



## Our journey to the Luckiest Red

Every Lunar New Year, homes are decorated with lucky red symbols  
But with thousands of shades of red  
What is the luckiest red?  
We worked with the Asian Art Museum of San Francisco  
and had their priceless collection examined to find  
All artwork is part of the Asian Art Museum of San Francisco's collection.  
[THE LUCKIEST RED]

*The color red is viewed as very powerful color. It comes with good meaning of luck and fortune. People typically want to use in their clothing, or in their decorations – in the New Year setting. So color red is very important.*

Jay Xu

Director & CEO

Asian Art Museum of San Francisco

Circular box decorated with the character for spring and a bowl of treasures  
Artist: Unknown (China)  
Date: Qing dynasty (1644-1911), Reign of the Qianlong emperor (1736-1795)  
The Avery Brundage Collection

Kameyama: Samurai Mansion  
Artist: Sekino Jun'ichiro (Japan)  
Date: March 1964  
Mr. and Mrs. Clarence and Kimi Hisatsune

Enthroned Buddha  
Artist: Unknown (Thailand)  
Date: perhaps 1913  
Gift from Doris Duke Charitable Foundation's Southeast Asian Art Collection

Manchu woman's robe with peonies and butterflies  
Artist: Unknown (China)  
Date: approx. 1900

Gift of Dennis and Terry Tsu

One shade was most commonly found across 18,000 pieces  
The luckiest red is PANTONE 180 C  
We're sharing this red with Asian American artists  
to create the luckiest art in time for AAPI Heritage Month

[THE LUCKIEST RED]  
Hope you have a lucky year

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