Priceless Chinese Antiquities Donated to Cal State Northridge

$38 Million Pledge by Entrepreneur Roland Tseng is Largest Ever for Northridge, CSU System

A n exquisite collection of Chinese antiquities valued at up to $38 million has been pledged by a Chinese-American entrepreneur to California State University, Northridge for public display and academic study—the largest donation ever for the university and the entire California State University system.

Cal State Northridge President Jolene Koester recently announced the record donation by entrepreneur Roland Tseng, who grew up in the San Fernando Valley but now lives in Northern California. Tseng has made a four-year pledge to the university, and already conveyed the first year’s items, valued at $5.5 million.

With the gift, Cal State Northridge in April 2004 plans to launch the first in a series of public exhibits in the Oviatt Library displaying the gifted items and others loaned from Tseng, totaling about 100 pieces. The highlight of the initial gift is an ornate, 3,000-year-old gold and bronze ritual vessel valued at $5.5 million that is believed to be unique in the world.

“We are deeply appreciative and honored that Roland Tseng has entrusted these exceptional treasures to Cal State Northridge,” said President Koester. “Because of his generosity, and with the support of the Chinese government, Cal State Northridge will become a major center for the study and appreciation of Chinese art and culture.”

President Koester said she plans to ask the Board of Trustees of the California State University in November to celebrate the gift by naming the west wing of the Oviatt Library—where the prized art will be displayed—the Tseng Family Wing, and by renaming the College of Extended Learning as the Roland Tseng College of Extended Learning.

China-Northridge Ties

Tseng, a veteran art collector who also has helped the Chinese government with its own preservation efforts, said he chose Cal State Northridge for the collection because of the university’s long and deep connections with China, and because the university is a place where the antiquities can be publicly shown and studied in many different disciplines.

“I have always considered myself a caretaker of these priceless antiquities, and now I’ve found a home for them,” said Tseng, who has traveled to China more than 100 times. “Northridge also has had such a great relationship with China, all the way back to former President James Clicar, who made the university one of the first to launch major exchanges with China.”

Tseng is a corporate founder and inventor, internationally published author and photographer and martial arts expert. In April 2003, he was one of a group of local Asian Americans honored as role models by Los Angeles Mayor James Hahn. His family also has longstanding ties to Cal State Northridge.

Tseng’s donated antiquities will become part of the Special Collections and Archives area of the Oviatt Library. The donated items will be known as The Tseng Family Collection, and they will be displayed in the C.K. and Teresa Tseng Gallery, which is being named in honor of Tseng’s parents, on the second floor of the library’s west wing.

April Exhibit Planned

The first of the planned public exhibits, titled “Possessing the Past: Mysteries of Ancient Chinese Art,” has been scheduled for Friday, April 16 through Friday, August 27, 2004, at the library. The exhibit will span 6,000 years of Chinese history with more than 100 pieces of archaic jade, ancient bronze, Neolithic pottery, earthenware and Stone Age tools.

“We know of nothing else in the entire world like it. It needs to be shared with researchers and studied so we can learn more about how it was made and used,” Tseng said. “This is a rare and exceptional gift. The Oviatt Library is honored to preserve these beautiful objects for future generations.”

Rare, Ancient Artifacts

Tseng’s first-year gift of Chinese antiquities includes the ritual vessel believed to date between 1,300 and 1,100 B.C., a bronze bull with inlaid gold and silver dating to between the 11th and 6th centuries B.C., a glass water buffalo weight from between 400 and 221 B.C., and a Stone Age axe blade believed to be between 2 million and 1.5 million years old.

Tseng said the ritual vessel is the most unique and valuable among those artifacts. “This is an extremely rare and important piece,” he said. “We know of nothing else in the entire world like it. It needs to be shared with researchers and studied so we can learn more about how it was made and used.”

Tseng said the vessel, 7.5 inches tall and 4.5 inches wide, is believed to have been used by Chinese royalty and material sciences. President Koester said the university’s interests will span virtually every college, including the fields of archaeology, art, Asian studies, geology, history and material sciences.

