



**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**

**March 23, 2011**

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**MAYOR ANTONIO R. VILLARAIGOSA  
AND THE  
LOS ANGELES CITY COUNCIL  
ANNOUNCE APRIL 2011 AS  
“LITERACY MONTH AND THE BIG READ MONTH IN LOS ANGELES”**

Los Angeles – April 2011 will be dedicated as “**Literacy Month and the Big Read Month in Los Angeles**” by the Mayor Antonio R. Villaraigosa and the Los Angeles City Council during a proclamation ceremony at Los Angeles City Hall City Council Chambers, on March 25, 2011, at 10:00 a.m. The **2011 Big Read Program in LA**, produced by the Department of Cultural Affairs, will be officially introduced along with L.A.’s featured book, “**The Joy Luck Club**,” by Amy Tan. Students, schools, cultural and community partners, and participating organizations will be recognized by the City Council, the Mayor, and other elected officials at City Hall.

The Big Read is an initiative of the National Endowment for the Arts (NEA) designed to restore reading to the center of American culture. The NEA presents The Big Read in partnership with the Institute of Museum and Library Services and in cooperation with Arts Midwest. The Big Read brings together partners across the county to encourage reading for pleasure and enlightenment.

Since the inception of The Big Read in 2007/08, the NEA has awarded grants to DCA to program The Big Read locally. DCA marks its third year of programming The Big Read with the 2011 selection of Amy Tan’s novel “*The Joy Luck Club*.” Given that Los Angeles is home to one of the most culturally and ethnically diverse populations, the novel’s themes of family, immigration, and assimilation will resonate and serve as an entry point for dialogue, creative programming, and cultivating new and long standing alliances between education, the arts, and community organizations across Los Angeles.

**DCA’s 2011 Big Read Program in LA** consists of a series of activities that started in January and will be extended through June, 2011. The program is presented by DCA in conjunction with community and cultural organizations that include: the Chinese American Museum, El Pueblo de Los Angeles Historical Monument, Sony Pictures Media Arts Program, the Chinatown Business Improvement District, the Warner Grand Theater, the Los Angeles Public Library, the Los Angeles Unified School District, the Culinary Historians of Southern California, Zócalo Public Square, East West Players, the California African American Museum, and many more.



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Nearly 3,000 students from local high schools in culturally diverse areas of Los Angeles will join community members in reading “*The Joy Luck Club*,” with activities offered for all ages and interests. The in-school and after-school program features reading groups, and visual-arts and new media classes - culminating in an exhibition of student artwork at DCA’s City Hall Bridge Gallery. The public can participate through public library reading groups, film screenings, a panel discussion, culinary tours, theater workshops, museum programs, a symposium, and special events.

This following list of events for DCA’s 2011 Big Read Program in LA is based on information available at time of publication. All programs are free unless otherwise indicated. For more information about DCA’s 2011 Big Read Program in LA, please call **213.202.5567** or visit DCA’s website, [culturela.org](http://culturela.org).

**Events and Activities:**

**DCA’s 2011 Big Read Program in LA Public Programs with Community Partners:**

**ZOCALO PUBLIC SQUARE**

When: April 6, 2011, 7:30 p.m.

Site: Downtown Independent Theater  
251 South Main Street  
Los Angeles, CA 90012

Cost: Free

Info: “The Creation of Chinese America”

Moderated by Mae Ngai, author and professor, Columbia University.

Nineteenth-century Chinese immigrants to America were regarded with such fear and racism — they were dubbed the “yellow peril” — that the U.S. enacted its first and only anti-immigration law based solely on race. Even after World War II, when Chinese immigration and naturalization was legalized, mainstream perceptions of Chinese Americans remained mired in racist stereotypes of effeminate or outright villainous men, and submissive “geisha girls” or “dragon ladies.” The villain Fu Manchu continued to appear in novels in the 1950s, as did the good-natured but emasculated detective Charlie Chan. Mr. Magoo’s houseboy “Cholly” beamed into American televisions in the 1970s, and foreign exchange student Long Duck Dong appeared on movie screens in “Sixteen Candles.” In the last two decades — as China opened to the U.S., as Chinese immigrants from more provinces traveled across the Pacific, and as “*The Joy Luck Club*” topped bestseller lists and became a hit film — Chinese Americans began to tell their own stories, for themselves and for America at large.



