Luis C. Garza began his artistic career as a photojournalist recording the tumultuous social events of the 1960s and 1970s for La Raza Magazine, the journalistic voice of the Chicano movement in Los Angeles.

Luis was a UCLA film-theater arts student, whose images captured the attention of media executives, and entered the field as producer-director of the Emmy award winning KABC-TV series Reflections/Reflections. Where he created over 50 documentary projects and primetime show for Los Angeles affiliates of ABC and NBC, including a one-hour special for the exhibition, Treasures of Mexico, broadcasting live from the Los Angeles County Museum of Art (LACMA) in 1978.

His endeavors led to the Mark Taper Forum, as Public Relations & Special Market Director for the groundbreaking Los Angeles production of Luis Valdez’s play Zoot Suit, at the Hollywood Aquarius Theater.

For the Getty Conservation Institute, he served as consultant-liaison over a three-year period from 1994-1997, to the City of Los Angeles, and El Pueblo Historic Monument, facilitating the relationship between all to restore América Tropical – the seminal 1932 work of mural art created by maestro David Alfaro Siqueiros, back to public view.

His fateful 1971 photo encounter with muralist David Alfaro Siqueiros in Budapest-Hungary provided the basis that initiated in 2010 the groundbreaking Autry Museum exhibition wherein he served as originator and Curator for, Siqueiros In Los Angeles: Censorship Defied

Co-Curator of the LA RAZA exhibition, September 16, 2017 thru February 10, 2019, at the Autry Museum of the American West. His contributions facilitated the acquisition of this vast collection of over 30K film negatives, and the collaborative efforts that ensued between La Raza photographic staff members, UCLA-Chicano Studies Research Center, and the Autry Museum within the Getty initiative of Pacific Standard Time: Latin America/Los Angeles; a far reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles.

Published in Los Angeles from 1967 to 1977, the influential bilingual newspaper-magazine provided a voice to the Chicano Civil Rights Movement. La Raza photographers captured the definitive moments, key players, and signs and symbols of Chicano activism.

The Autry’s La Raza exhibition will be the most sustained examination to date of both the photography and the alternative press of El Movimiento, positioning photography not only as an artistic medium but also a powerful tool of social activism.