



THE MUSEUM OF CONTEMPORARY ART

FOR IMMEDIATE RELEASE

Monday, July 23, 2018

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA), PRESENTS
69: DÉJÀ VU

August 4–October 28, 2018
MOCA Pacific Design Center



LOS ANGELES—The lifestyle brand 69 is the brainchild of an anonymous Los Angeles–based designer whose non–gender and non–demographic–specific clothing exuberantly suggests ideas of freedom, inclusivity, and a more fluid future. Since its founding in 2011, 69 has developed a cult following for its playful and exaggerated designs. With a strong focus on transforming denim, a typically utilitarian everyday fabric, into deeply elegant garments that resist easy categorization, 69 welcomes people of all ages, races, sexualities, and sizes into its community. For 69’s first solo museum exhibition, The Museum of Contemporary Art, Los Angeles (MOCA), presents *69: Déjà Vu*, a survey of the brand’s groundbreaking clothing from 2011 to the new Spring/Summer 2019 collection. The exhibition will also feature a selection of irreverent and inventive videos and photographs that blur the line between promotional material and artwork.

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69's name gives a nod to the titillation of erotic play while referencing the designer's astrological sign, Cancer. The universality of astrological signs and the particular reversibility of the symbol "♋" make for an apt logo, suitable to designs that are resolutely unfixed in terms of where, how, and by whom they might be worn. Likewise, denim is an omnipresent material—popular around the globe for its durability and comfortable, casual feel. In the language of 69's garments, oversize is often the right size, and the body may be excessively draped to suggest a faux-modesty that paradoxically highlights the attractiveness of the human form.

69 self-identifies as "non-demographic," and its promotional campaigns typically feature diverse individuals of all ages, including older models, who are appealing in their undeniable exuberance. To counter the fashion industry's emphasis on faces, 69 has at times covered models' heads in their charmingly shaggy *Fringe Masks* (2015) or *Sunblock Hats* (2014), leaving only the eyes exposed. Sometimes a flash of skin raises more questions than it answers. *Butt Void* (2016) and *Tit Void* (2016) are generously draped garments with removable panels over the eponymous body parts that highlight just how much of the wearer's body is covered. The *Baps Button Up* (2016) shirt takes the opposite approach with a panel of flat and loose fabric attached to its front, suggesting the breast as an appendage that can, in the game of getting dressed up, be taken on or off on a whim. The politics of 69's clothing speak to the radical transformation of our understanding of who we are and how the social constructs of gender, race, class, and age both do and don't define us.

69: Déjà Vu is organized by Lanka Tattersall, Associate Curator, with Karlyn Olvido, Curatorial Assistant, The Museum of Contemporary Art, Los Angeles.

Lead support for MOCA Pacific Design Center is provided by Charles S. Cohen.



Exhibitions at MOCA are supported by the MOCA Fund for Exhibitions with lead annual support provided by Sydney Holland, founder of the Sydney D. Holland Foundation. Generous funding is also provided by Judith and Alexander Angerman, Delta Air Lines, Earl and Shirley Greif Foundation, and Nathalie Marciano and Julie Miyoshi.



In-kind support is provided by

Image credit: *69 Home*, photo by Anthony Espino

RELATED PROGRAMS

MEMBERS' OPENING: 69: DÉJÀ VU

Friday, August 3, 7–9pm

MOCA Pacific Design Center

INFO 213/621-1794 or membership@moca.org

FREE for MOCA members; no reservations necessary

Please check moca.org for updates on related programs.

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)

About MOCA: Founded in 1979, MOCA's vision is to be the defining museum of contemporary art. In a relatively short period of time, MOCA has achieved astonishing growth with three Los Angeles locations

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of architectural renown; a world-class permanent collection of more than 7,000 objects, international in scope and among the finest in the world; hallmark education programs that are widely emulated; award-winning publications that present original scholarship; groundbreaking monographic, touring, and thematic exhibitions of international repute that survey the art of our time; and cutting-edge engagement with modes of new media production. MOCA is a not-for-profit institution that relies on a variety of funding sources for its activities.

Hours: MOCA Grand Avenue (located at 250 South Grand Avenue in Downtown Los Angeles) is open Monday, Wednesday, and Friday from 11am to 6pm; Thursday from 11am to 8pm; Saturday and Sunday from 11am to 5pm; and closed on Tuesday. The Geffen Contemporary at MOCA (located at 152 North Central Avenue, Los Angeles, CA 90012) has the same hours as MOCA Grand Avenue during exhibitions. Please call ahead or go to moca.org for the exhibition schedule for The Geffen Contemporary at MOCA. MOCA Pacific Design Center (located at 8687 Melrose Avenue, West Hollywood, CA 90069) is open Tuesday through Friday from 11am to 5pm; Saturday and Sunday from 11am to 6pm; and closed on Monday. The MOCA Store at MOCA Grand Avenue (located at 250 South Grand Avenue) is open Monday through Wednesday and Friday from 10:30am to 5:30pm; Thursday from 10:30am to 8:30pm; and Saturday and Sunday from 10:30am to 6:30pm.

Museum Admission: General admission is free for all MOCA members. General admission is also free for everyone at MOCA Grand Avenue and The Geffen Contemporary at MOCA on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. General admission is always free at MOCA Pacific Design Center. General admission at MOCA Grand Avenue and The Geffen Contemporary at MOCA is \$15 for adults; \$8 for students with I.D.; \$10 for seniors (65+); and free for children under 12 and jurors with I.D.

More Information: For 24-hour information on current exhibitions, education programs, and special events, call 213/626-6222 or access MOCA online at moca.org.

MEDIA CONTACTS

Sarah Stifler
Chief Communications Officer
sstifler@moca.org
213/633-5363

Eva Seta
Associate Director, Communications
eseta@moca.org
213/633-5322