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Zócalo invites a panel of Chinese American scholars and artists to explore the laws, history, culture, and art that made — and that continue to transform — Chinese America.

For more information, please visit [zocalopublicsquare.org](http://zocalopublicsquare.org).

#### **LEIMERT PARK ARTWALK**

When: April 24, 2011, 2:00 p.m. to 8 p.m.

Site: 4343 Leimert Boulevard  
Los Angeles, CA 90008

Cost: Free

Info: The Leimert Park Artwalk will feature an exhibition of student art work inspired by the novel "*The Joy Luck Club*."

Held the last Sunday of every month, the Leimert Park Art Walk, hosted by KAOS Network, was born from the desire of the local arts community to revive the art scene in the Village and to encourage traffic to this historic and vibrant neighborhood. Participants in the Leimert Park Art Walk range from local business owners, artists, and members of the Leimert Park Village community.

For more information, please contact [bencaldwellfilm@aol.com](mailto:bencaldwellfilm@aol.com), or call 323.296.5717.

#### **SYMPOSIUM: "PERPETUATION OF THE MODEL MINORITY AND MYTHS"**

When: April 30, 2011, 12:00 p.m. to 3:00 pm

Site: California African American Museum  
600 State Street  
Los Angeles, CA 90037

Cost: Free

Info: This symposium will focus parallel experiences and cultural similarities of Chinese American and African American cultures in the United States. Discussion will include elements of the novel, "*The Joy Luck Club*" that relate to traditions in the African American family, parallel historical moments, media perpetuation of the model minority stereotypes, and cultural and ethnic myths. The panelist will share their thoughts on international ties, strengthening families, and building economic sustainability in their communities.



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Panelists will include: Jan Lin, Associate Professor of Sociology, Occidental College; Jan Robinson, Executive Director, Women for Wellness; Steve Wong, Curator, Chinese American Museum; Charmaine Jefferson, Executive Director, California African American Museum; and Dr. Kwaku Lynn, Historian and Professor of African Studies. The discussion will be moderated by Dr. David Horn, Professor of African Studies, California State University, Northridge.

The symposium will include testimonials about the work accomplished during “Big Read / Literacy Month” by participating students, organizations, and guests.

Crenshaw/Leimert Park participating organizations include: The KAOS Network; We Can Foundation; FAMILI and Audubon Middle School; Crenshaw High School students that are traveling to China in June on a tour sponsored by The Los Angeles Urban League and Art Historians Bernard and Shirley Kinsey; LA Commons; The Leimert Park Book Fair; Lucy Florence Coffee House and Cultural Center; and the California African American Museum.

For more information, please call 213.202.5508.

#### **THE BIG READ AT THE LOS ANGELES TIMES FESTIVAL OF BOOKS**

When: April 30, 2011, 12:00 p.m. to 6:00 p.m.  
May 1, 2011, 12:00 p.m. to 5:00 p.m.

Site: University of Southern California  
Los Angeles, CA 90019

Cost: Free

Info: Look for DCA’s Big Read Program in LA at the 16<sup>th</sup> annual Los Angeles Times Festival of Books. Visitors are welcome to the Department of Cultural Affairs booth to learn about public, citywide, and culturally diverse programs, and learn about Big Read activities focused on this year’s book selection of Amy Tan’s bestselling novel, “*The Joy Luck Club*.” Visitors will receive a Big Read bookmark and other educational and cultural materials from DCA.

For more information, please visit [events.latimes.com/festivalofbooks/](http://events.latimes.com/festivalofbooks/).



