

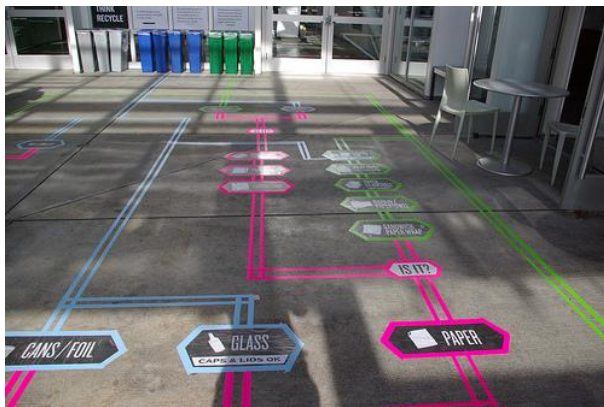
MEDIA CONTACT

Emma Jacobson-Sive
Tel (626) 568-3665 x12, emma.jacobson@pmcaonline.org

FOR IMMEDIATE RELEASE

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California Design Biennial: Action/Reaction **July 18, 2010 – October 31, 2010**



LEFT-RIGHT: Ellen Keith and Indhira Rojas, *Where Does It Go?*;
Safdie Rabines Architects, *Baldwin Hills Scenic Overlook*

Pasadena, CA - The Pasadena Museum of California Art (PMCA) is proud to present the fourth California Design Biennial, *Action/Reaction*, an exhibition that highlights the most significant and innovative designs being created in California. Great works of art are often inspired by challenges and adversity; this exhibition will focus on how California's established and emerging designers are responding to current economic, political, and environmental challenges. In a departure from past California Design Biennial exhibitions, this exhibition will not feature a juried competition but will instead have a separate curator for each design category: industrial design, fashion, graphic, transportation and architecture. This is the first year that architecture is being included as a category.

The curators, all design experts, will place the work in a context for the viewer that facilitates a deeper and richer understanding of the design that surrounds them every day. Curators include Louise Sandhaus, graphic designer and California Institute of the Arts professor; Rose Apodaca, pop

culture and fashion journalist, and former *Women's Wear Daily* West Coast Bureau Chief; Stewart Reed, head of Transportation Design at Art Center College of Design; Frances Anderton, Los Angeles *Dwell* editor and host of KCRW's *DnA: Design and Architecture*; and Alissa Walker, freelance design journalist for publications such as *Good*, *Fast Company*, and *Core77*.

Organized and presented by the PMCA since 2003, the California Design Biennial showcases new directions in design, as well as exploring how design impacts and inspires our culture. While the exhibition focuses on work created in the past two years, it builds upon the unique history of California design for the past 100 years. From Greene and Greene to Charles and Ray Eames to the designers at Apple and Fuseproject, California has long been home to important designers who have changed the way we think about design and its function in our daily lives.

Americans today live in a world of transformation and upheaval, facing a national economic crisis and worldwide political uncertainties and are becoming increasingly attuned to environmental issues. The designs in *California Design Biennial: Action/Reaction* will address how designers are responding to these issues and how the products they create reflect the influences of our changing world.



George Esquivel, *Linea Grey-Pink*

PUBLIC PROGRAMS

OPENING RECEPTION

Saturday, July 17, 2010

7:00 – 10:00 pm

Opening Reception for *California Design Biennial: Action/Reaction*

\$5 admission

Free for PMCA Members

Opening reception is sponsored by Fashion, Entertainment, Lifestyle :: 944 Magazine, The Macallan, and Provenance Vineyards.



Sunday, August 1, 2010

3pm

CDB Panel Discussion

Panelists include all five CDB curators as they discuss the issues informing the *2010 California Design Biennial*.

Free with admission

Free for PMCA Members

RSVP: 626-568-3665, ext. 17

Sunday, October 17, 2010

3pm

Urban Planning Family Workshop

Designer James Rojas leads an interactive workshop that touches on issues of urban planning, land management, and architecture. Using found objects as buildings, visitors will create their own imaginative cityscape. Creative fun for the entire family!

Free with admission

Free for PMCA Members

RSVP: 626-568-3665, ext. 17

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About the PMCA:

The Pasadena Museum of California Art (PMCA) is dedicated to the exhibition of California art, architecture, and design from 1850 to the present. Informed by the state's rich mixture of cultures and inspired by its impressive geography, California art has long been defined by a spirit of freedom and experimentation. PMCA exhibitions and educational programs explore the cultural dynamics and influences unique to California that have shaped and defined art in all media.

Hours:

Wednesday – Sunday, 12:00 - 5:00 pm.

The Museum is closed July 4th, Thanksgiving Day, Christmas and New Year's Day.

Admission:

\$7 for Adults, \$5 for Seniors (65+) and Students with valid ID; free to PMCA Members and children under 12. Access for people with disabilities is provided.

Location/Parking:

The Museum is located at 490 East Union Street. From the 210 Freeway, take the Lake Avenue exit. Go south and take a right on Union Street. From the 110 Freeway/Downtown Los Angeles, follow the freeway until its end, then take Arroyo Parkway and turn right at Colorado, then left at Oakland to get to Union Street. Parking is available at the Museum.

PMCA Tours:

At this time, the museum does not offer regularly scheduled docent tours of our special exhibitions. However, docent tours are available to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date in order to guarantee a tour. We regret that we are unable to accommodate tours for groups smaller than 10 or larger than 50 people. Before requesting a tour, please check the exhibition calendar to see which exhibitions will be available during your visit.

A discounted group rate of \$4 per person is available for groups of 20 or more, and free admission is offered to school groups of K-12 public school students. Please call to notify us at least one week in advance for these special admission rates.

For any questions or to make reservations for a tour or group rate, please call Shirlae Cheng at 626-568-3665 x17.

PMCA Information:

For information, the please call 626-568-3665 or visit the website: www.pmcaonline.org