

MEDIA CONTACT

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FOR IMMEDIATE RELEASE

August 27, 2012

**Guillermo Bert: Encoded Textiles
October 28, 2012- February 24, 2013**

Guillermo Bert, *Psalm 1492*, 2012. 76 x 41 inches. Textile woven by a Mapuche weaver from the south of Chile. Photograph by Ronald Dunlap.

PASADENA, CA – The Pasadena Museum of California Art (PMCA) is proud to present *Guillermo Bert: Encoded Textiles*, an exhibition that explores the latest generation of bar codes (QR codes), their capacity to hold 200 times more information than traditional bar codes, and the graphic similarities between the bar codes and the textiles of the indigenous peoples of the Americas. A Los-Angeles based artist who was born in Chile, Bert uses high-tech software and industrial processes to transcribe the stories, poems, and narratives of six influential leaders of indigenous communities into QR codes, which are then re-created into tapestries by weavers from those communities.

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The exhibition examines technology, language, cultural heritage, and capitalism seeking to open a dialogue about the effects of globalization on the world's indigenous population. Bert's innovative use of an advanced technology is to record the history of a marginalized culture, so that these stories do not fade away. The tapestries from these communities are traditionally filled with symbols and images with meaning, but have not included full stories such as the ones preserved and archived as part of *Encoded Textiles*. Inspired by the bar code's universality, Bert translates political, religious, social, and artistic entities into patterns of elongated vertical bands woven into tapestries. The tapestries are created with natural wool and dyes that are either made, bought or traded locally, using different sized threads, stitching techniques and distinctive colors.

Guillermo Bert was born in Chile in 1959, studied art at the Catholic University of Santiago and then relocated to reside in Los Angeles. For the past two decades his art has been widely exhibited and collected by numerous museums in the United States and South America. Bert was Art Director for the *Los Angeles Times* for five years and taught mixed media art at Art Center School of Design in Pasadena, California (2000-2005).

OPENING RECEPTION

Saturday, October 27, 2012

7:00 – 9:00 pm

\$5 admission

Free for PMCA Members

Mission:

The mission of the Pasadena Museum of California Art (PMCA) is to present the evolution of California art and design through exhibitions that explore the cultural dynamics and influences that are unique to California.

Hours:

Wednesday – Sunday, 12:00 - 5:00 pm.

The Museum is closed July 4th, Thanksgiving Day, Christmas and New Year's Day.

Admission:

\$7 for Adults, \$5 for Seniors (65+) and Students with valid ID; free to PMCA Members and children under 12. Access for people with disabilities is provided.

Location/Parking:

The Museum is located at 490 East Union Street. From the 210 Freeway, take the Lake Avenue exit. Go south and take a right on Union Street. From the 110 Freeway/Downtown Los Angeles, follow the freeway until its end, then take Arroyo Parkway and turn right at Colorado, then left at Oakland to get to Union Street. Parking is available at the Museum.

PMCA Tours:

At this time, the museum does not offer regularly scheduled docent tours of our special exhibitions. However, docent tours are available to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date in order to guarantee a tour. We regret that we are unable to

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accommodate tours for groups smaller than 10 or larger than 50 people. Before requesting a tour, please check the exhibition calendar to see which exhibitions will be available during your visit.

A discounted group rate of \$4 per person is available for groups of 20 or more, and free admission is offered to school groups of K-12 public school students. Please call to notify us at least one week in advance for these special admission rates.

For any questions or to make reservations for a tour or group rate, please call Christine Goo at 626-568-3665 x18.

PMCA Information:

For information, the please call 626-568-3665 or visit the website: www.pmcaonline.org

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