

NEIGHBORS MUSIC ARTS EVENTS IDEAS

the CORONADO

Spring 2024

DISPATCH



Quarterly Neighborhood Magazine



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Dispatch? Wanna write up a story,
or submit someone for the artist,
musician, or neighbor spotlight?
Great. Send it on over to [info@
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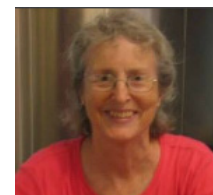
Kirsten Keane



Phil Freedom




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Donna Reiner

*In this issue be on the look out for QR codes and Spotify codes for that multi-media experience. Like this one. You have to use the Spotify app for the playlist to work.





Greetings good people! Neighbors, friends, friends of neighbors and neighbors of friends, welcome to the Spring 2024 issue of the Coronado Dispatch! We are excited to bring you the Oak Street Alley Mural festival and feature the artists, and one of the neighborhood musicians in this issue, as well as an invitation to participate in the Coronado Neighborhood Association and the upcoming events hosted in the neighborhood. Whether you call it the bubble, the square, the nod, or the best neighborhood ever, I'm sure you can agree that this place is a unique and active community. Somehow we ended up here at this time and place to call forth meaningful and purposeful events, relationships, and experiences.

I've been here since 2003 in 5 different houses, had both of my kids birthed inside these houses, was inspired to ignite a golf cart movement, had a mathematical realization about the self-organization of numbers in these houses, was inspired to help start Questions, Ideas, and Conversations, the Electric Vehicle Rally, and OSAMF, as well as a few other random projects like the Kids Park Crawl and Pedestrian Bridge Soccer (way back)... My point is that this neighborhood has felt like an open platform for me to visualize and manifest so many things. AND its only been able to come to fruition because there are so many kind, creative, curious, and generous souls residing this side of the 10 and 51.

That being said, I wanna encourage you all to get more involved, whether thats with the CNA, Waynefest, Oak Street, or even just on your own, with a few neighbors or friends, doing random and silly, or serious and meaningful things. Strength in communities comes from developing relationships with each other and active participation in your community. Ask for names a 2nd or 3rd time (its ok), Form groups and meetups, connect with others already doing it. Life is short. Lets make it the best experience we can for all. Cheers! See you around.

*A Letter from the
Director Phil Freedom*

Artist Spotlight

by Mac Durden

Tato Caraveo

photo by Charles Durr



Tato is one of the most well-known and prolific muralists in the Southwest. With his signature style of surrealist contortion-esque distorted musicians, casually chilling, laaying back hard, or doubled over plucking strings or blowing horns, even if you dont know him, chances are you have seen his work. Not only a lifetime muralist with over 3 decades of work in the area, he is also a talented jazz musician, playing bass in jams often into the wee hours, or known for holding it down and helping manage the recently closed Lost Leaf. He is approachable with a positive attitude and is quick to smile and laugh. He is also a renewed father and after seeing him at the Porch Concerts and the Kids Carnival, I realized he is once again a Coronado neighbor, and I figured he'd be perfect for the Dispatch.

How did you get into art and music?

Got into music at 6 yrs old thanks to my Dad, and took it more seriously in high school which is when I got more into art as well. Through art magnet program at south mtn high school.

Do you feel that creativity is innate or a function of a persons environment?

I feel art is both innate and a function . All kids love art and some continue to do it as they grow, while others it serves as a therapy or calming hobby usually when they get older and have extra time to keep them busy.

How have you been able to cultivate your style?

I think my style has evolved over the years with heavy



influence from the early days of graffiti art and surrealism which is what got me into art in the early days and later blending them together to create my style.

What are some of your influences?

Some of my influences range from classical masters, the impressionist, to the early era of surrealism.

It feels like you feature a lot of surrealistic musicians in your work... is it to twist the focus, fit people into certain spaces, or what is it?

The compositions of the musicians started when I was painting super small canvases and fitting them in a stylized form usually with sharp angles or curved angles, but mainly to make them as big as possible and fit as much of the figure in a small space.

Lately you have been doing large scale murals of realistic skulls with colorfully contrasted lighting and such... what is it about skull that makes it such a motif in art especially in Southwestern, Mexican, or Chicano art? Why do you find yourself drawn to them?

The glowing skulls comes from a series I started a few years ago experimenting with light, I've always been drawn to them since I was younger. Most of the bands I liked usually had some kind of skull in



there art. Skulls are a blunt reminder that we are all temporary.

Do you see art and music linked?

