

**FOR IMMEDIATE RELEASE**

**May 4, 2023**

**Portland Institute for Contemporary Art announces Reuben Roqueñi as the New Executive Director.**

**Location:** PICA, 15 NE Hancock Street, Portland, OR 97212  
**Website:** [pica.org/blog/Reuben](https://pica.org/blog/Reuben)  
**Media Kit:** <https://bit.ly/3KXpdaM>  
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*I have long been committed to the capacities of the creative community to inform a global exchange of ideas, to interrogate historic inequities, and challenge our ways of seeing the world. I am truly honored to be welcomed into PICA to contribute to its long legacy of nurturing artistic experimentation and prompting sticky conversations.*

— Reuben Roqueñi

**Portland, OR** - The Board of Directors of Portland Institute for Contemporary Art (PICA) is pleased to announce Reuben Roqueñi as its next Executive Director. Reuben brings a wealth of experience and a fresh perspective to the organization, and we are thrilled to have him on board.

As the third Executive Director of PICA, Reuben follows in the footsteps of the beloved Victoria Frey, who led the organization for over 20 years, and Founding Director Kristy Edmunds. We will honor the legacy and contributions of our outgoing Executive Director, Victoria, in many ways in the coming months, beginning on Saturday, May 20, 2023, at [PICA's annual fundraiser](#). On this night, we will also welcome Reuben to his new role in the organization. We are excited to work with Reuben as he builds upon this strong foundation and stewards PICA into the future.

*We are fortunate to have benefited from Victoria Frey's visionary leadership at PICA for over two decades and welcome Reuben Roqueñi as he builds upon that foundation. His thoughtful engagement with courageous artists throughout his career, proven commitment to building broad, inclusive, and invested communities, and deep connection with PICA and the fields of visual and performing arts make him our ideal next leader.*

— Courtney Dailey, PICA Board Chair

Reuben comes to us with an expansive background in contemporary art programs, grantmaking, and support for artists. His most recent position was Director of Transformative Change Programs at the [Native Arts and Cultures Foundation \(NACF\)](#), a national organization headquartered in Portland, Oregon. NACF advances equity and cultural knowledge, focusing on the power of arts and collaboration to strengthen Native communities and promote positive social change with American Indian, Native Hawaiian, and Alaska Native peoples in the United States. Reuben currently serves as Board President of [MAP Fund](#), which invests in performing artists and their work as the critical foundation of imagining and co-creating a more equitable and vibrant society across the United States and its territories.

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**PICA**

*We are delighted to welcome Reuben, in whom we have a collaborator and leader who is unequivocally committed to PICA and Portland. His deep, long-standing connections with Indigenous communities and understanding of decolonization efforts will help us realize many of our efforts toward equity and inclusion. Reuben will be a true partner in building a more vibrant, culturally diverse contemporary art landscape.*  
— PICA Artistic Directors Roya Amirsoleymani, Erin Boberg Doughton, Kristan Kennedy

Reuben will officially begin in June 2023, and we are confident he will lead the organization with passion, vision, and integrity. We look forward to a bright and exciting future with his leadership.

Both Reuben Roqueñi and Victoria Frey are available for interviews. Please email PICA's Director of Marketing and Communications at [leslie@pica.org](mailto:leslie@pica.org) to make arrangements.

**\*\*\*MORE INFORMATION TO FOLLOW\*\*\***

**PICA**



### **About Reuben Roqueñi**

Reuben Roqueñi is a nationally respected arts administrator with over 20 years of experience in progressive program development, management, artist-centric support systems, and grantmaking experience. Previously, he was Director of Transformative Change Programs at Native Arts and Cultures Foundation, serving Native American, Alaska Native, and Native Hawaiian artists, organizations, and programs across the US.

Reuben is Board President at MAP Fund, supporting performing artists that question, disrupt, complicate, and challenge inherited notions of social and cultural hierarchy across the current American landscape. He is also a member of First Nations Performance Alliance advisory consortium, focused on cultural change, commissioning, touring and presenting Indigenous performance, and capacity building for the Indigenous and non-indigenous performing arts sectors. Likewise, Reuben is an artist advisor in the Creative Administrative Research program at the National Center for Choreography at Akron (NCCAkrón). He was previously a Board Member of Portland Institute for Contemporary Art (PICA), and he has served on advisory committees for Advancing Indigenous Performance at Western Arts Alliance and National Dance Project (NDP) at New England Foundation for the Arts. He is a graduate of the Rockwood Leadership Institute, Stanford Impact Program for Arts Leaders, National Association of Latino Arts and Culture's (NALAC) Leadership Training, and the first NALAC Arts Advocacy Institute in Washington, DC.

Formerly, Reuben was Program Officer in the Performing Arts Program at the William and Flora Hewlett Foundation in the San Francisco Bay Area, one of the nation's largest arts and culture funders, and served as Grants Program Director at the Arts Foundation for Tucson and Southern Arizona. He received his BFA from The Evergreen State College in Olympia, Washington, and is a multi-media artist. He began his career in arts administration at the after-school arts and business program, Old Pascua Youth Artists (OPYA), serving Yaqui youth in Tucson and as an artist educator in the public school system. Reuben is of mixed Yaqui, Mayo, and Mexican-American ancestry. He was raised on the central coast of California and currently lives in Portland, Oregon.

### **About Portland Institute for Contemporary Art**

Portland Institute for Contemporary Art acknowledges and advances new developments in contemporary art, fostering the explorations of artists and audiences. Since 1995, PICA has championed the practice of contemporary artists from around the world, driving vital conversations about the art and issues of today. PICA presents artists from visual and performance backgrounds and embraces those individuals who exist at the borders of genres and ideas. Through artist residencies and exhibitions, lectures, and workshops, and the Time-Based Art Festival, PICA constructs a broad platform for contemporary art. More information can be found at [pica.org](http://pica.org).

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