



USC Pacific Asia Museum Announces 4th Annual Lunar New Year Festival

Pasadena, 12.23.13 – USC Pacific Asia Museum will hold the fourth annual Lunar New Year Festival on Saturday, January 18 from 11 a.m. to 5 p.m. celebrating Year of the Horse. Admission to the events, performances, crafts, demonstrations, and museum galleries is free and open to the public.

For the fourth year in a row, USC Pacific Asia Museum invites the community to a pan-Asian celebration of Lunar New Year, a holiday celebrated by many cultures across Asia and the Pacific Islands. Inside the tented parking lot, visitors will watch multicultural performances on stage, enjoy food trucks Mandoline Grill, Mighty Boba, India Jones, and Paradise Cookies, and interact with visiting artists from Zhejiang, China. These artists will demonstrate a variety of traditional art forms from China, including lantern making, bamboo root carving, embroidery, clay sculpture, fan making, stone carving, bamboo weaving, and printmaking. This delegation also includes 30 performing artists, who will present a dynamic performance of traditional songs and dance.

Performance Schedule:

- 11:00 a.m. Lion Dance by Northern Shaolim Kung Fu Association
- 11:15 a.m. PUSD's Field Elementary Mandarin Immersion students
- 12:00 p.m. Zhejiang Song and Dance Theatre Company
- 1:30 p.m. Acrobatic balancing by Shasha Luo
- 2:00 p.m. Traditional Vietnamese Dance by Lac Hong Performing Arts Group
- 2:30 p.m. Taiko drumming by Taiko Center of L.A.
- 3:00 p.m. Traditional Korean Folk Dance by Jung Im Lee Korean Dance Academy
- 3:30 p.m. Taekwondo by Xplore TKD Demo Team

Inside the museum:

- Ongoing Crafts (courtyard) and Chinese flower arrangements (auditorium)
- 12:30 p.m. Flower arranging demonstration (auditorium)
- 1:00 p.m. Docent tour of the museum (meet at the front desk)
- 3:00 p.m. Flower arranging demonstration (auditorium)
- 3-5p.m. Booksigning by *The Year of the Horse* artist Jennifer Wood (museum store)

For the third time, a delegation of artists and performers from China will participate in the Lunar New Year Festival. This group will be appearing as part of their tour *Happy Chinese New Year: Zhejiang Cultural Festival*, made possible by Zhejiang Province and the Ministry of Culture of the

People's Republic of China, the Consulate General of P.R. China in Los Angeles, Beauty Media Inc., and ICN TV Network. Special thanks to our sponsors Wells Fargo, Toyota Financial Services, and media sponsor KPCC.

About USC Pacific Asia Museum

USC Pacific Asia Museum is among the few 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 intercultural understanding through the arts of Asia and the Pacific Islands. Since 1971, USC Pacific Asia Museum has served a broad audience of students, families, adults, and scholars through its education and outreach programs.

USC Pacific Asia Museum is located at 46 North Los Robles Avenue, Pasadena, California 91101. The museum is open Wednesday through Sunday from 10 am to 6 pm. Admission is \$10 general, \$7 students/seniors, and free for museum members and children under 12. Admission is free every 4th Friday of the month.

For more information visit www.pacificasiamuseum.org or call (626) 449-2742.

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