For me art and music are intertwined, the feeling of a song can inspire an image in my mind as a painting can inspire a certain sound or song. Both create emotions/ feelings and I believe are linked.

You have been able to scale up murals to multi-level buildings? What has been the most difficult about doing art that's 5 stories tall?

The difficult part of scaling up a large scale mural would be the up and down to step back and make sure proportions are correct which is very time consuming. But once a proportioned sketch is done the fun part of painting begins and makes it all worth the time you put in it.

As a professional artist that came up as a graffiti artist, do you still appreciate for random illegal tags and throw-ups (quick 2 color pieces)?

I like seeing the younger generation coming up, reminds me of where I started. And I still photograph a lot of it to continue documenting the evolution of the art form from this city. Also appreciate the fact that when I meet some of these guys and gals, they make sure to let me know that they always spread the word to not tag on my murals. Which has never happened (yet) haha





I feel like Sonorus was mostly jazz with a metal and rock influence, do you find yourself more drawn to jazz than other forms of music? And why?

I do find myself more drawn to jazz than other styles of music, but that comes from early hip hop, which was a big influence on me which led me to jazz. But



I still like all kinds of music, but more psych and funk based.

How did you end up in Coronado?

My first house I bought was in Coronado in '98, sold that one in 2002 and was renting in the neighborhood for a few years. After living throughout downtown I finally bought a house in the Brentwood neighborhood a couple years ago, which falls under the greater Coronado district. I guess some call it Coro Not Though. Haha

What are you working on now?

Currently I've been catching up on commission works that have been on hold for awhile along with a few residential murals I just completed as I prepare for my next large scale mural project on 7th st and Oak, which is scheduled to start around May I believe. In between all of that I'm working on a body of work in hopes of doing a pop up art show along the miracle mile somewhere. Looking for space if anyone has any leads...



See more of Tato's work from the QR code or check tatocaraveo.com



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J. SCOTT HOWARD & THE FREIGHTLINERS

Interview by Phil Freedom

Scan + Listen



J. Scott Howard has been playing music in the valley for 20+ years as the front man for Tramps and Thieves as well as his solo project and now as J. Scott Howard and the Freightliners. His emotive singing and thoughtful storytelling makes him a great performance to experience. He is performing at Oak Street this year so I thought it would be fitting to interview him.

How long have you been playing in bands and which ones?

I have been in bands ever since my Air Force days, eons ago. Each one more serious than the next, at least to my mind. Tramps & Thieves was my band for almost 20 years and four albums. I am immensely proud of that run, but I INTEND that it is not all I am remembered for, musically. We last reformed for an annual gig on Thanksgiving Eve at Crescent Ballroom.

Have you always been a frontman and songwriter?

I have just always wanted to make new things. If it weren't music, I would paint or write short stories, etc. I am not much of an entertainer, though I've grown into it somewhat. I've done solo/acoustic gigs ever since I tried open mic nights in like 1998. I am a songwriter and that ends up making me a band-leader-ish, by default (these words make me cringe a little.)

You have quite a catalog of music, albums, and songs... and the style comes off a bit classic and well produced... do you find it easy to write

songs or do you have a dedicated process of some sort?

For me, songs always start on acoustic guitar and therefore end up being singer/songwriter-like. This is something I both like and dislike. One of the fun things about my current band, J. Scott Howard and the Freightliners, is that for a bulk of the songs, I have written vocal melodies and lyrics to music that they had assembled previously. I have tried to take the vibe of each song and add to it. So, this is a great departure from my usual way—it is like writing music on spec. Also, I have brought my songs to the band and they add their magic to them. Writing songs is not easy. Having a process and discipline would probably make it easier but I stumble along without much of either. What I do have is a long-range-stick-to-it-iveness. I keep coming back to it, multiple times a day even.



What is it about music that speaks to you?

Of all art forms, music is the one most able to weave into the fabric of our lives. I know that sounds hokey. I love visual art but have never had a painting pop into my head and stick with me for days, like a song can. I like music with vocals. The melding of words, music, melody are mysterious and endlessly fascinating to me.

Have you ever tried to escape Phoenix... or what keeps you here in Arizona, Phoenix, and in Coronado?

I have lived in the Valley since 1997. I did escape to New Orleans for a few months about 20 years ago. I did not take. I have too many friends here to ever leave again--almost all through music, some through soccer. I love Coronado and have been here since 2004 (gasp). I had no idea it was so cool and artsy, back then. The neighborhood helps me combat my natural reclusiveness.

Why the freightliners?

The guys are all super talented, musical powerhouses.



