



PRESS RELEASE

Heard Museum Announces Opening of *Heart of the Community: Baskets from the Basha Family Collection of American Indian Art* Exhibition

Images can be found here: <https://bit.ly/3v7ZJ6t>

PHOENIX– The Heard Museum today announced the opening of its newest exhibition, [*Heart of the Community: Baskets from the Basha Family Collection of American Indian Art*](#). The exhibition celebrates the Basha family's gift of the Eddie Basha Collection of American Indian Art to the Heard Museum in October.

"The Heard Museum is deeply grateful to the Basha family for allowing us to present their extraordinary gift, which enhances our collection and helps us to tell the story of a towering Arizona figure, Eddie Basha," said David M. Roche, Dickey Family director and Heard Museum CEO. " Every work in the collection tells a story of its source community and illuminates the important contributions that American Indian artists have played, and continue to play, in the arts and culture of Arizona. We are excited to now share these works of Indigenous creation from the Basha Collection with visitors to the Heard Museum, in perpetuity, and hope that the Arizona community will share in the pride we feel as stewards of these precious works of art."

The exhibition title recognizes Eddie Basha's dedication to the good of his community and his appreciation of American Indian communities of which art is an integral part. Many of the baskets were woven in the early decades of the 20th century in Arizona. They come from a time when weavers were fully exploring their art form, referencing design important to their lives and recognizing change. The art of Western Apache, Yavapai, and Akimel O'odham weavers will be featured in the exhibition, providing context for the time in which the baskets were woven and presenting contemporary photos of working basket weavers today.

Edward "Eddie" Najeeb Basha, Jr. was the chairman and CEO of Bashas' Inc., Arizona's only family-owned grocery store company. After taking over Bashas' when his father died, he and his fellow Bashas' members expanded the small company to a chain of 160 stores. In 1971, under the encouragement and guidance of his aunt Zelma Basha, Eddie began collecting art. As his appreciation accelerated, he vigorously pursued fostering the art that represented the geography and culture of Arizona and the West. Equally important, Eddie respected the artists and treasured the personal relationships established with them.

For more information about the upcoming exhibition and other happenings at The Heard Museum, please visit heard.org.

Above image: Yavapai, basket, early 1900s, willow, martynia, 20 in. dia. x 3 1/4 in. Gift of Basha Family Collection of American Indian Art.

Notes to Editors:

The Heard Museum is open daily from 10 a.m. to 4 p.m. It is closed on Easter, Independence Day, Thanksgiving and Christmas.

Ticket prices for the museum are as follows: adults are \$25 at the door, \$22.50 online; seniors (65+) are \$20 at the door, \$18 online; students with a valid ID are \$10 at the door, \$9 online; children (6-17) are \$10 at the door, \$9 online; all children 5 years and under, American Indians (with Tribal ID or CIB) and Heard Museum members are free.

Photography of any kind may not be used for publication without written permission from the museum and/or artists.

Credentialed members of the media may contact a member of the marketing staff for more information concerning photography of public events or museum galleries.

About The Heard Museum:

Since its founding in 1929, the Heard Museum, a private nonprofit organization, has grown in size and stature to become recognized internationally for the quality of its collections, world-class exhibitions, educational programming and unmatched festivals. Dedicated to the advancement of American Indian art, the Heard successfully presents the stories of American Indian people from a first-person perspective as well as exhibitions that showcase the beauty and vitality of traditional and contemporary art. The Heard Museum is supported, in part, by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, and the City of Phoenix Office of Arts and Culture. For more information, please visit heard.org.



To follow updates on the museum via Facebook, Instagram and Twitter, use @heardmuseum.

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A full media kit with logos, high-resolution images, past announcements and more can be found here: <https://bit.ly/3yVh8ho>.