

*"I discover stuff every time I look at them." —Cheech Marin*

## LESSON OVERVIEW

In this lesson, students view the Cheech Marin/Chicano Art segment of Craft in America: Collectors. They learn about The Cheech Marin Center for Chicano Art and Culture in Riverside, California named for collector and entertainer Cheech Marin that houses his extensive collection of Chicano art. After examining examples of Chicano art, students explore the world of collecting, considering what kinds of things are collected and why, what students themselves may currently collect, and what kind of collection they might imagine owning. To practice collecting, researching, and presenting, students work in small groups to make a "mini museum" of common items discovered and gathered in the classroom. They apply criteria to determine their choices, research facts about their collection, and decide on plans for presentation. Students carefully label and present their mini museums on a desktop or other designated space and visit each group's museum. Next, students repeat the same steps to create a collection of their choice for a more deeply considered museum of objects, as represented by images found online. Their final mini-museums are presented and displayed during an opening event.

Grade Level: 9–12

Estimated Time: five class periods

Craft In America Theme/Episode: COLLECTORS

### Background Information

Best known as one half of the hilariously irreverent, satirical, counter-culture, no-holds-barred duo Cheech and Chong, Cheech Marin is a paradox in the world of entertainment. Cheech is an actor, director, writer, musician, art collector, and humanitarian. Cheech is recognized today as a preeminent Chicano art advocate. In the mid-1980s, he began developing what is now arguably the finest private collection of Chicano art. Furthering his goal to introduce Chicano art to a wider audience, Marin has entered a partnership with the City of Riverside, California, and Riverside Art Museum to create The Cheech Marin Center for Chicano Art & Culture.

### Key Concepts

- People collect things that interest them.
- Collectors can learn about the things they collect by researching them.
- Collectors can share their collection with others.

### Objectives

Students will:

- curate a collection by selecting objects according to specific criteria.
- generate and investigate questions about items in their collection.
- present their collection to an audience.

### National Standards for Visual Arts Education

This lesson addresses the following standards. The performance standards listed here are directly related to the lesson's goals.

# CRAFT IN AMERICA

## BUILDING A COLLECTION EDUCATION GUIDE

- Presenting:  
Anchor standard 4: Select, analyze, and interpret artistic work for presentation.  
VA:Pr4.1.8a  
Develop and apply criteria for evaluating a collection of artwork for presentation.  
  
VA:Pr4.1.1a  
Analyze, select, and curate artifacts and/or artworks for presentation and preservation.  
  
Anchor standard 5: Develop and refine artistic techniques and works for presentation.  
AV:Pr5.1.6a  
Individually or collaboratively, develop a visual plan for displaying works of art, analyzing exhibit space, the needs of the viewer, and the layout of the exhibit.
- Responding:  
Anchor standard 7: Perceive and analyze artistic work.  
VA:Re.7.1.1a  
Hypothesize ways in which art influences perception and understanding of human experiences.
- Connecting:  
Anchor standard 11: Relate artistic ideas and works with societal, historical, and cultural contexts to deepen understanding.  
VA:Cn11.1.8a  
Distinguish different ways art is used to represent, establish, reinforce, and reflect group identity.

### Worksheets

- Worksheet 1: Building a Collection
- Worksheet 2: You, the Expert
- Worksheet 3: People have to see this!

### Materials

- Sketchbooks
- Markers, pens and pencils
- Scissors
- Rulers
- White glue, stick glue
- Tape, tape gun for mounting images
- 3 by 5-inch index cards: About 10 per student to make labels and tags for the presentation of the collections (add more for the option under Extensions for making small artworks). Index cards are handy, inexpensive, and a useful weight, but other paper may be substituted.
- Assorted cardboard such as mat board scraps, recycled cereal and cracker boxes, or manila file folders for mounting collection printouts
- Paper punches and string for making attachable tags that hang from collection items
- Material options for presentations: Small boxes of various sizes to form display pedestals, bulletin board and tacks, blue removable painter's tape for hanging displays on walls