

CHEECH MARIN PRESENTS



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FOR IMMEDIATE RELEASE

Cheech Marin's "The Chicano Collection/La Colección Chicana" Exhibit on View at Plaza de la Raza, 3540 N. Mission Rd., June 25 through August 20, 2005

LOS ANGELES—Images of paintings by 26 prominent Chicano artists depicting urban life and the Chicano experience between 1969 and 2001 will be on view in "The Chicano Collection / La Colección Chicana: Fine Art Prints by Modern Multiples," at Plaza de la Raza Cultural Center for the Arts and Education, 3540 N. Mission Rd., Los Angeles, June 25 through August 20, 2005.

The paintings are primarily from actor and art collector Cheech Marin's collection, which is one of the largest of its kind in the U.S., and include works by Carlos Almaraz, Frank Romero, Patssi Valdez, George Yepes, Rupert García, Leo Limón, Margaret García and Eloy Torrez. Most of the 26 artists 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 and donated the *gicleés* 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 in cities 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."

The exhibition will be on view at Plaza de la Raza's Boathouse Gallery from 10 a.m. to 5 p.m. Monday through Friday, and 10 a.m. to 2 p.m. on Saturday. Admission is free (donations of \$3 per adult and \$1 per child are suggested).

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THE CHICANO COLLECTION

May 20, 2005

Page 2

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. His TV credits include a recurring role on "Judging Amy" and the CBS drama, "Nash Bridges." Recent films include "Once Upon a Time in Mexico" with Johnny Depp and "Christmas with the Kranks" with Tim Allen. 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 Chicano Collection is made possible in Los Angeles through the generosity of Bank of America and Farmers Insurance. The exhibition is also supported by the Los Angeles Times, Anheuser-Busch, Starbucks Coffee, Kraft Foods, and DMJM Harris. Media partners are Bello Magazine, CBS2-KCAL 9, Hoy Los Angeles, and Univision KMEX 34. Charitable services are provided to the project by the California Community Foundation through the Chicano Art Fund. For information about *The Chicano Collection*, call Melissa Richardson Banks of CauseConnect at (213) 972-0884 or visit www.thechicanocollection.net. To learn more about Plaza de la Raza, call Rose Marie Cano at (323) 223-2475 or visit www.plazadelaraza.org.

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