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## **CULINARY HISTORIANS OF SOUTHERN CALIFORNIA DINNER AND SPEAKER PROGRAM AT EMPRESS PAVILION**

When: Mid-May, 2011

Site: Empress Pavilion  
988 North Hill Street, # 201  
Los Angeles, CA 90012

Cost: TBD

Info: History of Chinese Food in America. Join noted speakers at the popular restaurant, Empress Pavilion, a Chinatown favorite, for a fascinating history of Chinese food in America and enjoy dining from a representative menu using items featured in Amy Tan's best selling novel, "*The Joy Luck Club*." This special event is organized by the Culinary Historians of Southern California (CHSC). The CHSC have a passion for food and its history. This event combines food facts, local culture, and culinary insight into a unique experience. This program will fill up fast, so please check the website for date, time, cost, and registration information: [chscsite.org/calendar/](http://chscsite.org/calendar/). RSVP via email at [1bikerider@charter.net](mailto:1bikerider@charter.net).

For more information, please call 213.202.5567.

## **MAH JONGG GAME AND LECTURE**

When: May 18, 2011, 12:00 p.m.

Sites: Memorial Branch Public Library  
4625 West Olympic Boulevard  
Los Angeles, CA 90019

Cost: Free

Info: Take your place at the mah jongg table! The Memorial Library is the site of Los Angeles' longest running free weekly mah jongg game. New and seasoned players are welcome.

As you enjoy the traditional Chinese game, Tom Sloper, author of "*The Red Dragon & The West Wind*," the definitive book on mah jongg, will be on site to speak about mah jongg and its relation to "*The Joy Luck Club*."

For more information, please call 323.938.2732.





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**CHINATOWN BUSINESS IMPROVEMENT DISTRICT (CBID) CULINARY TOUR**

When: May 19, 2011, 6:30 p.m. to 9:30 p.m.

Site: Central Plaza in Chinatown  
727 North Broadway  
Los Angeles, CA 90012

Cost: \$50 per person / food and non-alcoholic beverage  
\$75 per person / food and wine

Info: A culinary tour of Chinatown inspired by *"The Joy Luck Club."* Experience the tastes and hospitality of historic Chinatown in this exclusive three-hour culinary tour with stops at select restaurants. This food tour is an urban adventure that can lead you to culinary experiences that can be hard to find on your own. Bring walking shoes and an appetite. Advance purchase required. Tickets will sell out! For more information, please visit <http://www.chinatownla.com>.

Group size is limited. RSVP via email at [info@chinatownla.com](mailto:info@chinatownla.com) or call 213.680.0243.

**DCA's 2011 Big Read Program in LA Public Film Screenings:**

**FREE SCREENINGS OF THE JOY LUCK CLUB**

When: April 15, 2011, 7:00 p.m.

Site: Warner Grand Theatre  
478 West 6<sup>th</sup> Street  
San Pedro, CA 90731

Cost: Free

When: April 29, 2011, 7:00 p.m.

Site: Chinatown Central Plaza  
947 North Broadway Street  
Los Angeles, CA 90012

Cost: Free

When: April 30, 2011, 6:30 p.m.

Site: Leimert Park

Cost: Free



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Info: Enjoy free screenings of the award-winning 1993 film adaptation of the book "*The Joy Luck Club*" in Los Angeles' historic theatres and outdoor spaces. The screenings on April 29 in Chinatown will feature a Q&A session with actors from the film with a reception following the screening.

For more information, please call 213.202.5567.

**DCA's 2011 Big Read Program in LA Public Library Programs:**

**LOS ANGELES PUBLIC LIBRARY READING CLUBS**

When: Please visit [lapl.org](http://lapl.org) for exact dates and times.  
Check the site's Events & Exhibits Link.

Sites: Central Branch (Downtown) and select library branch locations throughout Los Angeles. Participating library branches include:

Arroyo Seco  
6145 North Figueroa Street  
Los Angeles, CA 90042

Chatsworth  
21052 Devonshire Street  
Chatsworth, CA 91311

Granada Hills  
10640 Petit Avenue  
Granada Hills, CA 91344

Mar Vista  
12006 Venice Boulevard  
Los Angeles, CA 90066

Memorial  
4625 West Olympic Boulevard  
Los Angeles, CA 90019

Palisades  
861 Alma Real Drive  
Pacific Palisades, CA 90272

Palms Rancho  
2920 Overland Avenue  
Los Angeles, CA 90064

Platt  
23600 Victory Boulevard  
Woodland Hills, CA 91367



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Playa Vista  
6400 Playa Vista Drive  
Los Angeles, CA 90094

