

CHEECH MARIN PRESENTS



MEDIA INQUIRIES

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FOR IMMEDIATE RELEASE

**Cheech Marin's "The Chicano Collection/La Colección Chicana"
Exhibition on View at El Pueblo de Los Angeles' Pico House
Now through April 10, 2007**

LOS ANGELES—Images of paintings by 26 prominent Chicano artists depicting urban life and the Chicano experience between 1969 and 2001 are included in *The Chicano Collection / La Colección Chicana: Fine Art Prints by Modern Multiples*, an exhibition now on view through April 10, 2007 in the Pico House Gallery at El Pueblo de Los Angeles Historical Monument (424 N. Main St., Los Angeles, CA 90012).

The prints represent works primarily in actor and art collector Cheech Marin's collection, which is one of the largest of its kind in the U.S., and includes paintings by Carlos Almaraz, Frank Romero, Patssi Valdez, George Yepes, Rupert García, Leo Limón, Margaret García, and Eloy Torrez. Most of the 26 artists featured in the exhibition are from Los Angeles.

The exhibition is part of a project spearheaded by Marin that created high-quality digital reproductions (*gicleés*) of the original paintings. Limited-edition portfolio print sets will be donated this spring to 50 major U.S. art museums and universities. The project is designed to advance Chicano art as a recognized school of American art and increase public accessibility to this work nationwide.

"Chicano art is American art. My goal is to bring the term 'Chicano' to the forefront of the art world," said Marin. "Using the most advanced technology available today, we are creating these important artistic expressions of the American experience as 'time capsules' to embed into top U.S. art collections and to expose them to the widest audience possible."

"We're delighted to have this opportunity to display the exhibition," said Robert L. Andrade, General Manager, El Pueblo de Los Angeles Historical Monument.

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The exhibition will be on view at El Pueblo de Los Angeles Historical Monument in the Pico House Gallery, 10 AM to 3 PM daily. Admission is free. Parking is available in nearby lots (refer to posted rates and hours of operation).

Marin is a third-generation Mexican American from East Los Angeles and the 1999 recipient of the National Council of La Raza's Kraft Foods Alma Community Service Award. Recent film credits include the animated film "Cars" in which he provides voice-over for Ramone the Low Rider and "Once Upon a Time in Mexico" with Johnny Depp. Currently, he can be seen in a recurring role as Hurley's dad in the popular TV series "Lost." Since the 1960s, he has been renowned as a comedian, film actor, director, writer, musician, and art collector. His 1997 release "My Name is Cheech, the School Bus Driver" was the number #1 selling children's album in the country. A passionate supporter of his community, Marin continues to bring together painters, sculptors, writers, actors, and musicians.

The California tour of *The Chicano Collection* is made possible through the generosity of Bank of America and Farmers Insurance. This Los Angeles presentation is made possible by Melissa Richardson Banks of CauseConnect with special thanks to Sandra & Ruben Islas of the Alexandria Hotel. For information about the exhibition's presentation at the Pico House Gallery, call (213) 485-8432. For media inquiries and to learn more about *The Chicano Collection*, call (213) 972-0884 or visit www.thechicanocollection.net.

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About El Pueblo de Los Angeles Historical Monument: Considered the birthplace of the City of Los Angeles, El Pueblo de Los Angeles was established as a city department in 1994 and has been a designated state historic park since 1953. Founded in 1781 by pioneers from what is today northern Mexico, El Pueblo mirrors the history and heritage of the city to which it gave birth. Today, it consists of 27 historic buildings; 11 of which are open to the public with four others that have been restored as museums—Avila Adobe, Sepulveda House, Fire House Museum, and Chinese-American Museum. (A fifth museum located in Italian Hall is expected to open in 2008.) El Pueblo also includes Olvera Street, a Mexican marketplace that has operated continuously since its opening on Easter Sunday, April 19, 1930 and which remains one of Southern California's most enduring cultural symbols. A world-famous tourist destination that draws over two million visitors per year, the unique shopping area currently has 78 food service, retail and specialty businesses.