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Ricardo Cortez

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Passion Project Comes to Fruition Thanks to the Pandemic

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I've collected old magazines chronicling the history of lowrider car culture for many years. These rare and hard to find artifacts are shrouded in legendary status among the custom car community.



I've had a vision to re-release the magazines as digital copies, not only to recirculate them into digital existence, but to also provide access. Quarantine has made me realize how fragile having access to people and places really is. No longer can we meet up and look over old magazines together, no longer are we safe to travel for a trade, our lives have become digitized. My small contribution to the lowrider community and to help alleviate what has been taken from us due to COVID was to launch a site dedicated to the digital preservation of these artifacts.

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