

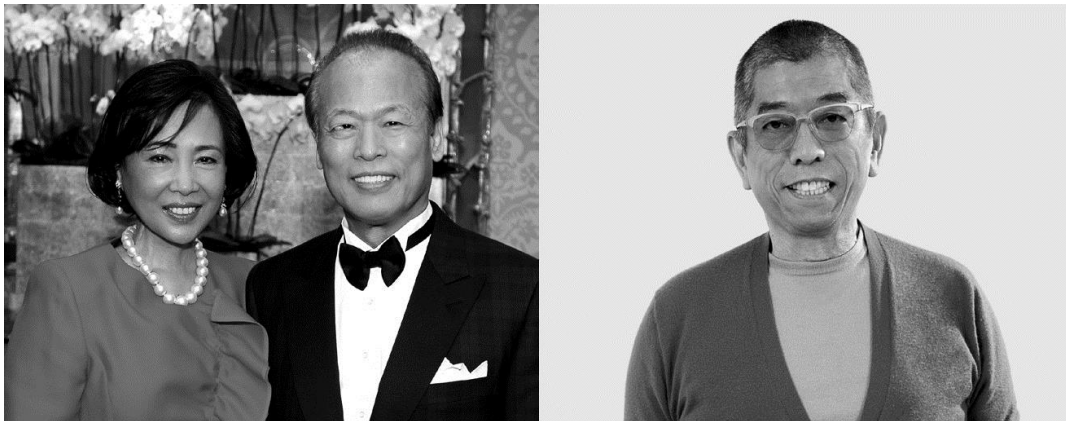
USC Pacific Asia Museum

FOR IMMEDIATE RELEASE

May 22, 2017

MEDIA CONTACT: Jessica McCormack 626.449.2742 ext. 22 jessica@artsandculturepr.com	FOR PRESS INTERVIEWS WITH: <ul style="list-style-type: none">• Tadashi Shoji• Run River North• Cast of ABC 7's Fresh off the Boat (child stars) PRESS CHECK-IN BEGINS AT 4:30pm RSVP: jessica@artsandculturepr.com
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USC PACIFIC ASIA MUSEUM HONORS
CHINESE ART COLLECTORS, DR. TEI-FU CHEN & DR. OI-LIN CHEN
&
FASHION DESIGNER, TADASHI SHOJI
AT ANNUAL GALA ON SATURDAY, JUNE 10, 2017



Pasadena, CA - The USC Pacific Asia Museum (USC PAM) will host its annual gala on Saturday, June 10, 2017 at the historic Langham Huntington Hotel in Pasadena, in honor of Legacy Award recipients, Dr. Tei-Fu Chen & Dr. Oi-Lin Chen of the Chen Art Gallery and Visionary Artist Award recipient, Tadashi Shoji, Creative Director of his eponymous fashion label.

USC PAM honors Drs. Chen with the Legacy Award, for the leadership and vision in the promotion of Asian art and culture through their collection, the Chen Art Gallery. The Chens have close relations with USC PAM, as Dr. Tei-Fu Chen serves on the USC PAM Board of Councilors and the Chen Art Gallery loaned significant and rare objects to the museum for its recent exhibition, *Royal Taste: The Art of Princely Courts in 15th Century China*, in 2016.

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Fashion Designer, Tadashi Shoji, will receive the Visionary Artist Award, for his creative contribution in furthering Asian designs in fashion and the arts. Having built his brand in the early 1970's, Shoji has deep roots in Pasadena and also with the USC Pacific Asia Museum.

"I am proud to honor three leaders in the Asian community, two in art collecting and one in the fashion industry." Remarks USC PAM Director, Christina Yu Yu, "Drs. Chen and Mr. Shoji are in line with USC PAM's mission of furthering intercultural understanding through the arts and are primary examples of how to push that mission forward. This is our chance to say thank you to them for their support to the museum and contribution to Asian arts and culture throughout the region."