Porter Ranch  
11371 Tampa Avenue  
Porter Ranch, CA 91326

San Pedro  
931 South Gaffey Street  
San Pedro, CA 90731

Sherman Oaks  
14245 Moorpark Street  
Sherman Oaks, CA 91423

Studio City  
12511 Moorpark Street  
Studio City, CA 91604

Westwood  
1246 Glendon Avenue  
Los Angeles, CA 90024

Woodland Hills  
22200 Ventura Boulevard  
Woodland Hills, CA 91364

Cost: Free

Info: The Los Angeles Public Library hosts 15 reading clubs throughout Los Angeles, representing every region of the city. The library will distribute reading guides, bookmarkers, and a copy of the book, "*The Joy Luck Club*" by Amy Tan. Select branch sites will also host viewing of the feature film and other related activities.

For more information, please call 213.202.5567.





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**LOS ANGELES PUBLIC LIBRARY “FIRST FRIDAYS” BOOK GROUP**

When: April 1, 2011, 1:00 p.m.

Site: Memorial Brach Library  
4625 West Olympic Boulevard  
Los Angeles, CA 90019

Cost: Free

Info: The “First Fridays” Book Group will discuss “*The Joy Luck Club*.”

For more information, please call 323.938.2732.

**LOS ANGELES PUBLIC LIBRARY THURSDAYS “BOOK INTO FILM” SERIES**

When: April 21, 2011, 12:30 p.m.

Site: Memorial Brach Library  
4625 West Olympic Boulevard  
Los Angeles, CA 90019

Cost: Free

Info: The film series presents “*The Joy Luck Club*,” a 1993 American film about the relationships between Chinese-American women and their Chinese mothers, produced by Oliver Stone, directed by Wayne Wang, from a screenplay co-written by Amy Tan based on her 1989 novel. The cast is notable for consisting primarily of Asian-American women. Copies of the book are available to check out from the library prior to the program.

For more information, please call 323.938.2732.

**DCA’s 2011 Big Read Program in LA Programming at DCA Neighborhood Arts and Cultural Centers:**

**WILLIAM GRANT STILL ARTS CENTER**

When: Through April 2, 2011 (Reading Group)

Site: William Grant Still Arts Center  
520 South West View Street  
Los Angeles, CA 90016

Cost: Free

Info: The West Adams Reading Club, a multi-generational reading group, will read “*The Joy Luck Club*” and create lanterns. The lanterns bring



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together traditional art techniques with each participant's personal narrative about their family.

For more information, please call 323.734.1164.

**SONY PICTURES MEDIA ARTS PROGRAM AND SCREENING OF STUDENT FILMS**

When: April 17 to May 29, 2011

Sites: Banning's Landing Community Cultural Center  
100 East Water Street  
Wilmington, CA 91303

Center for the Arts, Eagle Rock  
2225 Colorado Boulevard  
Los Angeles, CA 90041

San Fernando Gardens Community Service Center  
10896 Lehigh Avenue  
Pacoima, CA 91331

Charles Mingus Youth Arts Center  
10620 Graham Avenue  
Los Angeles, CA 90002

William Reagh Los Angeles Photography Center  
2332 West Fourth Street  
Los Angeles, CA 90057

Cost: Free

Info: Students from all over Los Angeles will participate in this media arts program. Students will read "*The Joy Luck Club*" and create original short films, which will be screened at the Sony Pictures Media Arts Program Culminating Event held annually in June at the REDCAT Theater.

Program partners include: Sony Pictures Entertainment, DCA, the California Institute of the Arts Community Partnership Program, and the Housing Authority of the City of Los Angeles.

For more information, please call 661.222.2708 for more information.



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**DCA's 2011 Big Read Program in LA Youth Art Exhibition:**

**2011 BIG READ PROGRAM IN LA EXHIBITION AT DCA'S BRIDGE GALLERY AT CITY HALL**

When: March 31 to May 6, 2011

Site: Los Angeles City Hall Bridge Gallery  
200 North Main Street  
Los Angeles, CA 90012

Cost: Free

Info: Students' work from after-school programs at DCA's Neighborhood Arts and Cultural Centers and in-school programs at LAUSD will be exhibited at DCA's Bridge Gallery at City Hall. Artwork created by young people in Taxco, Mexico, through the International Sister City organization, "Friends of Taxco," will also be exhibited.

