

MEDIA CONTACTS

Lyn Winter
213/633-5390, lwinter@moca.org

Jessica Youn
213/633-5322, jyoun@moca.org

FOR IMMEDIATE RELEASE

Monday, March 29, 2010

**THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)
PUBLISHES A NEW BOOK ABOUT CONTEMPORARY ART
FOR YOUNG AUDIENCES**

***BREAKING THE RULES: WHAT IS CONTEMPORARY ART?*
BY AWARD-WINNING CHILDREN'S BOOK AUTHOR SUSAN RUBIN
MAKES THE MUSEUM'S WORLD-RENOWNED PERMANENT COLLECTION
ACCESSIBLE TO 8-12 YEAR OLDS**

Los Angeles—The Museum of Contemporary Art, Los Angeles (MOCA), announces the publication of a new children's book about contemporary art, titled *Breaking the Rules: What is Contemporary Art?*. Written by award-winning author Susan Rubin, the 64-page hardcover book is the first to make the museum's world-renowned permanent collection accessible to young audiences (ages 8–12). It provides an introduction to the work of 25 contemporary artists represented in the museum's collection, including Jean-Michel Basquiat, Alighiero Boetti, Chris Burden, Maurizio Cattelan, Vija Celmins, Thomas Demand, Rineke Dijkstra, Peter Doig, Victor Estrada, Llyn Foulkes, Felix Gonzales-Torres, Andreas Gursky, Mike Kelley, Barbara Kruger, Gordon Matta-Clark, Claes Oldenburg, Gabriel Orozco, Damian Ortega, Tony Oursler, Robert Rauschenberg, Charles Ray, Nancy Rubins, Edward Ruscha, Jim Shaw, and Atsuko Tanaka. Designed to encourage young readers to expand their understanding of what art is and how it can be made and interpreted, *Breaking the Rules: What is Contemporary Art?* features full-color reproductions of paintings, sculpture, photography, and installations accompanied by artists' quotes and lively, engaging text. Artist biographies, a bibliography, and a resource for locating contemporary art nationally are also included.

"*Breaking the Rules* fills a gap in the kind of art presented to young audiences," said MOCA Director of Education Suzanne Isken. "While art books for children about Andy Warhol and Roy Lichtenstein multiply, texts about the more contemporary artists are few and far between. *Breaking the Rules* expands the cannon and includes leading contemporary female artists as well as a multicultural group of some of the most groundbreaking and exciting artists of our time."

MOCA's permanent collection is comprised of nearly 6,000 works of art created since 1940 in all visual media, including masterpieces of abstract expressionism and pop art as well as inspiring new works by artists from around the world. *Breaking the Rules: What is Contemporary Art?* explores some of the most intriguing works in the museum's holdings, leading young audiences to examine the creative processes of artists working today—processes which often expand beyond the confines of museum or gallery walls and "break the rules" of traditional fine art. Inviting readers to think outside the norm and look for new ways to interpret and create the world around them, *Breaking the Rules: What is Contemporary Art?* demonstrates that drawing with pencil, painting with paint, and sculpting with clay have been updated to include practices such as silk-screening with chocolate, sculpting with candy, and drawing with construction tools.

"Building on the popularity of MOCA's permanent collection catalogue for adults [titled *This Is Not To Be Looked At: Highlights from the Permanent Collection of The Museum of Contemporary Art, Los Angeles (MOCA)*], *Breaking the Rules* utilizes the breadth of the museum's holdings to capture the imagination of children and educate them about the possibilities for the making and the meanings of contemporary art," said MOCA Chief Executive Officer Charles E. Young. "This is one of several important educational offerings presented by MOCA that creates meaningful and lasting relationships between contemporary art and a very important audience—future artists and museum visitors and supporters."

MOCA will donate 200 copies of *Breaking the Rules: What is Contemporary Art?* to Los Angeles County schools through the museum's Contemporary Art Start (CAS) program. Generous support for *Breaking the Rules: What is Contemporary Art?* was provided by The MOCA Projects Council. All proceeds from the sale of this publication support the museum. It is available for \$14.95 at all MOCA Store locations or online at moca.org.

