



425 NORTH LOS ANGELES STREET | LOS ANGELES, CA 90012 | TEL: 213 485-8567 | WWW.CAMLA.ORG

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Contact: Linh Duong
(213) 485-8568

THE CHINESE AMERICAN MUSEUM INTRODUCES A NEW LOGO

LOS ANGELES (November 1, 2003) - The Chinese American Museum (CAM) unveiled its new logo this month, in an occasion that preludes to the Museum's upcoming Grand Opening, slated for Thursday, December 18, 2003. The new logo design will be used in conjunction with the image of a Chinese character chop, which is the current insignia for Friends of the Chinese American Museum (FCAM), the Museum's support group.

CAM's new logo uses the image of a vibrant red lantern to illuminate the Museum's identity and mission to serve as a regional education center on preserving and sharing the rich history, heritage and culture of Chinese Americans in the United States, and specifically in the Greater Los Angeles Area. Deeply meaningful and widely popular in the Chinese culture, lanterns metaphorically symbolize wisdom, guidance and "lighting the way." The color red symbolizes luck and happiness, and is traditionally used throughout Chinese celebrations.

With the help of the exhibit design team, Think Jacobson & Roth, the new logo was customized to poetically combine both elements of figure and color, and creatively reflect a vibrant synergy between the logo concept and the Museum's role in the community.

"We hope people will come to associate our new logo as a hallmark of what CAM represents, and the spirit it embodies," says Suellen Cheng, CAM's lead Curator and Executive Director. "The fact that it comes on the heels of our highly-anticipated Grand Opening, makes its introduction all the more significant and inspiring."

The Chinese American Museum (CAM) is jointly developed and operated by the Friends of the Chinese American Museum (FCAM) and El Pueblo de Los Angeles Historical Monument, a department of the City of Los Angeles. CAM's mission is to foster a deeper understanding and appreciation of America's diverse heritage by researching, preserving, and sharing the history, rich cultural legacy, and continuing contributions of Chinese Americans. For more information, please visit www.camla.org.

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