

ALFRED HERNANDEZ

Interdisciplinary Media Artist / Media Arts Educator

Exhibitions/Screenings/Videos

2025 *ANIMA* – award winner-Saronikos Intern’l Festival of Creative Arts – Greece; Burano Artificial Intelligence Film Festival – Italy; Ai Film Festival - Japan

2024 *Fruit Crate City and Me* – 3rd place award in Be Still Media online gallery; Fiesta Film Festival San Antonio TX; Seedlings Film Festival, Denver CO; Zepstone Int’l Film Festival Salt Lake City, UT

2024 *Angels Overpass* – New York Nil, Gallery NY; semi-finalist, Sweden Film Awards; Arch Film Lund Festival, Sweden; Canadian Cinematographer Award; Davis Film Festival, Davis CA; Hallucinea Film Festival, Paris France

2023 *Frames of Mind: an artist’s journey into emotional awareness* – video essay, Canberra International Mental Health Film Festival; Change the Script Film Festival, Iris Global Health Film Festival, Mind Mosaic Arts Festival Bowie Maryland,

2022 *Jumping Fences: art, healing and becoming Chicano* – video essay, CineMAS SF Latino International Film Festival; Sequoia International Film Festival; San Diego Independent Filmmaker’s Festival; North Dakota Human Rights Arts Festival; Hispanic Film Festival; Indie Spirit Film Festival

2021 *Consuelo in Autumn* video

2020 *FS172020 COVID19 Edition* installed performance art collaboration with Claire Bain - *Almost Public/Semi-Exposed 7*, Artists’ Television Access Window Gallery, SF

2020 *Drawings of a Teenager* documentary video

2020 *FS17* installed performance art collaboration with Claire Bain - *Almost Public/Semi-Exposed 6*, Artists’ Television Access Window Gallery, SF

2019 *Tio* photographic print, Works/ San Jose Art and Performance Center, benefit auction exhibition

2019 *Suburban RED* experimental feature film

2018 *That Mission Rising!* video, Cine+MAS SF Latino Film Festival group retrospective program *Have You Seen Her La Mision?*

2018 *FS17* installed performance art collaboration with Claire Bain - *Almost Public/Semi-Exposed 5*, Artists’ Television Access Window Gallery, SF

2017 *Suburban RED* video installation SOMARTS' Night Light: Multimedia & Performance Festival

2017 *FS17* video Screened: Ephemereye Video Show – *Things We Wear*

2017 *FS17* installed performance art collaboration with Claire Bain - *Almost Public/Semi-Exposed 4*, Artists’ Television Access Window Gallery, SF

2013 *Little House of the Big Cry* video Screened: Speechless Film Festival; Epiphany Film Festival; Life Fest Film Festival; Langston Hughes Film Festival; World Kids Film Festival; Brainwash Film Festival; Utopia Film Festival; San Francisco Black Film Festival; Reel 2 Real International Film Festival for Youth

2011 *Desert Windows* looped video art Displayed: Curve Theater in Leicester, England

2010 *The Oasis Bloom* video, Screened: 21 Grand Gallery curated group video show Oakland, CA

2009 *Signs of Life* looped video artwork

2007 *Trees in Concrete* video, Screened: Southern Exposure’s “Grounded” art exhibition SF, CA

2006 *Glass Snail Eyes* video, Screened: Galeria de la Raza “Trazos: Myth and Memory” VideoFest Mission Cultural Center for Latino Arts; Parkway Theatre Video competition

2002 *My Name is Alejandro!* video, Screened: CineSol 2003 Latino film Festival, Texas; Galeria De La Raza, S.F. CA; Acting Out: Performances and Videos SF Cinematheque, SF CA

1998 *That Mission Rising!* super 8 film, Screened: *Remembrance and Response* community forum - Channel 53 broadcast S.F. CA, *Have you Seen Her, la Mision?* show - Centro del Pueblo S.F. CA; *Films from the Mission*

