

## IT'S ALWAYS COOL TO HEAD WEST: BEAT THE HEAT WITH BLOCKBUSTER EXHIBITIONS, FILMS< FAMILY FUN AND FREE DAYS AT THE BRISCOE

*Experience Tejano Legacy and Selena Forever,  
Tours, Movies, Concerts, Family Activities and More -- Where It's Always a Cool 70 Degrees Inside!*

**San Antonio, TX – (July 2026)** Looking for one more summer adventure before school starts? Escape the South Texas heat and discover two of the year's most talked-about exhibitions at the Briscoe Western Art Museum. Whether you're planning a family outing, a date on the River Walk or a day exploring San Antonio's rich history and culture, the Briscoe offers something for every generation. Best of all, no matter how far West you roam, it's always a cool 70 degrees inside the Briscoe.

On view through January, the museum's landmark exhibitions, [Tejano Legacy: Another American Origin Story](#) and [Selena Forever / Siempre Selena](#), invite visitors to explore nearly 400 years of Tejano history, heritage and influence through extraordinary works of art, rare artifacts, immersive experiences and iconic photography.

The Briscoe's largest and most ambitious exhibition ever developed, *Tejano Legacy* features more than 100 paintings, sculptures, saddles, maps, historical artifacts and interactive experiences that reveal the generations of Tejanos whose influence shaped Texas and the American West. Visitors can explore an original documentary, hands-on discovery stations, a digital timeline and a custom lotería activity designed to engage visitors of every age.

Presented as a companion exhibition, *Selena Forever / Siempre Selena* celebrates one of the most influential Tejanas of all time through acclaimed photographer John Dyer's monumental portraits, never-before-seen boutique photographs, magazine covers and ephemera documenting Selena Quintanilla-Pérez's rise to international stardom. The exhibition is considered the most complete and comprehensive presentation of Dyer's large-scale Selena photographs ever assembled.

Together, the exhibitions tell one remarkable story, from the earliest Spanish settlers and vaqueros to Selena's enduring global influence. "These exhibitions celebrate stories that continue to shape who we are today," said Liz Jackson, President and CEO of the Briscoe Western Art Museum. "Whether you're fascinated by history, inspired by Selena, planning a family outing or simply looking for a cool place to spend an afternoon, the Briscoe offers an experience that is meaningful, engaging and uniquely San Antonio."

### **Continue the Journey Beyond the Gallery: Upcoming Programs**

The exhibitions come alive through a full schedule of programs celebrating Tejano history, culture and creativity. More information and registration details can be found online at [briscoemuseum.org](https://briscoemuseum.org).

- **Siempre Tejano Summer Film Series**

Included with museum admission, the Briscoe's Siempre Tejano film series continues this summer with screenings celebrating Tejano music and culture. Guests enjoy complimentary movie snacks and beer provided by Ranger Creek.

**Sunday, Aug. 16 | 2 p.m.**, included with museum admission  
[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 – only available to view through limited screenings – captures the rise of Tejano music and its cultural impact throughout Texas and beyond.

- **Go Behind the Scenes with the Curator**

Visitors can experience *Tejano Legacy* through the eyes of guest curator Gabriela Gámez, who leads public gallery tours exploring the stories behind the exhibition's remarkable works. Curator tours are included with museum admission.

- **Thursday, July 30 | 2 p.m.**
- **Thursday, Aug. 27 | 2 p.m.**
- **Thursday, Sept. 24 | 2 p.m.**

- **Thursday Evenings at the Briscoe**

The museum continues the conversation with engaging evening programs inspired by *Tejano Legacy*.

- **Aug. 6 – Exploring Tejano Heritage**  
Historians Edna Campos Gravenhorst and Homero Salinas Vera discuss preserving family history, South Texas heritage and generations of Tejano culture. Free with museum admission.
- **Aug. 27 – Celebrating Selena**  
Enjoy a free outdoor concert by 512 Degrees Band, performing Selena favorites and beloved Tejano classics in the McNutt Sculpture Garden. Visitors can explore *Selena Forever* before the concert with museum admission.

- **Create with a Master Artist**

On **Saturday, Aug. 22**, internationally acclaimed artist **Gladys Roldán-de-Moras** leads an immersive painting masterclass inspired by the Spanish and Mexican traditions reflected throughout *Tejano Legacy*. Participants will learn directly from one of today's foremost Western artists during this all-day workshop. Registration is required.

### **Free Family Fun Every Month**

Families can discover the exhibitions together during the Briscoe's monthly Locals Day, offering free admission for San Antonio and Bexar County residents on the first Sunday of each month.

Upcoming activities include:

- **Sunday, Aug. 2**
  - **Full STEAM Ahead: Talavera Tiles** (1–3 p.m.)
  - **Scout the Briscoe**, a family-friendly gallery adventure throughout the museum
- **Sunday, Sept. 6**
  - **Full STEAM Ahead: Spanish Missions**
  - **Scout the Briscoe**, interactive gallery experience through a scavenger hunt

### **More Ways to Visit for Free**

The Briscoe makes it easy for families to experience the museum all summer long. Visitors can take advantage of:

- Free admission for children 12 and under
- Locals Day on the first Sunday of every month for Bexar County residents
- Blue Star Museums, offering free admission for active-duty military personnel and their families through Labor Day
- Museums for All, providing free admission to those in the Supplemental Nutrition Assistance Program (SNAP).

- Museums on Us for Bank of America cardholders, giving free general admission to cardholders on the first weekend of each month.

Located on the San Antonio River Walk near La Villita, the Briscoe also features its permanent collection, the McNutt Sculpture Garden with more than 35 monumental sculptures, the Hendler Family Museum Store and one of the city's most distinctive historic buildings. 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.*