GETTY MUSEUM ANNOUNCES BBCN BANK AS PRESENTING SPONSOR OF FORTHCOMING EXHIBITION

Looking East: Rubens’s Encounter with Asia includes renowned drawing Man in Korean Costume by Peter Paul Rubens

LOS ANGELES—The J. Paul Getty Museum announced today that BBCN Bank will be a Presenting Sponsor of the forthcoming exhibition Looking East: Rubens’s Encounter with Asia, on view March 5–June 9, 2013 at the J. Paul Getty Museum, Getty Center.

The exhibition explores the centuries-old mystery of Peter Paul Rubens’s masterpiece drawing Man in Korean Costume, the first depiction of Korean costume by a Western artist. Using drawings, maps, period Korean costume and other art objects, the exhibition presents the many proposed identities of the man in the drawing, in addition to original scholarship by Stephanie Schrader, associate curator of drawings at the J. Paul Getty Museum. The exhibition will include several objects that are national treasures from the National Museum of Korea and the National Folk Museum of Korea, both in Seoul.

“Our sponsorship of this exhibition provides an excellent opportunity to illuminate the rich cultural history of Korea,” said Alvin D. Kang, President and CEO of BBCN Bank. “It is also an opportunity for BBCN to help showcase the growing importance of the Korean community, and we encourage everyone to attend the exhibition.”

As part of its sponsorship, BBCN Bank has created a special 2013 calendar that features objects from the Getty Museum's permanent collection. This calendar will be distributed to all BBCN Bank customers across the U.S. Additionally, as part of the sponsorship arrangement, BBCN Bank will feature promotional signage at all their Southern California branches around the time of the exhibition and bank customers will receive a 10% discount at the Getty's Museum Stores, simply by showing their BBCN Bank debit or credit card during the run of the exhibition.

“We are pleased to be partnering with BBCN Bank on this exhibition, the content of which should have particular interest for Southern California’s large Korean community,” explains Dr. Timothy Potts, Director of the J. Paul Getty Museum. "Through our collaboration, we hope to foster a broader awareness of Korean and European history, while highlighting an important cross-cultural work of art in the Getty's collection."

A number of related events are scheduled during the run of the exhibition, including a lecture, scholarly symposium, Korean culinary workshops, a fashion show of replica costumes from the Joseon dynasty, and a Korean-themed family festival. A full schedule of events will be announced closer to the exhibition's March opening.

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About BBCN Bank
BBCN Bank is the largest Korean American bank in the nation with more than more than $5.3 billion in assets as of September 30, 2012. The Company is a result of the merger of equals of Nara Bank and Center Bank completed on November 30, 2011. Headquartered in Los Angeles and serving a diverse mix of customers mirroring its communities, BBCN operates 40 branches in California, New York, New Jersey, Washington and Illinois, along with five loan production offices in Seattle, Denver, Dallas, Atlanta and Northern California. BBCN specializes in core business banking products for small and medium-sized businesses, with an emphasis in commercial real estate and business lending, SBA lending and international trade financing. BBCN Bank is a California-chartered bank and its deposits are insured by the FDIC to the extent provided by law. BBCN is an Equal Opportunity Lender

The J. Paul Getty Trust is an international cultural and philanthropic institution devoted to the visual arts that includes the J. Paul Getty Museum, the Getty Research Institute, the Getty Conservation Institute, and the Getty Foundation. The J. Paul Getty Trust and Getty programs serve a varied audience from two locations: the Getty Center in Los Angeles and the Getty Villa in Malibu.

The J. Paul Getty Museum collects in seven distinct areas, including Greek and Roman antiquities, European paintings, drawings, manuscripts, sculpture and decorative arts, and photographs gathered internationally. The Museum’s mission is to make the collection meaningful and attractive to a broad audience by presenting and interpreting the works of art through educational programs, special exhibitions, publications, conservation, and research.

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