



For Immediate Release

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Pacific Asia Museum Announces Premiere of Active Cultures

Pasadena, September 22, 2010 - Premiering October 22nd 2010, Pacific Asia Museum presents *Active Cultures*, a dynamic new lecture and conversation series featuring the art, history, food, music and diverse cultures of Asia and the Pacific Islands.

Active Cultures pairs engaging speakers in a dynamic, conversational program. Each evening features two experts and two topics - topics not necessarily sharing an 'obvious' connection. Each speaker will make a short, 30 minute presentation on their area of expertise, and then share the stage in an open session where they take questions and, along with the audience, explore the connections between their topics. The evening will conclude with continued conversation over food and drink as the audience and presenters come together in an informal reception.

The series takes Pacific Asia Museum's rich history of promoting dynamic cross-cultural conversations to the next level. By deconstructing the standard lecture format, and mixing topics and themes, *Active Cultures* is a fresh way of approaching art and culture. Keeping in mind that many people are hindered by traditional museum hours and event formats, *Active Cultures* aims to reach a young professional demographic and to increase the museum's visibility throughout the region. It is both inspired by and designed to compliment the highly successful summer *Fusion Fridays* series. As with that series, events will take place monthly and benefit from heavy promotion through social media outlets. Admission will be \$10, free for museum members.

The first Active Cultures event will be held on Friday October 22nd from 7:00 to 10:30pm and will feature speakers on American Jazz musicians in 1920s China, and Street Food from Bangkok to Los Angeles.

Pacific Asia Museum is one of only four institutions in the United States dedicated exclusively to the arts and culture of Asia and the Pacific Islands. The museum's mission is to further cultural awareness and understanding through the arts. Since 1971, Pacific Asia Museum has served a broad audience of students, families, adults, and scholars through its education and outreach programs.

Pacific Asia Museum is located at 46 North Los Robles Avenue, Pasadena, California 91101. Museum opens Wednesday through Sunday 10 am to 6 pm. Admission is \$9 general, \$7 students/seniors, and free for children ages 11 and younger. Admission is free every 4th Friday of the month.

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