Freightliners is meant to capture their energy and strength. They are: John Knelange on drums, Brad Traweek on guitar, and Mike Willinger on bass. Generally speaking, they favor heavier music than I do, so we have found a good balance of assets.

Whats next for yall?

New J. Scott Howard and the Freightliners album of 11 original songs coming out this year. We are 75% done with it. Also, I am releasing a 5 song EP featuring my countrified-blues tunes.





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NEW ART

IN THE NEIGHBORHOOD

‘New York In the Desert’ by bacpac at the Hive Backyard

Tennille was insistent that I was “The One” to do this mural:

We are BOTH New Yorkers, BOTH Desert Transplants...and Tennille wanted it to depict “New York in the Desert.”

We met again at the Electric Vehicle Rally a year later, one of Phil Freedom’s community-style events, where I first saw Tennille’s metal flake yellow candy apple golf cart. I thought, okay, she ‘not messin’ around.

We both said, “TAXIS!” “It has to have TAXIS!” The mural concept evolved and as everything I do gets more and more detailed and complicated, I wanted to add her Boston terriers (5 of them)

riding in a taxi the way doggos love to do.

And sadly, two of them are not with us but they remain forever memorialized on the wall.

The title is a theoretical prequel to the movie “Coco Takes Manhattan”, which in my memory, was a REAL film once, made by Melvin van Peebles, the early African American film director. I was sure I had seen it. Apparently, it was only made in my mind: That movie never existed. The similarly-named movie, “The Muppets Take Manhattan”, is a Disney flick and has nothing to do with this mural – or MY CoCo who is hailing the taxi. Tennille said she wanted it to look like this model is leaving the Desert to go to New York.

OAK STREET ALLEY



Lucretia Torva has lived in the “Valley” for 25 years, painting murals from Scottsdale to Chandler, Mesa to Goodyear. She had the good fortune of growing up in Europe, experiencing some well known highlights of Western Art and Architecture. A circuitous path led her to becoming self employed as an artist in 2000 and she hasn’t looked back. Recent projects include an exhibit at Art Farm Iowa, portraits for the Suns Ring of Honor and murals for the Black History Mural project. Along with painting for income, she maintains a fine art practice and exhibits her art regularly.

LUCRETIA TORVA



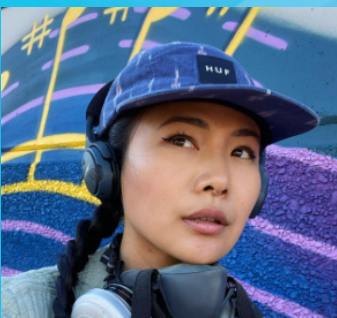
Native of phoenix, started drawing a youth inspired by comics. Got into hiphop as a teen which led to graffiti incorporating airbrush (bought by my dad in an effort of sway me from graff.) Techniques hand in hand with aerosol had now developed into my works of realism. I also use acrylics and oils in brush application.

RAY RIVAS



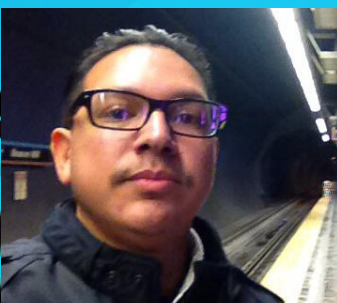
Ancient Astronaut Theorist. Brain Escapist. Painter. Mover. Shaker.

AZTEC SMURF



Shela Yu, aka ShellShaker, is a Chinese American multi-disciplinary artist from Mesa, AZ. Her love of the creative process spans a lifetime of dance, music, art, and healing. The 2020 pandemic, though tumultuous, became an opportunity for Shela to pursue a career in art after a decade of being a massage therapist. The last 4 years have been a transformative time where she has dedicated much of her work to painting murals across Phoenix. Her current objective is to nurture her inner visions. She is gathering her whole self together in order to pave a clear path forward for inner peace. In many ways art has been a best friend in an often lonely life. So as a thank you to art, she is dedicating her life to the full spectrum of creative expression.

SHELL SHAKER



Born and raised in west Phoenix, Bisie is a mixed media artist and sculptor. His artistic roots stem from the early 90’s graffiti and Hispanic cultural roots, where his love for letters and intricate symmetry of the history of graffiti and Aztec design of his culture as an adolescent lead him to develop and produce his current colorful, geometric, aesthetically pleasing works of art. He developed an early taste of the aerosol and canvas artwork which led him to 3D dimension woodwork using mediums of acrylic and aerosol paint, resin enamel. public.

