

CHEECH MARIN PRESENTS



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FOR IMMEDIATE RELEASE

Cheech Marin's "The Chicano Collection/La Colección Chicana" Exhibit on View at Riverside Metropolitan Museum Sept. 8, 2005 through Jan. 15, 2006

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 Riverside Metropolitan Museum, 3580 Mission Inn Ave., September 8 through January 15, 2006.

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, Gilbert "Magu" Lujan, Leo Limón, Margaret García and Wayne Alaniz Healy. Most of the 26 artists are from Southern California.

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 to the public at the Riverside Metropolitan Museum during Tuesday–Friday, 9 AM–5 PM; Saturday, 10 AM–5 PM; and Sunday, 11 AM–5 PM. Admission is free (donations of \$3 per adult and \$1 per child are suggested).

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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 development and the presentation of *The Chicano Collection* were made possible through the generosity of Bank of America and Farmers Insurance.

We're proud of Bank of America's leadership role in celebrating the cultural contributions of Latinos. We have a treasured history of supporting one of the region's largest cultural enrichment events in the fall—Fiesta de la Familia—and now, in bringing this dynamic exhibition to the Inland Empire. They complement each other wonderfully." said Barbara L. Robinson, Inland Empire Market President, Bank of America.

"Our investment in this educational exhibition reflects Farmers' continued commitment to recognizing the rich contributions of Latinos to American culture," said Jeffrey Beyer, Senior Vice President, Farmers Insurance.

The exhibition's presentation in Riverside is also supported by the Los Angeles Times and Starbucks Coffee. Other local funders are Affiliated Computer Services (ACS); University of California-Riverside/Chicano Student Programs; Division 9 Gallery; Printing Partners; Chico's Restaurant; Riverside Downtown Partnership; City of Riverside; and Riverside Museum Associates. Media partners are CBS 2 - KCAL 9, La Prensa, and Univision 34.

"The Riverside Metropolitan Museum is privileged to host this premiere exhibition of Chicano art," said Dr. Vince Moses, Executive Director. "We are also pleased that we can place it within the context of our city's own history and culture through our accompanying exhibition, 'Nuestra Comunidad, 1920-1980', which will also be on view at the same time."

To learn more about *The Chicano Collection*, call Melissa Richardson Banks at (213) 972-0884 or visit www.thechicanocollection.net. For information about the exhibition at the Riverside Metropolitan Museum, call (951) 826-5273 or visit www.riversideca.gov/museum.

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