“These visually stunning objects will greatly enrich our community and provide a unique research experience for our students and faculty,” added Curzon. “This is a rare and exceptional gift. The Oviatt Library is honored to preserve these beautiful objects for future generations.”

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Man of Many Interests, Tseng Focuses on Chinese Antiquities
Honored Collector, Preservationist and Scholar Aims to Make Chinese Art Accessible to Public

Visionary entrepreneur, art collector and preservationist, corporate founder and inventor, internationally published author and photographer, martial arts instructor, Roland Tseng has been all of those things and more during a remarkable two-decade career, surely earning him the deserved title of "renaissance man."

Since starting as a vice president of his family's Northridge Travel Service between 1981 and 1985, the 47-year-old Tseng has built a diverse and accomplished portfolio that has increasingly focused on preserving and researching China's cultural heritage. In April 2003, Tseng was one of a group of Asian Americans honored as role models by Los Angeles Mayor James Hahn.

Tseng's passion for Chinese art—and making it accessible to the public to increase understanding of Chinese culture—began with his travels to China while working in the tourism industry. He has been a collector of ancient Chinese art for the past 20 years, is a recognized scholar on archaic Chinese jade and bronzes, and has traveled to China more than 100 times.

A milestone event in Tseng's journeys came when he was asked to serve as managing project consultant between 1988 and 1991 for the Silk Road Project. Working for the Getty Conservation Institute, Tseng helped draft an unprecedented agreement with the government of the People's Republic of China and the United Nations Educational, Scientific and Cultural Organization (UNESCO) for the conservation of two of China's most important cultural sites.

More broadly, Tseng has devoted many years to China ventures, including in 1985 founding China Media Services, a syndication company that for the first time brought American television programming to mass audiences in China. He also served as a technical advisor to the U.S. Commerce Department during bilateral tourism talks between the U.S. and China in 1987, and worked as China Country Director for the United Nations' Hunger Project from 1988 to 2000.

A company that Tseng founded in 1999, Cyperion, developed client-dependent security software interfaces that allow the use of biometric security measures, e.g. fingerprint recognition, via the Internet for securing key data. Tseng currently serves as president of Native Software, where he developed the first digital video camera to use Global Positioning System (GPS) technology for use in documenting archaeological sites and other mapping/surveying uses.

In prior years, Tseng—who also holds a fifth-degree black belt in Kenpo karate—has authored several books, including a bestseller titled "Aerobic Self Defense" that led to an exercise video, and has had his photography internationally published. Tseng, who grew up in the San Fernando Valley but now lives in Northern California, received his bachelor's degree in 1978 and a master's of business administration in 1980 from Pepperdine University.

Tseng Family Business a Major Valley Force for 36 Years
Tourism Pioneers' Ties to Cal State Northridge Date Back to Early 1980s

C.K. and Teresa Tseng, one of the San Fernando Valley's leading Chinese immigrant business couples and small business advocates, are the owners and operators of Northridge Travel Service, one of the region's longest operating travel agencies. The couple has been married for 54 years (since 1949) and has operated their business continuously since 1967.

The recipient of many awards and honors, C.K. Tseng serves on the boards of Northridge Porter Ranch Chamber of Commerce, the Northridge Business Improvement District and the Community Advisory Committee of Comerica Bank. He was the Honorary Mayor of Northridge in 2002 and the 1985 recipient of the California State Assembly's "Small Businessman of the Year" award. He is the chairman of Northridge Travel Service.

Teresa Tseng, president of Northridge Travel Service, started working for the company 40 years ago (in 1963) and later purchased the business in 1967. In the late 1970s, she also founded a related business, Panda Tours, which was a pioneering company in helping export travel and tourism and assisting the United States and mainland China following the normalization of U.S.-China relations. Northridge Travel Service today has more than 40 employees.

The Tsengs also have extensive interests in emerging technologies. The couple moved to the San Fernando Valley in 1960, first settling in Granada Hills, and later moving to Northridge in 1972. C.K. Tseng, 84, was born in Canton, China, and Teresa Tseng, 79, was born in Shanghia, China. The couple has seven grand-children and three sons, Roland, a business entrepreneur and art collector, Nelson, the vice president and general manager of Northridge Travel Service, and Eugene, an environmental attorney and professor.