BISIE

FEATURED ARTISTS

“bacpac” is an aerosol artist, using spray cans, airbrushes and spray guns. Coming from a background of spraying custom cars and motorcycles in New York City, “bp” became a Scenic Artist, painting for film, TV and music videos. Bacpac utilizes the digital world, adding 3D Modeling and Augmented Reality to her murals. She also has a fashion brand called “Da Hood,” and has played electric guitar in several punk bands.

BACPAC



Hi I'm Ana I'm a painter living in the valley for the past 12 years. I love psychedelic themes and and experimenting with distorting reality in my art work. This year I'll be working on murals and live art. Follow me to stay connected

ANAX ARTX



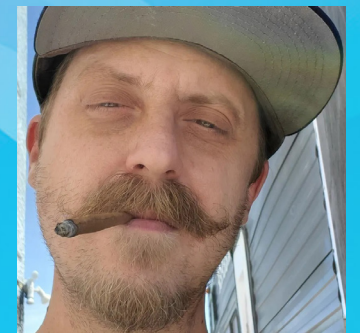
Maxx wants to make the world a brighter place with bold colors and kitties.

MAXX VART



Dapper Dan, aka Omni-Beast, is an Arizona native with an extensive background in art spanning from visual to audio. Dapper uses a multitude of different mediums to convey his concepts and creations. He has been making art since the age of 4 and continues to do so in hopes to innovate and inspire others.

DAPPER DAN



Dewie is a Coronado neighbor and has been sporadically updating his own and neighboring alleys with creative and whimsical mural art.

DEWIE





MACALPINE'S: CORONADO'S OWN HISTORIC LANDMARK

Imagine back to February 1929, when Birch's Pharmacy opened their doors on the corner of 7th Street and Oak. It was quite different here. The population in Phoenix had increased 19,000 people in the past ten years to a whopping 48,118 by 1930. Even though our neighborhood was on the edge of town, there was quite a bit of new construction. There is so much history here, so many stories to be told. Cute stories such as how the delivery driver would rush over and knock on your door if there was a phone call for you at MacAlpine's. Only 40% of homes had a phone in 1930. Even less in 1940. Crazy stories about what was going out the back door during prohibition. We would love to hear any stories you have about MacAlpine's.

When the original two-bay building first opened in the fall of 1928, Pay 'N Takit grocery was in the south portion. The building was built the same year as the Orpheum Theatre and the Arizona Biltmore. The drug store endured the stock market crash of 1929, the Great Depression of the 1930s, World War II, and a migration of thousands to the wild, wild west ... all while Phoenix grew from a small town into the fifth largest city in our great nation.

When Fred MacAlpine, or "Mac" as his friends called him, arrived on the scene in 1938, the name changed to MacAlpine Drug Company. And for those who live in the Coronado Historic Neighborhood, this is our

Historic Landmark! So much so, that the entire building is known simply as MacAlpine's even after Fred sold the pharmacy.

The owner of the building, Leslie Mahoney of the local architectural firm Lescher and Mahoney, added a substantial addition in 1948. Neighborhood safety officer, Jack Ashley's Five and Ten store along with several short-lived restaurants soon appeared. In 1950, the grocery store was purchased by the Isaac and Sanderhoff families who called it I&S Market. MacAlpine's continued to operate as a drug store until the pharmacist, Don Briscoe and his wife Virginia, retired in December 1991.

Walking through MacAlpine's front door is like visiting the set of the movie "It's a Wonderful Life" or "Back to the Future" ... or maybe the sitcom "Happy Days." It is hard to describe the feeling because it seems like you really did step



back in time. It is truly magical! There is nothing like sitting at the counter, spinning on the antique stools, enjoying a burger and fries and an ice cream soda. For a quarter you can select two songs on the 1953 Seeburg jukebox. Sometimes it is a bit fussy about playing the song you chose so you might be surprised! Gazing at the memorabilia, just for show -mind you, and the unique items for sale in the antique/vintage store all add to the nostalgic experience. MacAlpine's is the place you want to go to celebrate a good day or cure a bad day!

Through the years, so many special memories have been made at MacAlpine's: everything from birthdays, anniversaries, company in town, to just a good report card. One of our Coronado neighbors, Will Novak, and his lovely wife Veronica had their first date at MacAlpine's years ago. Other notable customers include Governors, Mayors, Senators, and names such as Wayne Newton, Winnie Ruth Judd, and Frank Lloyd Wright. Last but not least, Bill Thompson and Ladimir Kwiatkowski also known as Wallace and Ladmo plus their sidekick, Pat McMahan.

