

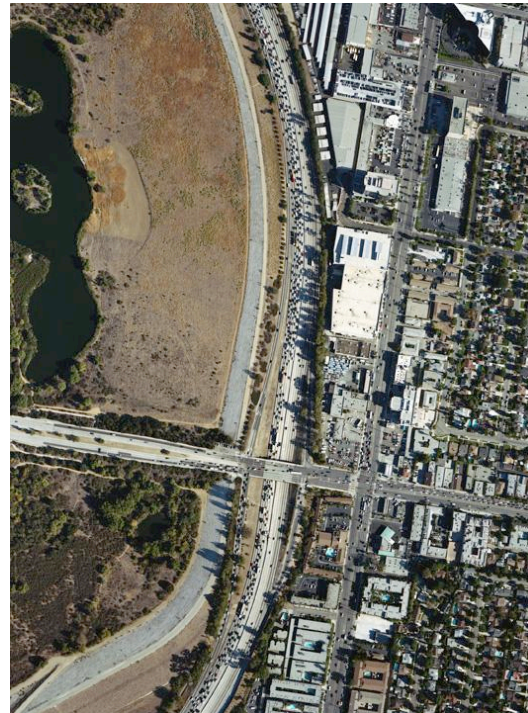
**MEDIA CONTACT**

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**FOR IMMEDIATE RELEASE**

March 10, 2009

***Traffic***  
**May 31 – September 20, 2009**



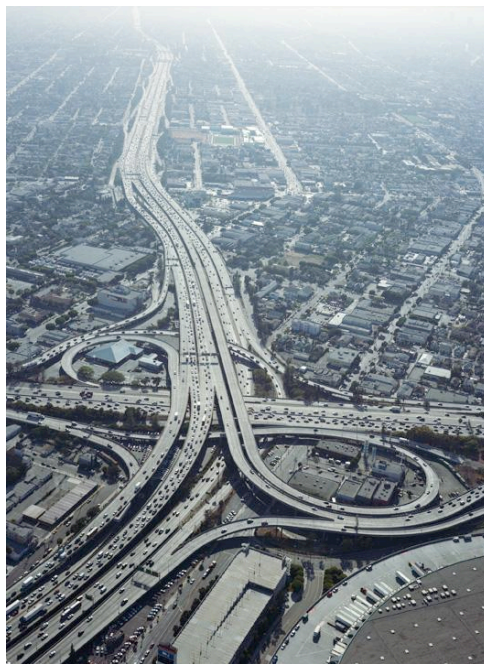
**LEFT:** Benny Chan, *Tr11\_20*, May 28, 2008, C Print, 62" x 84"  
**RIGHT:** Benny Chan, *Tr7b\_20*, September 4, 2007, C Print, 62" x 84"

**Pasadena, CA** - The Pasadena Museum of California Art (PMCA) is proud to present acclaimed architectural photographer Benny Chan's exhibition, *Traffic*. Over the past few years, Chan has worked diligently to photograph aerial views of Los Angeles freeways during the height of rush hour. To accurately depict the enormous scale of the gridlock, he has gone to great lengths to produce the images in a monumental size, taking them from high in the sky in a helicopter and airplane with a camera that he designed and manufactured exclusively for this series.

As one of the top architectural photographers working in the field today, Benny Chan is no stranger to enduring extreme conditions and finding innovative solutions in order to perfectly capture his

subject. His attention turned to Los Angeles' traffic problem when he realized the full implications of its effects on civilization. "*Traffic* focuses on contemporary society's lack of comprehension of issues of scale and rate of change relative to time. Traffic jams in a megalopolis the size of Los Angeles are a function of our enormous population growth and inability to deal with scale. They are a microcosm of numerous other crises threatening our continued existence. Our reluctance to take action sooner underscores our complacency, procrastination, and greed," says Chan.

From his almost omniscient perspective, Chan explores the conundrum of traffic as a symptom of a society being unable to keep pace with its own expansion, while at the same time rendering a serene beauty from the chaotic scene. This exhibition will have special relevance to Los Angeles audiences, who are accustomed to driving in traffic without fully realizing the scope of the problem. Curated by Shirlae Cheng and organized by the PMCA and Merry Norris, the exhibition will feature ten prints, and will be accompanied by documentation of the artist's extraordinary process.



Benny Chan, *Tr4\_34*, June 15, 2007, C Print, 62" x 84"

### **OPENING RECEPTION**

**Saturday, May 30, 2009**

**7:00 – 9:00 pm**

Opening Reception for *Traffic*, *You See: The Early Years of The UC Davis Studio Art Faculty*, *Edith Heath: Tabletop Modernist*, *Annie Lapin: Room Painting*

\$5 admission

Free for PMCA Members

RSVP: 626-568-3665, ext. 14

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**About the PMCA:**

The Pasadena Museum of California Art (PMCA) is dedicated to the exhibition of California art, architecture, and design from 1850 to the present. Informed by the state's rich mixture of cultures and inspired by its impressive geography, California art has long been defined by a spirit of freedom and experimentation. PMCA exhibitions and educational programs explore the cultural dynamics and influences unique to California that have shaped and defined art in all media.

**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 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 Shirlae Cheng at 626-568-3665 x17.

**PMCA Information:**

For information, the please call 626-568-3665 or visit the website: [www.pmcaonline.org](http://www.pmcaonline.org)