During World War II, C.K. Tseng was involved in the air lift and transportation of war supplies in the China-Burma Theater. He later worked for 18 years to help build Civil Air Transport, a pioneering passenger airline for the region, a role that ultimately led to the couple coming to the United States. In the following years, C.K. Tseng also has been a strong advocate for small businesses, economic development and promoting opportunities for minorities, including serving several times as a California delegate to the White House Conference on Small Business.

Chinese Antiquities...

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in ancient ceremonies. The vessel illustrates the exotic and now lost metallurgy skills of China's extinct Ba culture, since even today's technology could not replicate such a piece combining arsenic bronze, gold and archaic jade in a single casting. The unique piece, which has a warm grey green tone, consists of a main vessel cast of arsenic bronze intermingled with solid gold ornamentation of dragons undulating in and out of its surface. On each side of the main vessel are solid jade block inlay handles in the shape of tigers. A matching gold flower cover is inlaid with a dragon made of more archaic jade.

Tseng said he discovered the vessel was created in the early 1980s in China's Sichuan Province. The value and significance of the piece only became known later when other discoveries increased knowledge of China's ancient Ba culture.

Donor to be Honored

It is Tseng's entrepreneurial and diverse range of interests that made the proposal to name the university's College of Extended Learning for him an ideal form of recognition, said college Dean Joyce Feucht-Havir. The college offers distance learning and other specialized and community-based programs, also fitting with Tseng's interest in emerging technologies.

"Roland Tseng's own life and career—as an ongoing learner, an innovative and skilled professional, a problem solver, and a creator of new knowledge and new technological possibilities—exemplify the kind of lifelong learner and reflective professional that our college seeks to foster through its many distinguished programs," Feucht-Havir said.

If approved, Extended Learning would become only the second of Northridge's nine colleges to be named for an individual in recognition of a donor. The first such naming occurred in mid-2002 when the Michael D. Eisner College of Education was named in honor of a $7 million gift from The Eisner Foundation. Until now, the Eisner gift was the largest in the university's history.

In the wake of Tseng's initial $95 million first-year gift, he and campus officials expect to announce additional details of the other gifted artworks that will comprise his pledge to the university before the collection's first public showing next April.

Roland Tseng's gift is also being made on behalf of his two daughters, Sophie Marie Tseng and Lily Anna Tseng, who will be recognized, respectively, with the naming of a room in the College of Extended Learning and a pond in the university's Botanic Gardens.
University’s China Connections Date Back Three Decades

**China Institute, Theater Exchange Programs, Visiting Scholars Part of Cal State Northridge/China Tradition**

**Background**

Cal State Northridge has been a pioneering education institution in establishing connections with China since the normalization of U.S.-Sino diplomatic relations in January 1979. The University, under then-President James Cleary, began with faculty exchanges in 1978 and 1979, and then expanded in 1981 to formal exchange agreements with Chinese educational institutions.

Other early ties with China included the first university visit by China’s new ambassador to the United States, Northridge having the first festival of Chinese films at an American university in 1980, an exchange of China and Northridge singers leading to that country’s first bilingual opera production; and Northridge’s debate team becoming the first foreign team to compete in China.

**China Institute**

Cal State Northridge in 1982 established a China Institute to arrange educational and cultural activities and exchanges with China. The China Institute aims to promote better understanding of the Chinese culture and to strengthen friendship between the American and Chinese peoples. The institute last year celebrated its 20th anniversary. More information: <www.csunchina institute.org>.

**University Leadership**

University President Jolene Koester, reinforcing Northridge’s historic ties with China, attended the International Education Forum in Beijing in October 2002 as one of ten invited world education leaders. The president delivered a keynote address, “Economic Globalization and the Need for Intercultural Communication Competence.”

**International Exchange Agreements**

Cal State Northridge has signed international exchange agreements with nearly 40 educational and government institutions in China, paving the way for frequent faculty and student exchanges. Cal State Northridge has more such agreements in China than in any other country.

