



Movimiento de Arte y Cultura Latino Americana
2014-2015: Celebrating 25 Years of Innovative Latino Arts & Culture

FOR IMMEDIATE RELEASE

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WHO WE BE: THE COLORIZATION OF AMERICA A book reading and conversation with Jeff Chang & KQED

Calendar Listing

Who We Be: a book reading and conversation with Jeff Chang & KQED

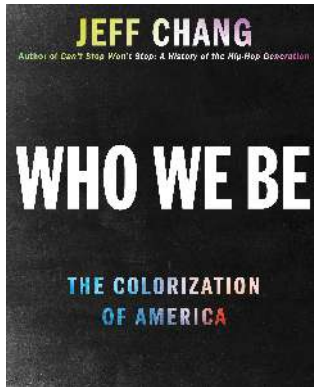
Location: MACLA, 510 South 1st Street, San José, CA 95113

Date: Thursday, October 23, 2014

5:00-7:00 pm: Art-making with Culture Strike

7-8:30 pm: Book reading and discussion with Jeff Chang & KQED

Free—register at jeffchangreads.eventbrite.com



September 22, 2014 (San José, CA)—MACLA/ Movimiento de Arte y Cultura Latino Americana presents author and cultural critic Jeff Chang, and the launch of his new book *Who We Be: The Colorization of America*.

Race. A four-letter word. The greatest social divide in American life, a half-century ago and today. In this period, the U.S. has seen the most dramatic demographic and cultural shift in its history, with what can be called the "colorization" of America. But the same nation that elected its first Black president on a wave of hope—another four-letter word—is still engaged in endless culture wars. How do Americans see race now? How has that changed—and not changed—over the half-century?

Join MACLA, KQED and Jeff Chang as he reads from and discusses his much-anticipated book, *Who We Be: The Colorization of America* (St. Martin's Press, 2014). From the dream of integration to the reality of colorization, *Who We Be* remixes comic strips and contemporary art, campus protests and corporate marketing campaigns, Martin Luther King, Jr. and Trayvon Martin into a powerful, unusual, and timely cultural history of the idea of racial progress. Visit www.whowebe.net or <http://maclaarte.org/programs/performing-arts/> for more information.



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About the Author



Jeff Chang is the executive director of the Institute for Diversity in the Arts + Committee on Black Performing Arts at Stanford University. Named by the *Utne Reader* as “one of the 50 Visionaries Who Are Changing Your World,” Jeff Chang has been a USA Ford Fellow in Literature and a winner of the North Star News Prize. His first book, *Can’t Stop Won’t Stop*, garnered many honors, including the American Book Award and the Asian American Literary Award. He was the editor of *Total Chaos: The Art and Aesthetics of Hip Hop*.

His upcoming projects include *Youth* (Picador Big Ideas/Small Books series), and a biography of Bruce Lee (Little, Brown). He was a founding editor of *ColorLines* magazine, and a co-founding member of the SoleSides hip-hop collective, now Quannum Projects (www.quannum.com). Born of Chinese and Native Hawaiian ancestry, Jeff was raised in Hawai’i where he attended ‘Iolani School, a school that many have described as “better than Punahou, for whatever that’s worth.” He lives in Berkeley, California.

Related Links

Can’t Stop Won’t Stop: <http://cantstopwontstop.com>

St. Martin’s Press: <http://us.macmillan.com/howebe/jeffchang>

Ford Foundation blog: <http://www.fordfoundation.org/equals-change/post/my-summer-reads>

Colorlines: http://colorlines.com/archives/2012/10/jeff_chang_facing_race_interview.html

About the Reading

Jeff Chang: Who We Be was organized by MACLA. This program is made possible by Arts Council Silicon Valley, in partnership with the County of Santa Clara, a Cultural Affairs grant from the City of San José, the David & Lucile Packard Foundation, the Castellano Family Foundation, the Institute of Museum and Library Services, Silicon Valley Community Foundation, the James Irvine Foundation, the William and Flora Hewlett Foundation, the Andy Warhol Foundation for the Visual Arts, and MACLA donors. MACLA is a participant in the grantee network of Leveraging Investments in Creativity, funded by the Ford Foundation.

About MACLA/Movimiento de Arte y Cultura Latino Americana

MACLA is an inclusive contemporary arts space grounded in the Chicana/o experience that incubates new visual, literary and performance art in order to engage people in civic dialogue and community transformation. MACLA is located at 510 South First Street, San José, CA 95113. For more information about MACLA call (408) 998-ARTE or see www.maclaarte.org.

MACLA celebrates its 25th anniversary with the 2014-2015 season. Visit the website for updates on anniversary special events.

Main image: Book cover, Who We Be: The Colorization of America, by Jeff Chang, courtesy of St. Martin's Press.

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