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MEDIA CONTACTS:

Michael Delgado, VPE Public Relations: 626.403.3200 Ext. 217
Paula Thornton-Greear, Target Stores: 612.696.3400
Ann Benrud, Weisman Art Museum: 612.625.9685
Angela Benson, Minnesota Museum of American Art: 651.292.4342

Twin Cities to Host Cheech Marin's Personal Chicano Art Collection Starting October 2

*Presented by Target Stores and sponsored by Hewlett-Packard Company,
Chicano makes way to the "Land of 10,000 Lakes"*

MINNEAPOLIS (July 20, 2004) – *Chicano*, an unprecedented dual art exhibition, presented by Target Stores, sponsored by Hewlett-Packard Company and produced by Clear Channel Exhibitions, will open to the public at the Weisman Art Museum in Minneapolis and the Minnesota Museum of American Art in St. Paul on October 2, 2004.

Inspired by Cheech Marin's vision to highlight expressions of his native culture, *Chicano* is a five-year, 15-city national tour that is collectively made up of two major exhibitions: *Chicano Visions: American Painters on the Verge*, a traditional art exhibition that presents the works of a wide range of the country's leading Chicano artists and *Chicano Now: American Expressions*, a 5,000-square-foot interactive multimedia exhibition for families.

Chicano first opened in November 2001 in San Antonio, Texas and has traveled through various cities in the United States, including Washington, D.C., Albuquerque, N.M., El Paso, Texas and Indianapolis, Ind. *Chicano* is currently on view at the Museum of Contemporary Art San Diego in San Diego, Calif.

"We are pleased to be the northernmost museum to show this first-class collection of contemporary Chicano art," said Dr. Lyndel King, Weisman Art Museum director. "It is especially significant for the Twin Cities as it introduces audiences to artists that likely are not familiar to them. Although Chicano art is connected in most people's minds to the Southwest or California, it is fast becoming an important part of cultural life here, as well. Spanish speaking groups are the fastest growing segment of the population in Minnesota. We hope *Chicano Visions* will also draw attention to the vibrant local Chicano and Latino cultures and the burgeoning artistic expressions of those cultures in our region."

“We are excited to collaborate with the Weisman Art Museum to mount this significant exhibition as a Twin Cities-wide celebration of Chicano life and culture,” said Bruce Lilly, executive director for the Minnesota Museum of American Art. “**Chicano Now** is a perfect fit with our mission to present the diversity of American art, and we look forward to presenting it in our new downtown St. Paul riverfront gallery.”

Chicano presents the diverse heritage of Chicano culture – a political and social statement among many people of Mexican descent. “We’re presenting our interpretation of the Chicano experience to the American public,” says Marin. “I want all Americans to understand that Chicano culture plays a big part in the patchwork quilt that is Americana. The contributions of Chicanos have been so enormous, but they tend to be overlooked.”

Chicano Visions: American Painters on the Verge showcases a wide variety of Chicano visual art. Curated by Rene Yáñez, the exhibition features works by artists such as Carlos Almaraz, Frank Romero, Gronk, Patssi Valdez, George Yepes, Rupert García, Leo Limón, Margaret García and Eloy Torres. The works, which present images of urban life and the Chicano experience, date between 1969 and 2001. While the majority of the works are drawn from the personal art collection of Cheech Marin, some are on loan from other collectors and institutions. **Chicano Visions** will be on display at the Weisman Art Museum on the University of Minnesota campus through January 2, 2005.

Chicano Now: American Expressions is an interactive multi-media exhibition that offers expressions of Chicano cultural style through the eyes of the nation's premiere Chicano and Chicana performing and independent film artists. Displayed at the Minnesota Museum of American Art in St. Paul through December 31, 2004, **Chicano Now** aims to spotlight Chicano culture through the main themes of work, family, style and identity. Visitors to **Chicano Now** can select a song on the jukebox, try salsa dancing, get behind the wheel of a lowrider and learn more about the many contributions Chicanos have made to society.

“Target Stores believes that exposure to the arts transcends cultural barriers and speaks a universal language that binds communities together,” said Laysha Ward, vice president of community relations for Target Corporation. “We’re proud to finally bring **Chicano** to our backyard and share this vibrant and dynamic exhibition with the Twin Cities and the rest of the Midwest.”

“The social, cultural and political impact of Chicano life has been a mainstay in America since the birth of our country, and this wonderful exhibit provides a real up-close look at the lives and contributions of the Chicano people,” said Jeff Blough, consumer marketing communications manager for HP’s Imaging and Printing Group. “HP is delighted to play a role in helping the public celebrate a

For more information on **Chicano**, please visit www.chicano-art-life.com

About Weisman Art Museum

The Frederick R. Weisman Art Museum at the University of Minnesota is a teaching museum that links the educational mission of the University and the cultural life of Minnesota in a dynamic and congenial place, for the discovery, understanding, and enjoyment of art in all its facets. Housed since 1993 in architect Frank Gehry's sculptural stainless steel and brick building, the museum's 20,000-piece collection is especially rich in 20th century American art by such artists as Georgia O'Keeffe and Marsden Hartley. The Weisman presents an exciting schedule of temporary exhibitions, lectures, discussions, concerts, performances, and special events. For more information, call 612-625-9494 or visit our website at www.weisman.umn.edu

About Minnesota Museum of American Art

The Minnesota Museum of American Art (MMAA) is St. Paul's art museum and the only museum in the Twin Cities solely dedicated to American art. The MMAA presents changing special exhibitions, educational programs, and special events in its new riverfront gallery on Kellogg Boulevard at Market Street in downtown St. Paul. Founded over 75 years ago, MMAA is a place to discover and explore the diversity of American art and artists – past, present, and emerging. For more information about MMAA and upcoming events, visit www.mmaa.org.

About Target Stores

Minneapolis-based Target Stores serves guests at 1,272 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target Stores, along with its parent company Target Corporation (NYSE:TGT), gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

About Hewlett-Packard Company

HP is a leading global provider of products, technologies, solutions and services to consumers and businesses. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing. HP completed its merger transaction involving Compaq Computer Corp. on May 3, 2002. More information about HP is available at <http://www.hp.com>

About Clear Channel Exhibitions

Clear Channel Exhibitions (CCEE), a division of Clear Channel Entertainment, is based in San Antonio, Texas. CCEE is a world leader in providing high quality, state-of-the-art educational family