

# USC Pacific Asia Museum

## FOR IMMEDIATE RELEASE

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**PRESS CONFERENCE & SPECIAL  
PERFORMANCE BY RUEIBIN CHEN  
STEINWAY PIANO, PASADENA  
Thursday, September 17, 2015 2:00 PM  
RSVP: [Nathalia.Morales@pam.usc.edu](mailto:Nathalia.Morales@pam.usc.edu)**

### USC PACIFIC ASIA MUSEUM ANNOUNCES:

***38<sup>th</sup> Annual Festival of the Autumn Moon Gala***  
***Just Added: Internationally Acclaimed Pianist Rueibin Chen***

**Saturday, October 3, 2015**

**5:00 PM—Reception and Silent Auction**

**7:30 PM—Fine Dining, Entertainment, and Live Auction**

**Pasadena, CA** - The USC Pacific Asia Museum announced today that celebrated classical pianist **Rueibin Chen** will be the featured performer at their 38th Annual Festival of the Autumn Moon Gala on October 3, 2015, an event that honors the Museum and its devotion to the arts of Asia and the Pacific Rim.

Art lovers, donors, and collectors from throughout Southern California will gather to support USC PAM and the arts. This year's theme, "Celebrating the Future and Honoring the Past," highlights the upcoming special exhibition *Royal Taste: The Art of Princely Courts in 15th Century China*, opening February 2016, and commemorates two key Museum leaders who passed away this year: founding board president Margaret "Peg" Palmer (1915–2015) and founding director Lennox Tierney (1914–2015).

### **About Rueibin Chen**

Rueibin Chen's distinguished career as a renowned pianist has earned him a reputation for technical brilliance, immense energy, and intense artistic expression. He was the opening soloist at the 2010 World Expo in China, performing the "Yellow River Concerto," which critics hailed as the best performance of the iconic piece in its history. In 2014 he performed with Los Angeles Philharmonic at the Hollywood Bowl, and earlier this summer he performed with Orange County's Pacific Symphony at Irvine Meadows Amphitheatre. *The Boston Globe* has said, "He plays with the white-hot energy, steel-fingered power and athletic virtuosity." A Chinese Austrian born in Taiwan, Chen won a total of eighteen medals in various international piano competitions—five of them gold—before the age of twenty.

### **PRESS CONFERENCE:**

**USC PAM will hold a special press conference and performance by Rueibin Chen for members of the press at Steinway Piano, 150 E Colorado Blvd, Pasadena, CA 91105, on Thursday, September 17, 2015 at 2:00 PM.**

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**Ticket Information:**

Individual Tickets: \$350 - to purchase tickets please follow this link: [usc.edu/esvp](https://usc.edu/esvp) (code: PAM)

For more information, contact Sandra Chen-Lau, Chief Development Officer, USC PAM: 626.449.2742 ext. 33 or [chenlau@pam.usc.edu](mailto:chenlau@pam.usc.edu)

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

**About the Festival of the Autumn Moon Gala:**

The 38<sup>th</sup> Annual Festival of the Autumn Moon Gala will take place in the Pasadena Convention Center's Grand Ballroom, and includes a silent and live auction known for offering some of the finest antiquities, jewelry, textiles, and contemporary paintings, and furniture in Pasadena.

**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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