- Artist Television Access S.F. CA; Hispanic Heritage Committee presentation SF, CA; *Dance With/In the Eye* - SF Cinematheque SF CA; Youth Film Festival: Victoria Theatre SF, CA, The Lab SF, CA
 1995 *Jump Fence* video, Screened: PBS stations *American Independents* as part of Independent Television Service series; *Bay Area Now* show – Yerba Buena SF CA; CineFestival - San Antonio TX; *Reconstructing the Self/Deconstructing the System* show - Contemporary Museum Honolulu HI; Film Arts Festival - Roxie Cinema SF CA; *Picturing Violence* screening - Intersection for the Arts SF CA; *Art in Prisons Program* - San Quentin Prison CA; The Screening Room: Videoasis Amherst, NY; *Reconstructing Califas: New Roads in Latino Video* Galeria de la Raza, SF, CA
 1991 *Celebrights* Screened: Pacific Film Archives Berkeley, CA
 1988 *Skull* Screened: San Jose McEnery Convention Center opening San Jose, CA; Galeria de la Raza, SF CA; SF Cinematheque SF, CA; Galeria de la Raza, SF, CA
 1986 *Island Zoetrope* 16mm film, Screened: Chicago International Film Festival; 3rd Coast Film Competition - Austin, TX; Ann Arbor Film Festival; Palo Alto Film Festival; *That's Animation!* Museum of Modern Art, NY; SECA Film as Art Award San Francisco MOMA, SF, CA

Awards and Achievements

Official Selections – Sequoia International Film Festival – Best Short Film Award 2022; Life Fest Film Festival 2013; Utopia Film Festival 2013; SF Black Film Festival 2013
 Funding - Corporation for Public Broadcasting through ITVS, Funding, St. Paul MN 1994; Film Arts Foundation Grant, SF CA 1991
 Awards -Sobel Memorial National Scholarship 1987; Western States Media Arts Fellowship, Boulder Colorado 1987; SECA Film As Art Award Honorable Mention: Society for the Encouragement of Contemporary Art, SFMOMA, SF, CA 1987; Chicago International Film Festival Certificate of Merit 1987; Student Film Awards: Academy of Motion Picture Arts experimental category regional win 1987

Video Editing

2008 - 2010 San Francisco Academy of Art University Masters Acting Program, editing of narrative acting scenes, documentary overview of acting program, various in-house and guest speaker show reels, acting demo reels, editorial consultations
 2001 – 2003 *Madres Unidas* – documentary, (Collaboration with BayCES and CPEPR UC Berkeley) videography, editing and video instruction

Music Video Production

2019 *Squeeze* (artist TJH), producer videography, editing
 2013 *Sadah* (artist Massoud Shamel), videography, editing
 2011 *Lizard Wash* (artist S3K) producer, videography, editing. Audience award - Sacramento Film & Music Festival
 2011 *Allah Badshah* (artist Riffat Sultana) music video, producer, videography, editing

Videography

2004 *Hal Stein Documentary Project*
 2001 *Back Door* (prod: Veronica Majano) documentary short
 2001 *Corn in the Front Yard* by Jaime Cortez (dir: Al Lujan) narrative shot

Motion Pictures and Arts Education Instructor

2002 - 2017 SF Academy of Art University instruction: Motion Picture Language course, Cinematic Storytelling and Storyboarding course, Experimental Film course, "Art Experience" Motion Pictures and Television Production course for teens

2004 – 2005 City Arts and Tech High School – arts faculty, video production course

1998- 2009 TILT - Teaching Intermedia Literacy Tools - student centered hands-on video and media literacy instruction

2002 Film Arts Foundation Workshop - "The Art and Process of Storyboard Drawing" for video and media projects

Education

San Francisco Art Institute - film and art

De Anza College - film and design

Bibliography

The New York Times/ Arts and Leisure "Art of the Moment, Here to Stay" – art critic Roberta Smith 1998,

Honolulu Advertiser "Exhibit of Grunge Videos Explores Self-Identity, Society" – art critic Virginia Wageman

1999, San Jose Mercury News "Palo Alto Film Festival Has Some Reel Winners" film writer Glenn Lovell 1983