**China Scholars**

Cal State Northridge hosted nearly 100 visiting scholars from China during 2002-03, including educators, government officials and business managers. More than 60 Northridge faculty members served as mentors for visiting scholars during the year. Individual Northridge faculty and administrators also made at least 20 trips to China during the year.

**International Students**

China historically has been one of the largest contributors of international students at Cal State Northridge. In recent years, the University typically has hosted about 60 international students from China each year, with China ranking as one of Northridge’s top countries of origin.

**China Government Scholarships**

For the fifth consecutive year, the Chinese Government Scholarship Council has awarded a full scholarship to a Cal State Northridge student to study in China during 2003-04. Seven Northridge students in total have received these prestigious awards in the past five years, and several of those students are still studying and working in China. Northridge has received more such scholarships than any other Southern California university in recent years.

**Training Future Leaders**

Through its China Institute, Cal State Northridge has provided specialized training to nearly 200 government officials and educators from China during the past decade. A just-completed program involved more than 100 mid-level government officials from Guangzhou and Dalian during the past five years. A prior program through the Chinese National Ministry of Education trained more than 40 science teacher educators and more than 40 education administrators.

**Old China Hands Archive**

In 2002, the University’s Oviatt Library dedicated an Old China Hands Archive, established to preserve and publicize the heritage of the people from other countries and cultures who lived and worked in China from the 1840s to 1949. More information: library.csun.edu/ oldchinahands.

**China Embroidery**

The University’s Oviatt Library also hosted this year an exhibit of intricate textile crafts of the Miao and Bai ethnic minority peoples of southwestern China. “Embroidery, Batik and Tie-Dye: Textile Crafts of Southwestern China” explored how these intensely colorful textiles are created. The exhibit was curated by Northridge librarian Angela Lew.

**International Geography Conference**

Cal State Northridge—through its renowned Geography Department, one of the largest in the nation—has sponsored three international conferences on human geography, bringing together scholars from across the United States and China. Northridge geography professor I-Shou Wang has spearheaded this continuing series of conferences, held both here and in China.

**The Arts in China**

Cal State Northridge’s Theatre Department has cultivated a long-standing exchange program with the Shanghai Theatre Academy, with Northridge students staging performances in China and their Chinese counterparts coming here to perform. Cal State Northridge’s nationally renowned Jazz “A” Band in recent years also has performed in Beijing and Shanghai.

**Prominent Alumni**

Charter schools pioneer Yvonne Chan, actress/film director Joan Chen, former television executive Wendy Deng, wife of Fox media mogul Rupert Murdoch, and more than 40 science teacher educators and more than 40 education administrators.

**Chinese Embassy**

The Chinese embassy is a diplomatic mission of the People’s Republic of China to the United States. It serves as the representative of the People’s Republic of China to the United States.

**Chinese Government Scholarship Council**

The Chinese Government Scholarship Council (CGS) is a council established by the Chinese Ministry of Education to offer scholarships to students from China.

**Oviatt Library**

The Oviatt Library is the main library of Cal State Northridge, located in the Oviatt Memorial Library building.

**Old China Hands Archive**

The Old China Hands Archive is a collection of materials related to Chinese history and culture, established by the Library of Congress.

**Theater Exchange Programs**

Theater exchange programs are partnerships between two or more theater companies or institutions that allow them to share resources, knowledge, and performance experiences.

**Visiting Scholars**

Visiting scholars are researchers, professors, or other professionals from one country who visit another country for a brief period to conduct research, attend conferences, or engage in cultural exchange.

**Community**

Community refers to the local neighborhood or area where an individual or organization is situated.

**September 17th, 2009**

November 2003 • Community • CSUN • California State University, Northridge

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November Calendar

The A.S. Ticket Office in Nordhoff Hall sells tickets to many events on campus, except for some held by outside groups. The Ticket Office is open from 9-30 a.m.–5 p.m. Mon.–Fri. For prices not given, call (818) 677-2488.

Art and Exhibits

Admission is free unless specified. For more info, call (818) 677-2156. Main gallery hours: Mon. through Sat. 12–4 p.m.

