



**For Immediate Release**

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## **Pacific Asia Museum Announces Premiere of Fusion Fridays**

Pasadena, March 24, 2010- Starting this May, Pacific Asia Museum presents Fusion Fridays, a dynamic new summer time evening series that mixes together art, live DJ music, dance performances and demonstrations, cultural activities, food from some of LA's most popular gourmet food trucks, and conversation with the museum's Curators and Educators. Fusion Fridays will be held monthly, May through August.

At May's premiere event, Fusion Friday will celebrate the rich cultures of Pakistan and India in celebration of two special exhibitions: *Beyond the Page: The Miniature as Attitude in Contemporary Art from Pakistan* and *Indian Miniature Paintings and Drawings*. The evening will include Bhangra DJ music and dance performance, mehndi and even a miniature art project.

In June, Fusion Friday will celebrate Japan and the exhibition *Japan in Blue and White*. The evening will include DJ music, Samurai, Sake tasting, and Sumi-e.

In July, Fusion Friday will celebrate Thailand and the exhibition *Visualizing Faith: Buddhist Art in Thailand*.

In August, Fusion Friday will hold a special finale with a celebration of China in conjunction with the exhibition *China Modern*.

For all events, cocktail attire or Asian Fusion dress is encouraged. Events start at 7:30 pm and galleries will be open until 10 pm. \$10 for general public, free for museum members.

Pacific Asia Museum has a rich history of bringing people and cultures together in a setting that promotes conversation and cross-cultural understanding. This program takes that mission to a new level, mixing the arts with other media in order to attract a young professional demographic and increase the museum's visibility throughout the city. Keeping in mind that many people are hindered by traditional museum hours and event formats, this program aims to break down those barriers by keeping the museum doors open until late in the evening, bringing in diverse forms of entertainment to encourage new visitors, and building community partnerships.

Scheduled dates for Fusion Fridays are May 14, June 18, July 23, and August 27.

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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