MacAlpine's had a few owners after the pharmacy closed but no one could quite make it go. There were plans to auction the contents on eBay. Cary and Monica Heizenrader saved MacAlpine's from the auction block in 2001 and built a business on the allure and charm of a soda fountain. The Heizenraders, along with their two daughters, worked incredibly hard to make it the destination it is today. The former pharmacy section became the kitchen which turns out delicious burgers, salads, soups, and more. I love the vegan options. For dessert, there is an amazing assortment of ice cream concoctions and 99 craft soda flavors. MacAlpine's makes amazing pies using Amish recipes. To add to the experience, the Heizenraders added an antique and retro store which is one of my favorite places to shop. You might have caught a glimpse of the interior when MacAlpine's was recently showcased on the Coronado Home Tour. You can see all



the work that has been accomplished to prepare for the reopening; painting, polishing, repairing. Our Coronado neighbor, Sally Viator, worked at MacAlpine's for about 6 years starting in the late '80's. Sally was helping the other day and said you should come see how MacAlpine's "sparkles".

Today our neighborhood historic landmark is struggling to reopen due in part to recovering from COVID and then the untimely death of owners and a serious injury to the other. MacAlpine's has established a GoFundMe campaign in order to bring everything back to life. They are also offering amazing pies on their website as well as selling items from their store, booking private parties and photo shoots, and selling gift certificates. As soon as MacAlpine's has raised enough money, they will be reopening.

The original business opened 95 years ago. With the support of our neighborhood, all of us in Coronado can soon enjoy MacAlpine's 100th Anniversary Celebration! Donna Reiner, PhD (with a little help from Monica Heizenrader)

New to the Neighborhood: Dahlia Tapas Tequila & Wine

You had me at Tapas. Recently my husband and I visited one of Coronado's newest restaurants. Dahlia was a charming experience with next-level service, a romantic yet down to earth vibe, and mouth watering menu options. I asked owner, Audrey Corley, about what else to expect when you visit this new Coronado eatery.

How did you get into the culinary world?

My very first bartending job was in a family restaurant and I have been a lover of food ever since!!

What can neighbors expect when they visit Dahlia?

I think the neighbors should expect a full culinary experience of flavor they will notice the love we put into it from the back of the house to the front!! Our chef who is also one of my business partners puts so much time and work into our plates our whole team is dedicated and ready to give our guests a great experience

What's your favorite dish to prepare or a signature dish?

One of our favorite signature dish is the croquetas I can eat those every day

What drew you to Coronado and this location?

What drew me to Coronado is how supportive the community is My sister has lived there almost 30 years and loves it. There is definitely a unique charm and diversity that I appreciate in the neighborhood

What's to come?

Audrey says that Dahlia is working on expanding hours of operation and also creating some tequila and wine paired dinner experiences. They are considering starting a wine a tequila VIP club in the upcoming months and are excited to work with some local chefs and bartenders to create experiences and new events for their guests! Stay stunned for more and check out their website at dahliatapas.com



DAHLIA
TAPAS TEQUILA WINE



Coronado Neighbors and Friends



Happy 100th Birthday Coronado!



Happy 100th Birthday
By Sheila Krueger and Dorreen Pollack

Birthdays are special. Most of us remember a few “standout” birthdays. Maybe it was your 16th when your driver’s license gave you a ticket out of the house. Or perhaps it was your 21st (or 18th for those a bit older!) when you finally had that first (legal) drink. We often celebrate the decade markers (30, 40, 50, 60, etc.) as milestones.

Imagine that you are approaching your ONE HUNDREDTH birthday!!! Living in a historic neighborhood means we are surrounded by homes approaching (and many have surpassed) that milestone!!!

Our neighborhood has 152 houses older than 100 (built before 1924), with 461 additional homes reaching the century mark between 2020-2029.

Three historic districts make up the Greater Coronado area, Coronado, Brentwood, and Country Club Park. In the Coronado district, the period of significance is 1907-1942. In Brentwood, those dates are 1926-1956. Finally, in Country Club Park, relevant structures built from 1939-1946 define the area. (According to the City of Phoenix Planning & Development

website.)

