

## MOC AH Art of Culture Fact Sheet

### Event:

In 2010, The Museum of Cultural Arts, Houston (MOC AH) will host The Art of Culture Series which are cultural events based around the heritage months of Houston's largest ethnic communities. On May 22<sup>nd</sup>, MOC AH will host the 2<sup>nd</sup> AOC event highlighting Asian Pacific heritage. The event will be a celebration of visual, culinary, musical, and performing arts in Houston.

This event will start with an Art of Culture for Kids workshop during the day that engages children in hands-on art and craft activities that are relevant to that heritage month. The evening event will begin with "Gallery Talk", a forum lead by one established and one emerging artist along with two art collectors. The purpose of the Gallery Talk is for patrons to gain insight into some of Houston's broad and diverse artist community and the investment opportunities within the arts. MOC AH will also host an art exhibition of 12 local artists with artworks representing each "heritage" month. The evening will conclude with the sounds and movement of live entertainment by local musical, theatric and dance performers.

### Location:

### When:

MOC AH Studio – 908 Wood St. Houston,  
 TX 77002

Saturday, May 22<sup>nd</sup>

### Expected Attendance:

### Times:

Between 250 and 300

Children's Workshop – 9 a.m. to 12 noon  
 Evening Event - 5 p.m to 10 p.m.

### Event Detailed Breakdown:

#### Children's Workshop – 9 a.m. to 12 noon

Children enter with their parents, register, pay \$5 per child, and pick up their MOC AH bag for their crafts. 5 stations will be set up, each station representing a different Asian Pacific country with an artist teaching a craft. The children are escorted by their parents, moving from station to station learning the different arts and crafts influenced by the many Asian Pacific heritages.

#### The evening event will go as follows:

**5pm to 6pm** – A Saki tasting and food samples will be served by all of the participating restaurants. The restaurants off different flavors from several Asian Pacific regions.

**6pm to 7pm** – Gallery Talk – Two artists and two collectors will sit on a panel and discuss several topics relating to the Houston art scene and their experiences

**7pm to 10pm** – Musical entertainment provided by popular Houston artists.





**Exhibiting Artists:**

Rahul Mitra – Panel Artist  
 Monica Barry  
 Peihong Endris  
 Gary Connors  
 Kay Nguyen  
 Stephen Kwok

Scott Chiu  
 David Vu  
 Munira Rangwala  
 Joan Son  
 Jed Foronda  
 Ruqqayya Maudoodi

**Culinary Artists:**

Nirvana Indian Restaurant  
 Thai Spice

Kenzo Sushi Bistro  
 The Pastry Magician

**Musical Artists:**

Moodafaruka (Hidden Veil)

Ira Perez

**Collector:**

Lester Marks

**Moderator:**

Adela Uchida

**Sponsors:**

Bud Light / Silver Eagle Distributors  
 Bayway Lincoln Mercury  
 Asia Houston Network

Asian Chamber of Commerce  
 National Association of Asian American  
 Professionals (NAAAP)  
 AsPIRE  
 Asia Houston Network

**Expected Media Coverage:**

Yellow Magazine  
 Houston Chronicle  
 Houston Press  
 Channel 13 KTRK  
 The Epoch Times  
 NTD TV

**Expected Demographic:**

40% Asian  
 25% African American  
 20% Caucasian  
 15% other

**Suggested Donation Amount:**

\$30 General Admission  
 Presale tickets available on

<http://mocaheartofculture.eventbrite.com/>

**Parking:**

Free Valet or street parking

**MOCAH Presents: The Art of Culture Series**  
**Advertise your Company & your Support of the Arts Today!**

Your individual or corporate advertising & contribution has a direct and immediate impact on the expansion and implementation of MOCAH's efforts to use public art as a tool for social and community development.

**Contact Information:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Name as it is to appear in recognition materials \_\_\_\_\_

**Your Commitment to the Museum of Cultural Arts Houston**

**I would like to support MOCAH with the following Sponsorship Ad:**

- Full Page Ad \$500
- Half Page Ad \$250
- Quarter Page Ad \$100
- Starter Page Ad \$60

**\*\*\*\*\*Deadline for high resolution ads for the program is May 17<sup>th</sup>\*\*\*\*\***

I understand that this contribution is to be paid to the Museum of Cultural Arts Houston and this is a tax deductible contribution as allowed by law under Section 501(c)3 of the Internal Revenue Code

**Signed** \_\_\_\_\_ **Date** \_\_\_\_\_

**Return to:**  
c/o Museum of Cultural Arts Houston  
P.O. Box 202059  
Houston, TX 77020-2059

**For Questions, Please Contact**  
Branden Morris  
Special Events Director  
Tel: 713.224.2787 Fax: 866.501.5939  
Email: branden@mocah.org

MOCAH is a non-profit organization under Section 501(c)3 of the Internal Revenue Code.  
(Federal Identification Number: 76-0636611)

**Thank you in advance for your support of the arts in Houston!**

4 5/8 x 7 3/4  
Non-Bleed  
\$500.00

2 1/4 x 3 3/4  
Non-Bleed  
\$100.00

2 1/4 x 1 3/4  
Non-Bleed  
\$60.00

4 5/8 x 3 3/4  
Non-Bleed  
\$250.00