

## Museum of Latin American Art, Long Beach

<http://www.molaa.com/about-molaa.aspx>  
628 Alamitos Avenue, Long Beach, CA 90802  
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Photo by Karissa Ferrell, 2012

The Museum of Latin American Art (MOLAA) is located in heart of the East Village Artists District near downtown Long Beach. The museum proudly exhibits the largest collection of Contemporary Artists from 20 different Latin American countries. MOLAA was founded in 1996, by a retired Doctor named Robert Gumbiner, who transformed his private collection into the museums as a means to educate the public about contemporary Latin American fine artists through dynamic exhibitions and engaging educational community events. Dr. Gumbiner passed away in 2009. Chief Curator, Cecilia Fajardo Hill, came onboard in 2010 and shifted the museum's vision to include even more cutting edge contemporary artists in an array of new media and emerging themes. The results have been critically acclaimed. Many of the recent exhibitions have involved artists

who were previously unknown in the US artworld. MOLAA has provided a global context in which their work can be exhibited and appreciated.

The museum is supported by knowledgeable and passionate curators, educators, and event coordinators who have helped to shape this museum into a cultural center focused on developing cultural identity and appreciation amongst its many visitors. USA today recently recognized the city of Long Beach as the most diverse city in the United States which is notably one of its strongest assets. With such a diverse audience MOLAA aims to involve all their visitors with a broader perspective of contemporary artists emerging from Latin American countries.



Interactive educational opportunity within MOLAA's permanent exhibition space.  
Photo by Karissa Ferrell, 2012

Greetings From/Saludos desde...	
Create a postcard souvenir from a place you have visited or a place you have imagined.	
1.	Think about a place. Use this postcard that best describes that place. You can choose: - An Extraordinary Place - A Familiar Place - A Place Only I Could Imagine - A Place I Want to Visit
2.	Imagine that place. It can be an outdoor place like the beach or a park or an indoor place like a museum or national monument. Perhaps it is a place you've only seen in your dreams.
3.	Draw that place or use the rubbing plates to recreate it.
4.	Write a message to a friend or family member that describes what it is like to be there. How does it look, smell, taste, sound or feel?
You may leave the postcard at MOLAA for other visitors to enjoy or take it home and mail it to a family member or friend.	
¡Buen viaje!	

“Latin American Art” is a complex term that MOLAA’s directors and curators have defined as artists who either currently live, or whose country of origin is in Latin America. In reality, the artists represented may be living and working in China, Africa, across Europe or the US. The curators shoot to balance exhibitions between more traditional modernist or historical works from the permanent collection with new media, performance, and conceptual works by contemporary artists. In an interview with Gabriela Martinez, the AVP of Education, she noted the challenge of connecting with a largely working-class local community. She felt that the perception of a large contemporary art museum was one of “elitist” or “separated” from the local community. She defined the main goal of the education staff is to bridge this perceived gap “through establishing partnerships with local schools and other non-profits who already have strong ties to the community in order to reach out to them. She says “So far, the response has been very positive.”

MOLAA offers a wide range of activities focused on educating the public, especially the youth. Every summer they hire a bilingual art teacher to instruct students in 4 week-long summer camps. Dozens of schools visit for educational field trips and visitors have the opportunity to take bilingual guided tours. Throughout the year MOLAA also hosts a variety of activities for families, international traveling tours, and fundraising events. Upcoming goals include establishing a Teen Arts Council and Education Advisory Committee that would engage local teens in the curatorial and museum operation process. This year marks MOLAA’s 16<sup>th</sup> anniversary, in this short amount of time the museum has doubled in size, expanded its permanent collection, revamped its historic space, added a 15,000 sq. ft sculpture garden, and hosted dozens of temporary exhibitions and project rooms. MOLAA really is a gem of the city through its

continual community outreach and involvement.

**Admission:**

General Admission \$ 9.00  
Seniors & Students \$ 6.00  
MOLAA Members & Kids under 12 FREE

**Hours of Operation:**

Wednesday, Friday, Saturday & Sunday  
11:00 a.m. - 5:00 p.m.  
Thursday 11:00 a.m. - 9:00 p.m.  
(Closed) Monday, Tuesday & Holidays

**Sculpture Garden:** closes daily at 4:00p.m.

**Café Viva:** a great place to sample authentic Latin American dishes.

**Directors and Staff:**

President and C.E.O., Stuart A. Ashman  
Chief Curator, Cecilia Fajardo-Hill  
AVP of Education, Gabriela Martinez  
Education Coordinator, Rebecca Horta



MOLAA’s gift shop features unique Latin American folk Arts, books, toys, clothes, and jewelry. Photo by Karissa Ferrell, 2012

**Resources:**

Martinez, J. (personal communication, April 6, 2012)

Unknown Author. (n.d.). MOLAA..Museum of Latin American Art. Retrieved from <http://www.molaa.com/about-molaa.aspx>

Unknown Author. (n.d.). The City Manager: About the City of Long Beach. Retrieved from <http://www.longbeach.gov/citymanager/maprogram/city.asp>

Unknown Author. (n.d.). MOLAA Museum Magazine. Retrieved from <http://www.molaa.com/About-MOLAA/molaamuseummagazine.aspx>