The 2024 Birthday Club consists of five homes, three on one street! And here they are:

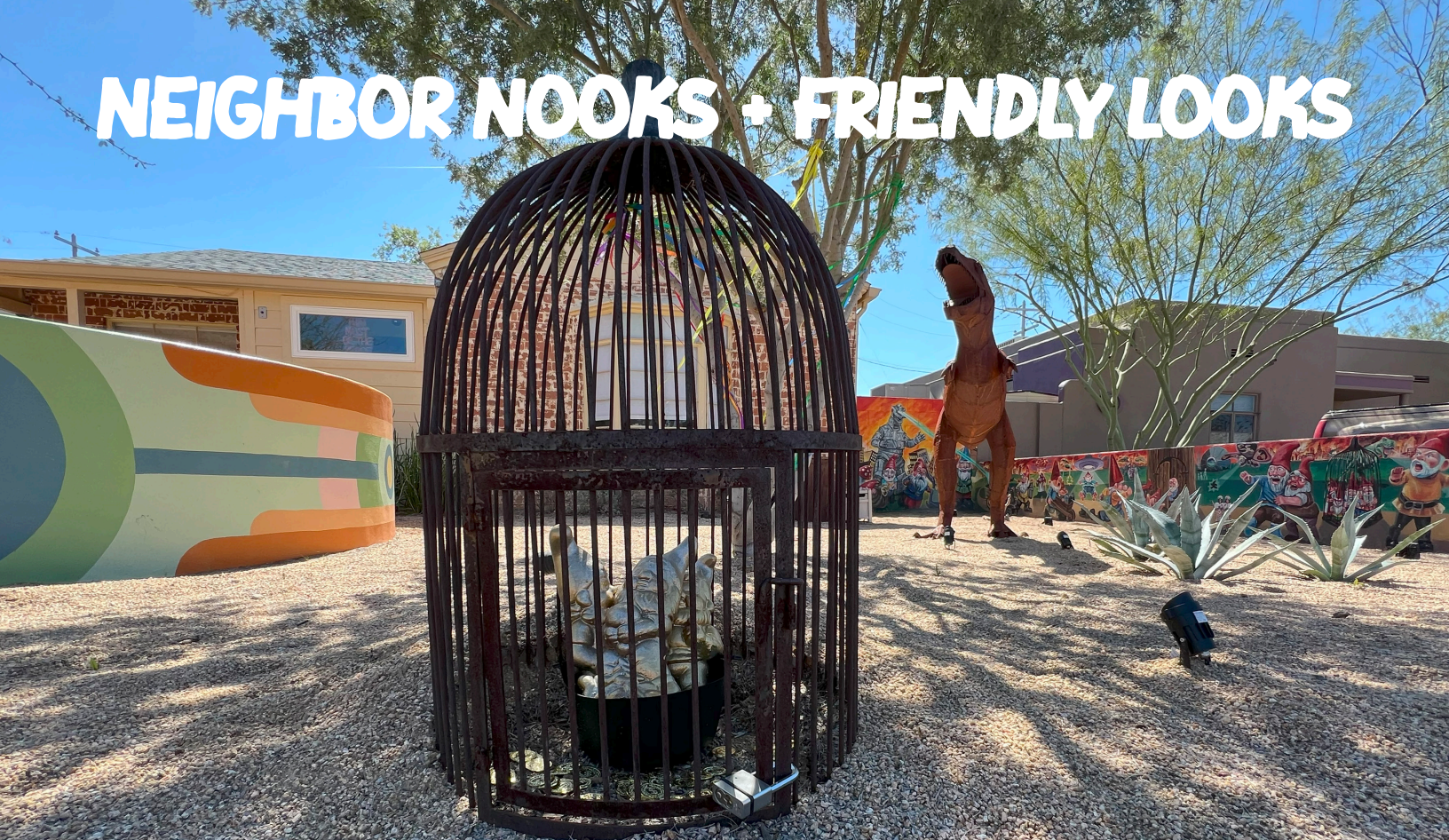
708 E Coronado Rd
2017 N Dayton Street
2209 N Dayton Street
2213 N Dayton Street
2317 N 13th Street

We would love to hear from the current owners of these properties so we can feature the homes in future 2024 editions of the Dispatch. We have the original photos from the application which formed the Coronado Historic District. We’d love to update those photos and add some stories about these Grande Dames.

If you are the owner (or know the owners) of one of these 100-year old beauties, please send an email to Sheila K at: smkarizona@gmail.com

Many thanks to Don Mertes and Donna Reiner, Coronado neighbors with special ninja real estate and historical research skills.

