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FOR IMMEDIATE RELEASE

New Digital Print Project Expands Access to Important Chicano Art

Cheech Marin, Bank of America and Farmers Insurance to Donate Prints to 50 U.S. Museums and Universities; Los Angeles' Plaza de la Raza to Hold Inaugural Exhibit, June 25 – August 20, 2005

LOS ANGELES—May 20, 2005: To advance Chicano art as a recognized school of American art and increase public accessibility to this work in cities nationwide, Cheech Marin is spearheading a project that has produced limited-edition digital reproductions (*gicleés*) of paintings by 26 prominent Chicano artists and, in partnership with Bank of America and Farmers Insurance, will donate them to 50 major U.S. art museums and universities. A free exhibition of these prints, titled *The Chicano Collection / La Colección Chicana: Fine Art Prints by Modern Multiples*, will be held in Los Angeles at Plaza de la Raza Cultural Center for the Arts and Education, 3540 N. Mission Rd., June 25 through August 20, 2005. The exhibition will then be on view at the Riverside Metropolitan Museum, September 8 through January 15, 2006.

The project utilized sophisticated digital printing to create limited-edition portfolios of the 26 archival-quality prints. Each portfolio includes original linocut-print portraits of the artists by Artemio Rodriguez of La Mano Press, a documentary about the groundbreaking project by award-winning director Tamara Hernandez, and an essay by Chon A. Noriega, PhD of UCLA's Chicano Studies Research Center. In addition to the donation of 50 portfolios, 25 additional ones will be made available for private sale to collectors and institutions—net proceeds will benefit the Hispanic Scholarship Fund. Marin will announce the recipients of the donated portfolios on Thursday, June 23, 2005.

“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.”

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The prints depict urban life and the Chicano experience that date between 1969 and 2001. Paintings selected to be reproduced as prints were primarily drawn from Marin's collection and include artists 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 and are represented in the nationally traveling show, *Chicano Visions: American Painters on the Verge*, which ends its blockbuster tour at LACMA in 2008.

"We're proud of Bank of America's role in bringing this dynamic project to fruition and in showcasing the prints at cultural venues that have long supported Chicano art," said Leticia Aguilar, President, Bank of America-Los Angeles.

"Our investment in this educational project reflects Farmers' continued commitment to recognizing the rich contributions of Latinos to American culture," said Paul N. Hopkins, CEO of Farmers Group, Inc.

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).

Plaza de la Raza provides free and affordable after-school programs in arts education to nearly 25,000 youth on an annual basis. Founded in 1970, it currently offers more than 500 classes in theater, dance, music, and the visual arts to children, teens, and adults each year. For more information, please call (323) 223-2475 or visit www.plazadelaraza.org.

Print production for *The Chicano Collection*, along with the exhibit's development and presentation in Los Angeles and Riverside, are made possible by Bank of America and Farmers Insurance. In Los Angeles, the exhibition is also supported by the Los Angeles Times, Anheuser-Busch, Starbucks Coffee, Kraft Foods, and DMJM Harris. Media partners are Bello, CBS2-KCAL 9, Hoy Los Angeles, and Univision KMEX 34. In Riverside, the exhibition is also supported by Starbucks Coffee Company with media support from CBS2-KCAL 9, La Prensa, and Univision KMEX 34. Charitable services are provided to the project by the California Community Foundation through the Chicano Art Fund. To learn more, call Melissa Richardson Banks at (213) 972-0884 or visit www.thechicanocollection.net.

Cheech Marin holds one of the largest private collections of Chicano art in the United States. He 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.

Modern Multiples is a fine art serigraph and digital studio that publishes works by contemporary artists and designers. It offers contract silkscreen services to a wide range of clients who work “hands-on” with master printers and digital specialists to produce signed and numbered archival-quality, limited-edition prints. Richard S. Duardo, owner of Modern Multiples, has published the works of over 450 artists while maintaining his art career, which has resulted in numerous awards and exhibitions of his own around the world. To learn more, call (310) 274-9055 or visit www.modernmultiples.com.

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CHEECH MARIN PRESENTS



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LIST OF FEATURED ARTISTS

1. Carlos Almaraz
2. Charles "Chaz" Bojórquez
3. David Botello
4. Melesio Casas
5. Gaspar Enríquez
6. Margaret García
7. Rupert García
8. Carmen Lomas Garza
9. Raul Guerrero
10. Roberto Gutiérrez
11. Wayne Alaniz Healy
12. Adán Hernández
13. Ester Hernández
14. Leo Limón
15. José Lozano
16. Gilbert "Magu" Lujan
17. César Martínez
18. Frank Romero
19. Alex Rubio
20. Marta Sánchez
21. Eloy Torrez
22. Jesse Treviño
23. John Valadez
24. Patssi Valdez
25. Vincent Valdez
26. George Yepes