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**new exhibit shares an intimate portrait of the work and lives of today’s Vaqueros and the birthplace of the modern cowboy**

***Vaqueros de la Cruz del Diablo: Contemporary Photography of the Northern Mexican Cowboy Makes its United States Debut at the Briscoe Sept. 25, 2021 – Jan. 24, 2022***

**San Antonio, TX –** (September 2021) Making its United States debut at the Briscoe Western Art Museum, *Vaqueros de la Cruz del Diablo: Contemporary Photography of the Northern Mexican Cowboy* showcases the birthplace of the modern cowboy, detailing a legacy with profound influence on the American West. With almost 60 images that span more than 20 years of the lives of the vaqueros, [*Vaqueros de la Cruz del Diablo*](https://www.briscoemuseum.org/vaqueros/) features celebrated photographer Werner Segarra inviting audiences to peer into the world of the Norteño Cowboys from Sonora, Mexico, not as a casual tourist, but as an intimate observer. A series of opening events that includes a documentary, artist’s lecture and tours spans Sept. 23-26. Following a preview party on Sept. 24, the exhibition opens to the public Sept. 25, 2021 – Jan. 24, 2022.

Showcasing the people, the work and the landscape, *Vaqueros de la Cruz del Diablo* takes everyone into the little-known culture of the cowboys of Sonora, Mexico, sharing aspects of their daily lives through the eyes and lens of Segarra. La Cruz del Diablo, the Devil's Cross, is a part of the landscape that frames the ordinary life of local vaqueros, revealing complex stories. The exhibition is the result of more than 20 years of the artist immersing himself in that community and culture, capturing the essence of the lifestyle and traditions of the inhabitants of the region. The photographs share the unique, passionate and strenuous life these vaqueros lead, not merely documenting the vaquero, but bringing meaning and celebration to the subjects and their way of life.

“The Briscoe celebrates the authentic stories of the West. Werner Segarra’s images are just that: an authentic portrayal of modern vaqueros whose work, lifestyle and culture are the roots of today’s cowboy. The intimate images take you inside the lives of these vaqueros and provide a new appreciation of their influence on today’s cowboy,” explains Michael Duchemin, Ph.D., CEO and President of the Briscoe Western Art Museum. “Photography is a mainstay of contemporary art, and the exhibition is a natural fit with the Briscoe’s broader collection, showcasing both the cowboy and the Latino influence on the American West.”

Norteño music especially created by Leo Lopez accompanies the exhibition. Video clips further illustrating the stories captured in the photographs are woven throughout the exhibition. *Vaqueros de la Cruz del Diablo* debuts in San Antonio after stops in Monterrey and Torreon, Mexico. After the Briscoe, it is scheduled to travel to Scottsdale, AZ, and other museums in Mexico and the United States, including Segarra’s native Puerto Rico.

A professional photographer for more than 30 years, Segarra has participated in numerous group and individual exhibitions in various international galleries and museums. *Vaqueros de la Cruz del Diablo* showcases the lives and people Segarra has encountered by immersing himself in the Mexican cowboy world. Inspiration for his work comes from personal experience after living in various countries around the world during his childhood and adolescence. Knowledge acquired throughout those years cultivated Segarra's artistic sensitivity and respect for native cultures. The most significant encounter and inspiration for this exhibition was a student exchange that took him to northern Mexico. That experience captivated and motivated him to transmit his love and respect for this culture and share it with the rest of the world.

“Las costumbres y tradiciones de estos vaqueros, y la vida singular, real, apasionada y dura que llevan, reflejan una forma de vida que está desapareciendo en la era moderna. Compartir esa verdadera esencia de los vaqueros de Sonora y usar la fotografía para capturar el sentimiento, el pensamiento y la vida auténticos de los vaqueros, las vaqueras y su comunidad, eso es lo que me inspiró. La habilidad y el arte de sus vidas, la oportunidad de montar con ellos, de ser parte de su día a día y compartir todo eso con ellos, es un honor,” explica Segarra.

*Vaqueros de la Cruz del Diablo* is supported in part by the Elizabeth Huth Coates Charitable Foundation of 1992, the Betty Stieren Kelso Foundation, and the Texas Commission on the Arts, with special consideration to the Wyatt Family Foundation. Events accompanying the exhibition include:

* **“The Making Of” Vaqueros**

**Documentary Screening with Werner Segarra and Ellen Riojas Clark, Ph.D.**

Thursday, Sept. 23, 6 – 8 p.m.