NEIGHBOR NOOKS + FRIENDLY LOOKS



There's No Place Like Gnome

By Kellie Kreiser

Perhaps the best part about living in the “Gnome House” on Monte Vista is that occasionally I will hear little kids outside of my window, talking to the dinosaur. Or I’ll overhear neighbors who have brought visiting friends by and are patiently explaining that they don’t exactly know why the gnomes are in a bird cage, but that they change color for every holiday.

I bought my little house in 2007 having immigrated from Glendale (no judgement). Over the years, I keep adding to it. My mantra has become ‘more is more’ with each added element. If you walk by my yard, it won’t surprise you to learn that I love color. Lots of color. All the color. And I love things that are just a bit off-beat... things that might make you smile.

What you wouldn’t necessarily know by looking at my crazy yard is that it is truly a space built by this community. I’ve had so many neighbors over the years contribute their unique skills and talents to its creation.

The iconic bird cage that houses the ever-changing gnomes was purchased at McAlpines, in their wonderful thrift shop. The dinosaur came

from a guy on 24th Street who imports metal sculptures from Mexico.

The colorful murals are courtesy of local artists. Maggie Keene, of Prince and David Bowie fame, created the long mural depicting a robo-dinosaur from outer space terrorizing fleeing gnomes. If you look closely, you’ll see tons of sly references to old horror films throughout. The big, curved bench (which I built to stop people from stealing my porch furniture!) was decorated by Janel Garza – who was recommended by none other than Coronado’s King of Oak Street Alley, Phil Freedom. Mirroring that style, Samantha Young created the tiny masterpiece of a house number on my curb.

But there are other neighborhood contributions too. The plants and cacti were due to master gardener, Doreen Pollack, whose consulting services are worth every penny. My green-thumb neighbor Tom Nerini gets credit for sharing many of the plants in the yard. And Al Aguinaga (aka “The Guy Who Helps”) made sure that they got into the ground and had water.

The night-time colorful lighting was orchestrated by Kerry Hees, our most excellent neighborhood electrician. Christmas lighting was from handiest of men, Blake Connally, who got up on the rooftop to string them. I still have a few more smile-inducing ideas I’m working on (... that berm is looking mighty empty...) So please stop by to say hi to me ... and the gnomes!

NEW BIZ

In The Neighborhood

Herman Ware and Roberta Arnold here, we are your sea moss enthusiasts and we wish the best for you.

What we want the most for you is that you live every day, strong and with clarity of mind.

The sea moss journey started for us in 2021. A close friend in the health and beauty industry started sharing sea moss on his social media pages and he seemed excited about what seamoss was doing for him.

So Herman reached out to him and ordered his own seamoss from his friend. When he tried the sea moss he was shocked that it didn't take days to feel the effects.

He started feeling energized, fatigue was gone and he was able to wake up without groginess in the morning! That's only one of the satisfying benefits that he felt.

He started sharing each of his new experiences with sea moss on his own social media pages with friends and family. Seeing his strong interest and his humorous posts, his friends and family were intrigued and starting asking him to order sea moss for them.

That's he knew that this was his natural calling. This is the beginning



of something great! Now he could offer something amazing, something essential and it's definitely a passion.

At the same time I (Roberta) also was excited just to get a hold of this superfood that I had heard of before. Now it was here and I didn't have to go searching. I had heard of sea moss, but I had no idea of it's 92 of 102 essential minerals. After processing the raw seamoss, that Herman purchased from his friend, he shared it with me.

The look of the sea moss was smooth like applesauce and I was able to see how simple it is to process it at home.

I also noticed that the effect was immediate. I absolutely suggest it for everyone. My personal experience as a woman who has always felt loss of energy and always exhausted, especially around the time of my monthly cycle because I am anemic.

I have not had that feeling of tiredness, and long 7 days of heavy debilitating menstrual pain and blood loss.

Soon after this we met Matt Berger owner of Senegal and Beyond at Costco and we've had a thriving partnership ever since.



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LA LOTERIA DE CORONADO

Saturday, May 4, 2024 | 5-8 p.m.
Virginia Park (15th Street and Virginia Avenue)

By Kirsten Keane

On a beautiful spring evening a few years ago, surrounded by desert flora, festive music, and a cool breeze, I first played Lotería at the Desert Botanical Garden. They host this event a few times each spring and fall, and the game is customized to reflect things you'd find at the garden (el saguaro, la mariposa, las semillas, etc.).

Throughout the night, a DJ kept the tunes and the party vibes going, attendees enjoyed food and other

refreshments, and the emcee—the cantor—called out the cards and awarded prizes.

I've since returned many times to play Lotería at the DBG and determined that this would be an awesome event to bring to Coronado and personalize for our community!

What is Lotería?