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ABOUT MOCA EDUCATION

A pioneer in arts education, MOCA presents award-winning programming that benefits adults, families, students, and community members of all ages and backgrounds. For three decades, the museum's professional educators have made MOCA's collection and exhibitions accessible to diverse audiences through a myriad of offerings that enable visitors to build relationships with works on view. These programs range from public tours, free Sunday workshops, art talks, courses, and teen internships to community collaborations, such as Contemporary Art Start (CAS)—a nationally recognized art education program that annually serves over 5,000 Los Angeles County teachers and students in grades 3–12, encouraging creativity and critical thinking through an interactive study of contemporary art.

ABOUT THE AUTHOR

Susan Goldman Rubin is the author of more than 45 books for young people. Her titles include *Andy Warhol: Pop Art Painter*, a 2007 ALA Notable; *The Yellow House: Vincent van Gogh & Paul Gauguin Side by Side*, a Booklist 2002 CCBC Choice; and *Edward Hopper: Painter of Light and Shadow*, described by Booklist as “a beautifully designed biography” with “eloquent commentary.” Most recently, Rubin has created board books based on fine art for very young children, including *Counting with Wayne Thiebaud*, *Andy Warhol's Colors*, and *Matisse Dance For Joy*. She has also written several books for older readers, including *Delicious: The Life & Art of Wayne Thiebaud*, and *Whaam! The Art & Life of Roy Lichtenstein*, as well as her newest book, *Breaking the Rules: What is Contemporary Art?*. Rubin lives in Malibu, Calif., and has been an instructor in the UCLA Extension Writers Program for 20 years. She is also on the permanent faculty of the Pacific Northwest Children's Book Conference held each summer and sponsored by Portland State University. In 2010, she received the Leo Politi Golden Author Award.

RELATED EVENT

SUNDAY, JUNE 6, noon–1pm—The Geffen Contemporary at MOCA

Join award-winning author Susan Rubin for a book signing and special tour of the exhibition *Collection: MOCA's First Thirty Years* as described in her new book *Breaking the Rules: What is Contemporary Art?*. Talk with Susan about her experience as an author for young audiences and share your own ideas about contemporary art. Bring your kids and stay for Sunday Studio immediately following the event for an exhibition spotlight tour and art-making activities. Guests will receive a 25% discount on the purchase of the publication.

INFO 213/621-1745 or education@moca.org

FREE; no reservations required

The Museum of Contemporary Art, Los Angeles (MOCA)—Celebrating 30 Years as the Nation's Leading Contemporary Art Museum

Founded in 1979, MOCA's mission is to be the defining museum of contemporary art. The institution has achieved astonishing growth in its brief history—with three Los Angeles locations of architectural renown; more than 13,500 members; a world-class permanent collection of nearly 6,000 works international in scope and among the finest in the nation; hallmark education programs that are widely emulated; award-winning publications that present original scholarship; and groundbreaking monographic, touring, and thematic exhibitions of international repute that survey the art of our time. MOCA is a private not-for-profit institution supported by its members, corporate and foundation support, government grants, and retail and admission revenues.

MOCA Pacific Design Center is open 11am to 5pm Tuesday through Friday; 11am to 6pm on Saturday and Sunday; and closed on Monday. Admission to MOCA Pacific Design Center is always free. MOCA Grand Avenue and The Geffen Contemporary at MOCA are open 11am to 5pm on Monday and Friday; 11am to 8pm on Thursday; 11am to 6pm on Saturday and Sunday; and closed on Tuesday and Wednesday. General admission is \$10 for adults; \$5 for students with I.D. and seniors (65+); and free for MOCA members, children under 12, jurors with I.D., and everyone on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. For 24-hour information on current exhibitions, education programs, and special events, call 213/626-6222 or access MOCA online at moca.org.

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