Rising Above Jim Crow:
The Paintings of Johnnie Lee Gray
Self-taught South Carolina artist Johnnie Lee Gray’s powerful paintings capture segregation’s last years.
Runs through Sat., Nov. 15
Cal State Northridge Art Galleries

Athletics (home games)

Men's Basketball
11/3 Pump All Stars 7:05 p.m.
11/15 L.A. City Stars 7:05 p.m.
11/21 Menlo College 7:05 p.m.

Men's Soccer
10/29 Cal State Fullerton 1 p.m.
11/2 Rutgers 2 p.m.
11/15 UCSCB 1 p.m.
11/8 UC Irvine 1 p.m.

Swimming & Diving
11/21 UCSCB 2 p.m.

Women's Soccer
10/26 UCSCB 2:30 p.m.
10/31 San Diego 2:30 p.m.

Women's Volleyball
10/28 UCLA 7 p.m.
11/8 Cal State Fullerton 7 p.m.
11/8 UC Riverside 7 p.m.
11/25 USC 7 p.m.

Dance

Martha Graham Dance Company
Tue., Oct. 28, 8 p.m.
Wed., Oct. 29, 8 p.m.
Thu., Oct. 30, 8 p.m.
Performing Arts Center
$75 general, $20 students

Dance of Lorca's Spain
Mon., Nov. 10, 8 p.m.
Mon., Nov. 17, 8 p.m.
Studio Theatre, Nordhoff Hall 113
$19 general, $15 seniors.
$13 faculty/staff with ID, $10 students with ID.

The Sakoba Dance Company
African dance troupe led by Bode Lawal.
Sat., Nov. 15, 8 p.m.
Performing Arts Center
$35–$25 general, $15 students with ID.

Music

Film

The Department of Cinema and Television Arts presents its Cinematheque fall series, "Seven Artistic Cultures," embracing the seven departments of the College, Arts, Media, and Communication and including special tribute evenings. Screenings are free and take place in the Alan and Elaine Armer Theater, on the first floor of Manzanita Hall at the southwest corner of campus. For more info, call (818) 677-3192 or see www.csuncinematheque.com.

Vintage Films
"Teacher's Pet" and "Sweet Smell of Success." Wed., Oct. 29, 7–11 p.m.

AMC Salutes the Journalism Department
"Under Fire." Guest: Kent Kirkton, chair, Department of Journalism. Tue., Nov. 4, 7–10 p.m.

American Film Society Int'l Concert Series
Andrea Dei, Italian classical guitarist. Sat., Nov. 8, 8 p.m.
Music Recital Hall Series:$49; single ticket prices vary

Classical Guitar Master Class and Lecture
Jacques Thibaud String Trio
Featuring pianist Andrei Biancu. Mon., Oct. 27, 8 p.m.
American Guitar Society
Music Recital Hall
Andrea Dieci, Italian classical guitarist.

Alumna Performance
Marimba concert featuring Naoko Takeda.
Fri., Nov. 7, 8–11 p.m.
Music Recital Hall

Wind Chamber Music
Directed by Julia Heinen.
Wed., Nov. 19, 8 p.m.
Music Recital Hall

World Music Ensemble
Directed by Ric Alviso.
Sun., Nov. 16, 7 p.m.
Music Recital Hall

Studio Jazz Band
Directed by Gary Pratt.
Mon., Nov. 17, 8 p.m.
Music Recital Hall

Piano and Strings Chamber Music
Directed by Françoise Regnat.
Tue., Nov. 18, 8 p.m.
Music Recital Hall

University Chorus, Women’s Chorale
Conducted by Elmer Heerema, Katherine Ramos Baker.
Fri., Nov. 21, 8 p.m.
Performing Arts Center

Faculty Artist Recital
Soprano Deanna Murray and friends.
Sat., Nov. 22, 8 p.m.
Music Recital Hall

Wind Symphony
Conducted by Timothy Howard.
Mon., Nov. 24, 8 p.m.
Performing Arts Center

Matador Master Chorale
Conducted by Paul Smith.
Tue., Nov. 25, 8 p.m.
Performing Arts Center

Vocal Jazz Ensemble
Directed by Matt Harris.
Thu., Nov. 13, 8–11 p.m.
Performing Arts Center

Horror Film
"Peeping Tom." Tue., Nov. 25, 23:00–5 p.m.