Instituto de Mexico (Mexican Cultural Institute)

600 HemisFair Plaza Way

Join the Briscoe at the Mexican Cultural Institute for a documentary screening and conversation with distinguished guest Ellen Riojas Clark, Ph.D., Professor Emerita in the Department of Bicultural Studies at University of Texas at San Antonio, and Werner Segarra, photographer of *Vaqueros de la Cruz del Diablo: Contemporary Photography of the Northern Mexican Cowboy*. Admission is free.

* **Exclusive Preview Party: *Vaqueros de la Cruz del Diablo***

Friday, Sept. 24, 6:30 - 8:30 p.m.

The Jack Guenther Pavilion at the Briscoe Western Art Museum

Photographer Werner Segarra and Briscoe CEO and President Michael Duchemin, Ph.D., share an exclusive first look at *Vaqueros de la Cruz del Diablo: Contemporary Photography of the Northern Mexican Cowboy*. The event includes complimentary valet, beer, wine, specialty cocktails and light bites. Free for Briscoe members and $25 for future members, [RSVP or purchase tickets](https://briscoemuseum.salsalabs.org/vaqueros/index.html) by Sept 20. Tickets are also available by calling 210.299.4499.

* **Artist Lecture: *Vaqueros de la Cruz del Diablo* with Werner Segarra and John Phillip Santos**

Saturday, Sept. 25, 1 – 3 p.m.

Briscoe Western Art Museum

Listen in as Werner Segarra and guest moderator John Phillip Santos take a closer look at how the videos and photographs of *Vaqueros de la Cruz del Diablo* were created and what inspired Segarra to pursue the subject. Following the lecture, Segarra will sign copies of his book, “Vaqueros de la Cruz del Diablo”, available at the Museum Store. The lecture and signing are free with museum admission.

* ***Vaqueros de la Cruz del Diablo* Artist Tour with Werner Segarra**

Briscoe Western Art Museum

Sunday, Sept. 26, 1 – 3 p.m.

Enjoy a guided tour of the exhibit with photographer Werner Segarra. Peer into the world of the Northern Mexican vaquero as an intimate observer and discover how Segarra was captured the life of the vaquero and a way of life that is on the brink of disappearing. Free with museum admission.

* **Smoke & Embers: The Art of Vaquero BBQ**

Thursday, Oct. 7, 6:30 – 8:30 p.m.

McNutt Sculpture Garden at the Briscoe Western Art Museum

Acclaimed, third-generation pitmaster, author and chef Adrian Davila of Davila’s BBQ in Seguin, TX, leads an in-depth, hands-on demonstration of the history and techniques behind the cuisine that once kept vaqueros and cowboys fed. Davila will guide guests through perfecting Texas barbecue on the pit in the Briscoe’s [McNutt Sculpture Garden](https://www.briscoemuseum.org/mcnutt/), discussing and exploring barbecue and traditional vaquero cooking methods on the range. [Smoke & Embers: The Art of Vaquero BBQ](http://www.briscoemuseum.org/bbq/) tickets $55 for museum members and $65 for non-members. In addition to the barbecue presentation and hands-on pit demonstration, the evening includes a three-course tasting to enjoy with wine and beer, and Davila’s special Dry Rub to take home. Space is limited on a first-come, first-served basis and [tickets](https://briscoemuseum.salsalabs.org/smokeembers/index.html) must be purchased in advance.

* **Sips and Sounds of the West: Norteño Night**

Sunday, Oct. 24, 6 – 8 p.m.

McNutt Sculpture Garden at the Briscoe Western Art Museum

Enjoy an evening under the stars with live music and classic Norteño, Tex-Mex, country, and cumbia hits from Los Callejeros De San Anto in the Briscoe’s McNutt Sculpture Garden with food truck fare, beer and wine. Launched by Pinata Protest frontman Alvaro Del Norte with bandmates Jose Morales on bajo sexton, bassist Richie Brown and Chris Ramirez on drums, Los Callejeros De San Anto blends well known influences of Conjunto and Norteño into the perfect Tex-Mex street band and is “abuela approved”. [Sips and Sounds of the West: Norteño Night](https://briscoemuseum.salsalabs.org/sipsandsoundsoct) tickets are $15 for museum members and $25 for non-members. Each ticket includes two complimentary beer tickets. Food Truck fare is available for purchase from [Dona Kika’s Tacos & Gorditas](https://www.facebook.com/DonaKikas/).