the Guadalajara International Book Fair, one of the most important literary events in the world.

The four-day program will offer [lectures](#) such as "The Story of the Invisible Book," presented by [Esmeralda Ceballos](#); *Journey to Imaginary Lands* "Discovering the Magic of Literature," presented by [Antonio Malpica](#); and "What is the purpose of Reading, " where Mónica Lavín will talk about the meaning of books and the “delight it is to travel through the pages in a world of dreams and adventures.”

The poet, journalist and screenwriter [Benito Taibo](#), will be leading the discussion, "Reading is Resisting," where he will speak about the reasons why reading and the Spanish language are a way of maintaining one's roots and identity in a city like Los Angeles; And referring to the importance that poetry will have at LéaLA he says, “This is where it will be possible to give voice and expression to new forms of creation that are happening right now in the Latino community in the United States... Without a doubt it will be a wonderful experience.”

In addition to the conferences, LéaLA 2023 has scheduled a series of workshops organized by *Letras para Volar* (Letters to Fly), aimed at children in Los Angeles and its surroundings, where the little ones will explore the different facets of Mexican popular art. More than 3,000 children are expected to attend this year from school districts alone. “This fills us with joy because we will be addressing the new generation of readers,” said Schulz Manaut.

Among these workshops is the [Alebrijes](#) workshop which will reveal the dream of **Pedro Linares**, artisan creator of alebrijes, those mythical and colorful figures that are part of Mexican popular art. The workshop is directed by **Marisol de la Peña** and children from 6 to 8 years old may participate.

Another workshop is [Los Muralistas](#), which takes back the artistic movement headed by **José Clemente Orozco**, **Diego Rivera** and **David Alfaro Siqueiros** and the surrealist painters [María Izquierdo](#), [Frida Kahlo](#) and [Leonora Carrington](#). This hands-on activity led by **Patricia Quetzalli Bravo Rosas** is dedicated to children from 8 to 10 years old and allows participants to experience painting on a canvas that is part of a mural. All workshops are free of charge. The attendee capacity per workshop is 30 children. They will take place every hour from 9:00 AM to 2:00 PM and from 3:00 PM to 7:00 PM, during the four days of the festival.

Of course, LéaLA offers a space to meet the writers and learn about their work. Among the authors present will be **Silvia Vázquez-Lavado**, who will present her book *El abrazo de la montaña* (In the Shadow of the Mountain), published by Editorial Planeta. Vázquez-Lavado tells the story of Silvia who plunged into a deep depression and in a self-destructive spiral of alcoholism and excessive sex, decides to return home ready to face her darkest shadows.

LéaLA will feature 30 of the most recognized authors in Spanish, that will have open talks, dialogues with different themes and also open up their conversation to attendees.

In addition, book exhibits by more than 30 publishing houses will have books for sale in Spanish and for all ages. All activities are completely free.

LéaLA is made possible thanks to great collaborations with foundations and institutions such as the **Grodman Legacy**, the **Cervantes Institute of Los Angeles**, the **UdeG Alumni Association of Los Angeles**, **Los Angeles Public Library**, **LA Metro**, **El Pueblo de Los Angeles**, **Arizona State University**, **LA Plaza de Cultura y Artes**, **Consulate General of Mexico in Los Angeles**, **Northgate Market**, **Mundo Maya Foundation**, **Chago's Tortas Ahogadas**, **Mezcal Union**, **Sheraton Grand Los Angeles**, **Don Chente**, **Chef Martin Guerrero**, **Casablanca**, **Camelo's**, **Moonlite Kitchen**, **Maestro Dobel Tequila** and **Tampico**.

Thanks to the support and commitment of LéaLA 2023 ambassadors and media partners, the public is being invited to spread the word to the entire Los Angeles community and surrounding areas. Some of the eighth annual Ambassadors include: **Dunia Elvir**, lead news anchor on Telemundo 52 and President of NAHJ Los Angeles; “El Terrible”, **Alberto Cortez**, 97.9 FM La Raza; **Fernanda Kelly**, Artist and CEO of NYTAQ; **Jackeline Cacho**, TV Host, Triunfo Latino; **Martin Ortiz**, Honduras Magazine USA;



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Naibe Reynoso, journalist, writer, founder of Con Todo Press; **Sara Mijares**, Mundo Maya Foundation; singer **Azuzena**, from Jalisco; journalist **María Alejandra Requena**; and “La Catrina Andante” **Livette Ruvalcava**. Media partners include: **ABC TV 7; Estrella Media /Que Buena Radio; Honduras Magazine USA; KPFK 90.7; NAHJ-The National Association of Hispanic Journalists; NBC 4/Telemundo 52** and **The Eastsider**.

The Facts

What: LéaLA, Spanish Language Book Fair and Literary Festival

When: September 14-17, 2023

Where: LA Plaza de Cultura y Artes, 501 N Main St, Los Angeles, CA 90012

Admission: Free admission.

More information: <https://lea-la.com>

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For more information:

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