Music Films
"Unfaithfully Yours" and "Bird." Wed., Nov. 26, 7–11 p.m.

Loeza Festival Class and Lecture
José Maria Gallardo del Rey, classical guitarist. Classical guitarist master class and lecture/recital. Thu., Nov. 13, 1–4 p.m.

Music Recital Hall
Admission free.

Studio Recital
Cal State Northridge classical guitar studio recital. Directed by Steven Trachuk and Ron Borczon.
Sat., Nov. 15, 8 p.m.
Music Recital Hall

Hamazkayin Armenian Cultural Association
Sun., Nov. 2, 6:30 p.m.
Performing Arts Center

Six by Lorca
Short plays.
Fri., Nov. 7, Sat., Nov. 8, 8 p.m.
Sun., Nov. 9, 3 p.m. with interpreters for the hearing impaired.
Wed., Nov. 12, 7 p.m. with post show discussion.
Thu.–Sat., Nov. 13–15, 8 p.m.
Sun., Nov. 16, 3 p.m.
Wed., Nov. 19, 7 p.m. with post show discussion.
Thu.–Sat., Nov. 20–22, 8 p.m.
Sun., Nov. 23, 3 p.m.
Studio Theatre, Nordhoff Hall 113
$15 general, $13 seniors.
$12 faculty/staff with ID, $10 students with ID.

Union Program Council
Student Showcase
Wed., Nov. 19, 7 p.m.
Performing Arts Center

Lectures

Spanish Arts and Culture Festival Lectures
All lectures take place at 7 p.m. in the Whitsett Room 451, Sierra Hall, unless otherwise noted.

Lorca Collaboration
Performance programming coordinator Luigi Saleni of the University of Illinois.
Tue., Oct. 28

Artistic Ménage à Trois
Creative interaction between Salvador Dalí, Federico Lorca and Luis Buñuel will be traced by Betty Ann Brown, art professor.
Tue., Nov. 4

Dance

Spanish Arts and Culture Festival Screenings
Department of Cinema and Television Arts celebrates the culture and arts of poet-dramatist Federico Garcia Lorca’s Spain. All screenings will be in the Alan and Elaine Armer Theater, Manzanita Hall. Free admission.

The Girl of Your Dreams
Directed by Fernando Trueba.
Mon., Oct. 27, 7–10 p.m.

The Spell of Shanghai
Directed by Fernando Trueba.
Mon. Nov. 3, 7–10 p.m.

The Laramie Project
Thu.–Sat., Nov. 13–15, 8 p.m.
Sun., Nov. 16, 3 p.m.
Wed., Nov. 19, 7 p.m. with post show discussion.
Thu.–Sat., Nov. 20–22, 8 p.m.
Sun., Nov. 23, 3 p.m.
Studio Theatre, Nordhoff Hall 113
$15 general, $13 seniors.
$12 faculty/staff with ID, $10 students with ID.

Graduate Student Council
Alumni Day
Sat., Nov. 14, 8 p.m.
Performing Arts Center

Deaf Studies Performance
Sat., Nov. 1, 8 p.m.
Performing Arts Center

Theater Performance

The Laramie Project
Runs through Sun., Oct. 26 Weekdays and Sat., 8 p.m.
Sun., 3 p.m.
Wed., Oct. 22, 7 p.m.; features post-show discussion.
Little Theatre, Nordhoff Hall 121
$15 general, $13 seniors.
$12 faculty/staff, $10 students.

The Elixir of Love
Italian Opera by Donizetti.
Sun., Oct. 26, 3 p.m.
Sat., Nov. 1, 8 p.m.
Sun., Nov. 2, 3 p.m.
Campus Theatre, Nordhoff Hall 100
$19 general, $15 seniors.
$13 faculty/staff, $10 students.

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