A SHORT HISTORY OF GOEZ

In November, 1969, three dedicated Chicano artists, Joe Gonzalez, John Gonzalez, and David Botello began to see a lifelong dream transformed into reality. That was the beginning of the conversion of an old abandoned meat market in East Los Angeles into one of the most distinctive Fine Art Galleries in Southern California.

Each visitor to Goez Gallery is immediately captured by the classical atmosphere, warmth, and hand wrought beauty.

Since its opening, Goez has been much more than just a community cultural attraction; not only does it serve as a forum for Chicano artists, but it also serves both the private and business communities with its custom graphic, design, and artistic capabilities.

Goez Gallery has been the subject of a documentary film shown on the Public Broadcasting System, extensive coverage on all the major television stations, radio programs, and news articles in the Los Angeles media.

This brochure is dedicated with sincere appreciation to the Lupe Maldonado family, whose generosity and faith in Goez has allowed it to become an actuality. Appreciation is also extended to "Justicia" (Justice For Chicanos in Television and Motion Pictures).

Brochure Credits: Designed by John Gonzalez, David Lopez, David Botello and Ignacio Gomez. Front cover designed by Robert Arenivar and painted by David Lopez.
A before and after view of the remodeled gallery interior. The challenge of transforming a dilapidated meat market into a distinctive art gallery was the mutual goal of the gallery's artist-owners. The main showroom exhibits a panorama of objets d'art, including nail reliefs; metal and wood sculptures; and impressionist, classical, abstract paintings and etchings.

Goetz also provides artists that can create art works according to your own particular taste and preference.

Goetz represents many top artists, including Rudolpho Vargas, world renowned wood sculptor.

These huge distinctive sidewalk planters are available from Goetz in three different pre-Columbian designs. Constructed of concrete or fiberglass, these decorative planters add an aesthetic touch to any building.

Goetz provides museum quality restorations for all types of sculpture. At left is a restored wood sculpture (from the Ming Dynasty) of intricate floral patterns. Restoration services are also provided for oil paintings, water colors, books and ancient manuscripts. Fine arts appraisal service by a certified member of the Appraisers Association of America is available through Goetz.

The mayors of Los Angeles and Mexico City are standing in front of nine gigantic banners that were created by the Goetz studios for the Cinco de Mayo celebration at the Los Angeles Music Center. These banners were the cover story in California Living, L.A. Herald Examiner (above left).

A sample of just a few of the many graphic designs that Goetz has created.