Lotería is a game much like bingo. In this case, tablas—like bingo cards—comprise 4x4 grids. Each square on the grid is numbered and represented by an object. Examples might include la botella (bottle), la araña (spider), el nopal (prickly pear cactus), and more. A cantor—like a bingo caller—calls out



the object on a card, and you mark the corresponding square using markers provided (like dried pinto beans).

Throughout the evening, the aim is to complete different configurations on las tablas—maybe a line of four, the four corners, or even the entire card. When someone thinks they've won, they yell out "Lotería!"

History of Lotería

According to amigoenergy.com: "The traditional lotería has its roots in 15th-century Italy, from which it traveled to Spain. The Spanish brought the game to Mexico in the 18th century.

Initially played by the elite, La Lotería Mexicana grew in popularity in the 19th and 20th centuries thanks to traveling fairs, known as ferias. These ferias brought farmers and families together, and a few games of La Lotería became popular at the events. Cantors would recite their description or riddle about the card drawn. Once the crowd had identified the card, the game would continue.

Early tablas were made of cardboard or tin on which the characters were painted. These Italian Renaissance-influenced art subjects like the sun (el sol), the moon (la luna), and the stars (las estrellas) are known today as the campechana set. The iconography has changed over the years according to fashions and social contexts until the end of the 19th century."

La Lotería de Coronado

This spring, we're bringing Lotería to Coronado through a City of Phoenix Parks Activation Grant awarded to the Coronado Neighborhood Association. The event is free to attend, and we welcome people of all ages! There will be food, music, prizes, and more.

To personalize the game to our community, **we're asking neighbors to sign up to design the images on the cards using objects, events, and places found in Coronado: el concierto, el pavo real, el caballo miniatura, los murales, y mas!** These designs can be hand-drawn, painted, computer-generated—however you like to make art! Each design should be 5"x7". You'll then submit a final image of your piece, which will be included (at random) on the tablas.

If you or someone you know (any age) is interested in designing artwork for the tablas, visit <https://thecoronadoneighborhood.com/event-5650183>.

We also have sponsored squares available—up to 15 sponsorships. The sponsor can design their own card or have a neighbor design it (through the signup link above). These will also be included at random on the tablas. Each sponsorship is \$100.

If you plan to play the game with us, save the date for Saturday, May 4, from 5-8 p.m. at Virginia Park.



Coronado Neighborhood Association

The Coronado Neighborhood Association (CNA), a registered 501(c)(3) nonprofit, was established in May 1985 and has been serving the neighborhood for almost 40 years. Our monthly meetings are open to all and are held the first Thursday of every month in-person at various neighborhood locations and virtually.

MEMBERSHIP

Your membership dollars support valuable programs and initiatives like this newsletter and everything you see here. We offer individual memberships, family bundles, and business memberships.

EVENTS

In addition to planning and hosting numerous events each year—the iconic Home Tour, the Halloween bike ride, kickball tournaments, etc.—The CNA also supports neighbor-organized events including WayneFest, the Porch Concert Series, the Oak Street Alley Mural Fest, and more.

COMMUNITY TOOL SHED

All active resident members of the CNA have access to our Community Tool shed where you will find just about everything you need for that weekend project. In addition to tools, we have a selection of banquet tables, chairs, and canopies for your next party. Most items are free to borrow.

GIVING PROGRAM

The CNA is thrilled to provide those with ideas for how to better our neighborhood with financial aid to accomplish their goals and initiatives. Categories include Charitable Donations, Arts & Culture, Coronado Kids, and Safety. Must be an active CNA member to apply. Visit the CNA Giving Program page on our website for guidelines on requesting funding: <https://thecoronadoneighborhood.com/Giving-Program>.

BOARD OF DIRECTORS + UPCOMING ELECTIONS

A group of dedicated Coronado residents volunteer their time and talent to supporting the neighbors, merchants, and character of Coronado.

Board member elections take place every spring. We'll introduce all candidates at our next meeting on Thursday, April 4 at 7:00 p.m. at Dark Hall Coffee, then open up voting at the following meeting on Thursday, May 2 at 7 p.m. (location to be announced). Online voting will be open for a week.

We welcome leaders who bring ideas, energy, and enthusiasm to our efforts. Check the website for candidate eligibility and keep an eye on our social media and emails for more info on the roles and election process.

VOLUNTEER WITH US

We need your help! In order to continue our work as well as add more value, we rely on our community of neighbors to step up into planning positions. To get involved, email us at info@thecoronadoneighborhood.com.



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