The Gala Evening

Art lovers, donors, and collectors from throughout Southern California will gather to support USC PAM and the arts at The Langham Huntington Hotel in Pasadena. The evening starts with a reception and silent auction, and continues with dinner and program. This year's special guests include, indie music artists, *Run River North*, providing entertainment and USC PAM Celebrity Ambassadors, Hudson Yang, Ian Chen and Forrest Wheeler from ABC's *Fresh Off the Boat* to assist with the Paddle Auction.

The USC PAM Gala Committee has generously offered their support for the event. Members include Edward Cai, Margaret Leong Checca, Dr. Oi-Lin Chen and Dr. Tei-Fu Chen, East West Bank, Marcia Anne Good, Howard and Norma Lee, Stephen Lesser, Kelly Sutherlin McLeod, FAIA and Steven B. McLeod, Mei-Lee Ney, Gayle and Ed Roski, Joan A. Payden, Dean Avishai Sadan and the Herman Ostrow School of Dentistry of USC, Mrs. Joan Travis and USC Office of the Provost.

Individual tickets to this year's USC PAM Gala begin at \$400 to \$2,500, and Gala table prices range from \$7,500 to \$50,000.

For table and ticket information please follow this link: usc.edu/esvp (code: pamgala2017)

Proceeds from ticket sales benefit the USC Pacific Asia Museum operations and arts programming.

About Dr. Tei-Fu Chen & Dr. Oi-Lin Chen

Dr. Tei-Fu Chen and Dr. Oi-Lin Chen are among the most highly respected private collectors of Chinese art and antiquities in the world.

In 2000, the Chens channeled their lifelong passion for preserving Chinese art and antiquities into the Chen Art Gallery, which is one of the finest privately-owned collections of Chinese art. The gallery features more than 1,000 artifacts spanning 5,000 years of Chinese history. Visitors to the nonprofit museum in Torrance, Calif., will view a Qing dynasty imperial throne room, a Ming dynasty bedroom, jade carvings, ancient pottery, and imperial porcelains. The Chens hope the gallery will nurture a greater understanding and appreciation of Chinese culture, art, and history.

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Drs. Chen are also devoted USC Pacific Asia Museum supporters. In addition to loaning rare objects for recent exhibitions, Dr. Tei-Fu Chen joined PAM's Board of Councilors in 2016.

Dr. Tei-Fu Chen is the Chairman and CEO of Sunrider International, a California-based global health & wellness company. Together with his wife, Dr. Oi-Lin Chen, who is Sunrider International's President, they have expanded the company's operations to 42 countries.

About Tadashi Shoji

Tadashi Shoji is an acclaimed fashion designer whose amazing artistry is worn by women all over the world, from walking the red carpet to the halls of the White House.

A native of Sendai, Japan, Mr. Shoji discovered fashion design when he moved to America in 1973 and began creating elaborate costumes for stars like Elton John and Stevie Wonder. In 1982, Mr. Shoji founded the Tadashi Shoji collection to design dresses for women who want to feel like superstars in their own lives.

Today, Tadashi Shoji's clothing line is carried online and in more than 1,000 major department and specialty stores worldwide, including Nordstrom, Saks Fifth Avenue, and Bloomingdale's. He also has boutiques in cities across the globe, including, Shanghai, Jakarta and Glendale, CA and is currently launching three more stores in the US in Pennsylvania and Texas. Tadashi Shoji's fashion label is becoming a full lifestyle brand, adding handbags, lingerie, shape wear and children's clothing to their already existing repertoire, and most recently launched its first fragrance, Eau de Rose.

The Los Angeles-based designer's celebrity clients include, Grammy-nominated singer Katy Perry, Chinese film superstar Fan Bingbing, and Academy Award-winning actress Octavia Spencer, who wore a Tadashi Shoji gown when she accepted her Oscar for Best Supporting Actress in 2012.

About USC PAM:

USC Pacific Asia Museum is Southern California's only museum exclusively devoted to the arts of Asia and the Pacific, and the only U.S. university museum dedicated to the subject. Since 1971, the museum's mission is to further intercultural understanding through the arts of Asia and the Pacific Islands

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