For more information, please call 213.202.5567.

**DCA's Big Read Program in LA Art Programs and Reading Groups for Young People at KAOS Network:**

**KIDZ@43<sup>rd</sup> Place**

When: April 2, 9, 16, and 23, 2011, 4:00 p.m. to 6:00 p.m.

Site: 4343 Leimert Boulevard  
Los Angeles, CA 90008

Cost: Free

Info: Leimert Park's KAOS Network hosts a reading and discussion group of "The Joy Luck Club" during its KIDZ@43<sup>rd</sup> Place program. This program will provide a copy of "The Joy Luck Club" to each youth participant. The program seeks to empower youth by giving them access to the arts in a creative and critical thinking environment.

**The Seedling Project**

When: April 4, 11, and 18, 2011, 10:00 a.m. to 12:00 p.m.

Site: 4343 Leimert Boulevard  
Los Angeles, CA 90008

Cost: Free

Info: The Seeding Project's art workshops focus on passing art techniques and skills to the masses. Participants will engage in a multi-week program



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with professional artists for two-hour sessions per week. Each class will explore the history of the Los Angeles Chinese American and African American communities, discover new and innovative approaches to the art industry, and present a culminating body of art work created by the program participants under the guidance of the artists that will be exhibited at the Leimert Park Artwalk on April 24, 2011.

Ben Caldwell is the founding director of KAOS Network. KAOS is a house of art. The name KAOS Network refers to its mission: organizing chaos. Chaos is the mother load, the foundation of creation. KAOS also riffs on popular conceptions of the chaotic nature of predominantly black neighborhoods. KAOS works with the arts using various media: teleconferencing, film, video, music, and sound design. For more information, please call 323.296.5717.

#### **DCA's 2011 Big Read Program in LA School Partnerships:**

#### **LAUSD IN-SCHOOL READING GROUPS AT LINCOLN HIGH SCHOOL**

When: March 25 to May 7, 2011

Site: Abraham Lincoln High School  
3501 North Broadway  
Los Angeles, CA 90031

Cost: Free

Info: Lincoln High School will have over 850 students participate. Students from several school programs will engage in reading and discussion groups, including the Small Learning Community of VOICE (Victory Over Ignorance Through Culture and Education), Math, Science, and Technology Magnate, and Advance Placement Mandarin classes. The school will also present its second annual Multicultural Festival on **May 7, 2011** to culminate the 2011 Big Read Program in LA school program. The festival will include student group booths, exhibitions of artwork by students, cultural organizations, food, games, bands, children's activities, presentations in the auditorium, and more.



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### **LAUSD IN-SCHOOL READING GROUPS AT THE SANTEE EDUCATION COMPLEX**

When: February 14 to June 10, 2011

Site: Santee Education Complex  
1921 South Maple Avenue  
Los Angeles, CA 90011

Cost: Free

Info: Santee High School will have over 670 students in the 11<sup>th</sup> grade participate in the 2011 Big Read Program in LA through in-class curriculum and independent study. Program components include reading and discussion groups, a screening of the feature film adaptation of the book "*The Joy Luck Club*" on **April 7, 2011**, a "Joy Luck Feast" presented by the Santee culinary class, a Chinatown field trip, a Mah Jongg contest, and martial arts and drum presentations.

### **LAUSD IN-SCHOOL READING GROUPS AT ROOSEVELT HIGH SCHOOL**

When: TBD

Site: Roosevelt High School  
456 South Mathews Street  
Los Angeles, CA 90033

Cost: Free

Info: Roosevelt High School will have over 50 students participate in reading and discussion groups during class time. For more information on all LAUSD Big Read school programs, please call 213.202.5567.

### **About the City of Los Angeles Department of Cultural Affairs (DCA)**

The **Department of Cultural Affairs (DCA)** generates and supports high-quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program;





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\$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$10.5 million since fiscal year 2007/08, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the [culturela.org](http://culturela.org) website visited by over 2.7 million people annually.

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