

SELENA FOREVER / SIEMPRE SELENA BRINGS MONUMENTAL PHOTOGRAPHS OF THE TEJANO ICON TO THE BRISCOE WESTERN ART MUSEUM

**Monumental Photographs by Acclaimed Photographer John Dyer Capture Selena's Rise to Stardom in a
Landmark Exhibition Celebrating the Trailblazing Tejana's Enduring Impact**

Museum's Summer Film Series "Siempre Tejano" Kicks Off in June

San Antonio, TX – (May 2026) The Briscoe Western Art Museum will celebrate the enduring legacy of Selena Quintanilla-Pérez with [Selena Forever / Siempre Selena](#), a special photographic exhibition opening June 4, 2026, in the museum's Kate Marmion Gallery.

Featuring monumental photographs by acclaimed San Antonio photographer John Dyer, the exhibition captures Selena at a pivotal moment in her rise to international stardom and offers an intimate look at the artist whose talent, charisma and determination transformed Tejano music and helped redefine representation for Mexican American women in popular culture.

Photographed by Dyer on multiple occasions between 1992 and 1994, *Selena Forever / Siempre Selena* brings together some of the most recognizable and widely published images of Selena's career in what is considered the most complete and comprehensive exhibition of large-scale Selena portraits ever presented. Alongside the monumental photographs captured during her rise to stardom, the exhibition also features never-before-seen boutique photographs, magazine covers and ephemera, offering visitors an intimate and expansive portrait of Selena's life, artistry and enduring cultural legacy. The exhibition is on display through Jan. 4, 2027.

"Selena was a trailblazing Tejana whose influence reached far beyond music," said Liz Jackson. "She embodied the independence, determination and entrepreneurial spirit that have long defined the American West, while proudly carrying her culture and community with her every step of the way. These photographs preserve a pivotal moment in her journey and celebrate the enduring impact Selena continues to have on Texas, Tejano culture and generations of audiences around the world."

More than a music icon, Selena was a groundbreaking Tejana whose story reflected the spirit of the American West itself: bold, resilient, entrepreneurial and deeply connected to culture and community. At a time when Tejano music was largely dominated by men, Selena broke barriers with confidence and authenticity, embracing both her Mexican heritage and contemporary influences to build a career that transcended borders, genres and language.

Like generations of Tejanos who helped shape Texas through perseverance, innovation and cultural pride, Selena forged her own path while carrying the traditions of her community forward. Her legacy continues to inspire new generations, embodying the pioneering spirit, creativity and determination that remain central to the story of the West.

Through the Lens of John Dyer

John Dyer is a Texas-based photographer known for documenting the people, culture and spirit of the American Southwest. His work has been exhibited in museums across Texas and beyond, including the National Portrait Gallery, Crystal Bridges Museum of American Art, Museum of Fine Arts, Houston, El Paso Museum of Art and the McNay Art Museum. Known for his ability to capture authenticity and human

connection, Dyer's work documenting Selena remains among the most recognizable imagery associated with the beloved artist and cultural icon.

Briscoe Summer Film Series "Siempre Tejano" Celebrates Selena's Legacy

Complementing the exhibition, the Briscoe's annual Summer Film Series will present *Siempre Tejano*, celebrating Selena, Tejano music and the cultural legacy that continues to shape Texas and the American West. Included with general admission, films will be shown on the third Sunday of June, July and August at the museum. Tickets include complimentary beer provided by Ranger Creek and movie snacks. Tickets can be purchased in advance online.

Sunday, June 21 | 2 p.m.

[*Selena y Los Dinos* \(2025\)](#)

This Netflix documentary offers an intimate look at Selena's life and career through rare archival footage and personal family materials, tracing the rise of Selena and Los Dinos from local performances in South Texas to international fame. The film celebrates Selena's artistry, ambition and enduring influence on generations of fans through never-before-seen footage from the Quintanilla family archive.

Sunday, July 19 | 2 p.m.

[*Selena* \(1997\)](#)

The beloved feature film starring Jennifer Lopez chronicles Selena Quintanilla-Pérez's extraordinary journey from performing with her family band to becoming one of the most celebrated and influential Latin artists of all time. Included in the Library of Congress United States National Film Registry, the film highlights Selena's determination, family bonds and lasting impact on music and culture, while famously including San Antonio's beloved River Walk.

Sunday, Aug. 16 | 2 p.m.

[*Take It Away: The Rise and Fall of Tejano Hollywood* \(2025\)](#)

This acclaimed documentary explores the groundbreaking influence of legendary television host Johnny Canales, whose variety show helped launch the careers of countless Tejano artists, including Selena. Featuring archival footage and interviews, the film captures the rise of Tejano music and its cultural impact throughout Texas and beyond.

Experience a Summer of Tejano Culture, Western Art and Family-Friendly Programming

Located on the River Walk near La Villita in downtown San Antonio, the Briscoe preserves and presents the art, history and culture of the American West through exhibitions and programming exploring Wildlife and the Land; Native People of the Americas; Tejanos, Vaqueros and Spanish heritage; and Cowboys and the American Frontier.

Visitors this summer can also experience the landmark bilingual exhibition [*Tejano Legacy: Another American Origin Story*](#), opening July 24, along with the museum's annual National Day of the Vaquero / Día Nacional del Vaquero celebration on July 25. *Tejano Legacy* is the most ambitious exhibition in the Briscoe's history and will feature more than 100 rare artworks, artifacts and immersive storytelling drawn from extraordinary private collections, the Briscoe's permanent collection and institutional lenders from across the United States and Mexico. Several works loaned from Mexican institutions, considered part of the country's cultural and historical heritage, will be seen in the United States for the first time, offering visitors a rare opportunity to experience objects and artworks that deepen and broaden the understanding of Tejano identity and its connection to the story of the American West. The exhibition will be on display through Jan. 18, 2027.

The Briscoe offers a variety of free and reduced admission opportunities throughout the summer, including free admission for children 12 and under, Blue Star Museums free admission for active-duty military families

through Labor Day, monthly free Locals Days for Bexar County residents and participation in Museums for All and Museums on Us programs.

The museum's campus includes the McNutt Sculpture Garden and features 35 sculptures portraying various aspects of Western life in the garden and around the museum's beautifully restored historic building that once housed the San Antonio Public Library. The museum is open Thursday, 10 a.m. – 8 p.m., Friday through Monday, 10 a.m. – 5 p.m. and closed to the public on Tuesdays and Wednesdays. The Briscoe is located on the south end of the River Walk, near the Arneson River Theatre and La Villita, with convenient parking at the Riverbend Garage directly adjacent to the museum or one of many downtown surface lots. Museum hours, parking and admission details are available [online](#).

About [The Briscoe Western Art Museum](#): *Preserving and presenting the art, history and culture of the American West through engaging exhibitions, educational programs and public events reflective of the region's rich traditions and shared heritage, the Briscoe Western Art Museum is located on the San Antonio River Walk at 210 W. Market Street in the beautifully restored 1930s former San Antonio Public Library building. Named in honor of the late Texas Gov. Dolph Briscoe Jr. and his wife, Janey Slaughter Briscoe, the museum includes the three-story Jack Guenther Pavilion, used for event rentals and programs, and the outdoor McNutt Sculpture Garden. Follow the Briscoe on social media, @BriscoeMuseum.*