

CHEECH MARIN PRESENTS



# PRESS RELEASE

ARTE AMERICAS  
1630 VAN NESS  
FRESNO CA 93721

## CONTACT INFORMATION

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## FOR IMMEDIATE RELEASE

June 27, 2006

### **Cheech Marin's "The Chicano Collection/ La Colección Chicana" Exhibit on View at Arte Americas, July 21 through September 24, 2006**

FRESNO – Paintings by 26 prominent Chicano artists depicting urban life and the Chicano experience between 1969 and 2001 will be on view in an exhibition entitled, "The Chicano Collection/ a Colección Chicana: Fine Art Prints by Modern Multiples," at Arte Américas, 1630 Van Ness Ave., July 21 through September 24, 2006.

"The Chicano Collection/La Colección Chicana: Fine Art Prints by Modern Multiples" is a traveling exhibition, displaying artwork primarily from actor and art advocate Cheech Marin's collection—considered the largest of its kind. The exhibition includes work by Carlos Almaraz, Carmen Lomas Garza, Rupert Garcia, Ester Hernandez, Patssi Valdez, and other top Chicano artists. Most are from California.

The exhibition is part of a project spearheaded by Marin that created high-quality digital reproductions (*gicleés*) of original paintings and donated the gicleés to 50 major U.S. art museums and universities. The project is designed to advance Chicano art forms as a recognized school of American painting and increase public accessibility to this work in cities across the country.

"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 Arte Américas, the Central Valley's largest Latino cultural arts center, Tuesday–Sunday, 11:00 a.m. to 5:00 p.m., and Thursdays, 11:00 a.m. to 8:00 p.m. Admission is \$3 per adult and \$2 per student. On Friday nights, the gallery will be open until 10 p.m.

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during the Chicano Music Festival, a summer concert series with performances that launch concurrently with the exhibition on Friday, July 21 and take place at 7:00 p.m. to 10:00 p.m. every Friday through September 20 in the Plaza. Tickets for each performance are \$10 per person (\$8 for current members of Arte Americas) and include complimentary gallery admission.

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 film credits include the new animated film "Cars" in which he provides voice-over for Ramone the Low Rider, "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.

Presenting sponsors of the exhibition tour are Bank of America and Farmers Insurance. In 2004, Bank of America and Farmers Insurance teamed with Marin to produce "The Chicano Collection / La Colección Chicana." Their generous support has funded all aspects of the multi-year project, from print production to portfolio donations and now the exhibition tour. "Bank of America has long celebrated the cultural contributions of Latinos. We're proud of our leadership role in producing the project and in bringing this dynamic exhibition to Fresno," said Rudy B. Medina, SVP & Market Executive, Bank of America-Fresno South Valley. "Our investment in this educational exhibition reflects Farmers' continued commitment to recognizing the rich contributions of Latinos to American culture," said Todd A. Brooks, State Executive Director-California Inland State Office, Farmers Insurance.

In addition to Bank of America and Farmers Insurance, the exhibition is made possible in Fresno by James Irvine Foundation, Fresno Arts Council Community Enrichment Program, Bertha and John Garabedian Charitable Foundation, Fresno Regional Foundation, Harry Mitchell Trust, Bonner Family Foundation, Coke and James Hallowell, National Association of Latino Arts & Culture, and Leo Mejia Landscaping. Promotional support is generously provided in Fresno by Univision 21, Telefutura 61, and Radio Bilingue.

For more information about the exhibition in Fresno, contact Nancy Márquez at (559) 266-2623 or [director@arteamericas.org](mailto:director@arteamericas.org). For information and schedules of the Friday Night Music Series, contact Diana Hernández at 559-266-2623 or [program@arteamericas.org](mailto:program@arteamericas.org). To learn more about "The Chicano Collection" exhibition tour, the prints, and the artists, visit [www.thechicanocollection.net](http://www.thechicanocollection.net) or contact Melissa Richardson Banks at (213) 972-0884 or [melissa@causeconnect.net](mailto:melissa@causeconnect.net).

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## Opening Weekend Schedule of Events

FRIDAY, JULY 21, 7:00 p.m. to 10:00 p.m.

7:00 p.m. to 8:00 p.m. Exhibition Opening Reception  
*by invitation only*

8:00 p.m. to 10:00 p.m. Chicano Music Festival  
*\$10 general admission*  
*\$8members*

Chicano movement singer/songwriter Agustin Lira with Patricia Wells-Solorzano, and Ravi Knypstra, and guest musicians Miguel Govea, Enrique Ramirez, Jemmy Bluestein, and Merlinda Espinosa.

SATURDAY, JULY 22, 12 noon to 3 p.m.

### Film Screening of "Walkout"

A discussion follows the film with producer Moctesuma Esparza, composer Agustin Lira, and other noted participants of the Chicano movement. Funded in part by "Meet the Composer."

FRIDAY, JULY 28 through FRIDAY, SEPTEMBER 20

### Chicano Music Festival: Friday Nights in the Plaza

- July 28..... Fandango!
- August 4..... Los Soneros del Este
- August 11 ..... 40 Watt Hype
- August 18 ..... Mariachi Divas
- August 25 ..... Los Pochos
- September 1..... Trío Los Panchos
- September 8..... The Latino Comedy Project
- September 15 ..... Mariachi Night "Voces del Valle"
- September 22 ..... Mezcal
- September 20 ..... Los Compas & La Familia Peña-Govea