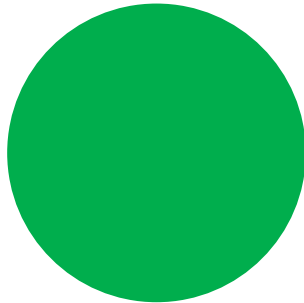
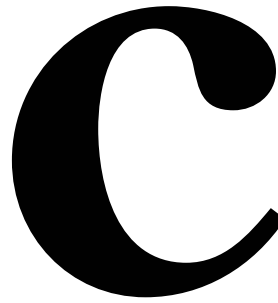




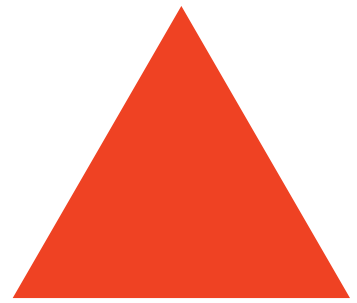
THE MUSEUM OF CONTEMPORARY ART
LOS ANGELES



MOCA
GRAND AVENUE



THE GEFFEN CONTEMPORARY
AT MOCA



MOCA
PACIFIC DESIGN CENTER

FOR IMMEDIATE RELEASE
Monday, June 21, 2010

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA), PRESENTS
NEW PERFORMANCE WORK BY ARTIST, ACTOR, AND SOAP CHARACTER JAMES FRANCO

SOAP AT MOCA

JAMES FRANCO ON *GENERAL HOSPITAL*



James Franco on *General Hospital*, © Ron Tom/ABC (American Broadcasting Companies, Inc.)

West Hollywood—The Museum of Contemporary Art, Los Angeles (MOCA), announces the taping of a special episode of ABC's Emmy Award-winning daytime drama *General Hospital* on the occasion of the return of character Franco the artist, played by artist and actor James Franco, on the Pacific Design Plaza next to MOCA Pacific Design Center. Conceived by James Franco as part of a performance work titled *SOAP at MOCA: James Franco on General Hospital*, the taping will be observed by a select live audience. This special episode will commence on ABC on Thursday, July 22, 3pm EST/2pm PST.

- more -

MOCA PRESENTS NEW PERFORMANCE WORK BY ARTIST, ACTOR, AND SOAP CHARACTER JAMES FRANCO
PAGE 2 OF 3

In this special episode, Franco, James Franco's character from *General Hospital*, will be having an exhibition at MOCA Pacific Design Center, during which time Jeffrey Deitch, the new director of MOCA, and the characters from Port Charles from *General Hospital* will be making their West Coast debut. The character's exhibition will include full-scale models of the locations in which he encountered mobster Jason Morgan (Emmy winner Steve Burton). To the musical accompaniment of his artistic collaborator Kalup Dashinel, played by critically acclaimed video and performance artist Kalup Linzy, who will perform live during the taping, Franco will attempt to lure Jason and others into his art-trap. If all goes to plan, mastermind Franco will turn both Jason Morgan's life and his own death into art, a performance to end all performances.

"*Soap at MOCA* is an attempt to both blur and define the lines between different disciplines, between life and art, between art and popular culture, and between representations of the self as both performative character and as non-performative self," commented James Franco.

"James Franco's collaboration with MOCA through *SOAP at MOCA: James Franco on General Hospital* allows mass entertainment to be viewed through an art world filter. Franco's artwork examines performance: it looks at the multiple levels of identity that are wound into performance; the legitimacy of some performance over others; the contextualization of performance; and how this changes perception and even the nature of performance. *SOAP at MOCA: James Franco on General Hospital* involves multiple levels of documentation and presentation," said MOCA Director Jeffrey Deitch.

James Franco has been acting in films for 14 years. He has been a painter for over 20 years. In high school he was arrested for tagging. He is a graduate film student at NYU and studies poetry at Warren Wilson College. He has an MFA in Fiction Writing from Brooklyn College.

MOCA PACIFIC DESIGN CENTER

SOAP at MOCA: James Franco on General Hospital is an example of a project that will be part of a new series of performance projects at MOCA Pacific Design Center. One of three MOCA locations, MOCA Pacific Design Center is located at 8687 Melrose Avenue, West Hollywood, CA 90069. 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.

GENERAL HOSPITAL

Currently nominated for 18 Daytime Emmys (the most of any show this year), *General Hospital* airs at 3pm EST/ 2pm PST on the ABC Television Network, and on SOAPnet at 10pm EST/PST. Winner of a record-setting ten Emmys for Outstanding Daytime Drama, the program celebrated 47 years of broadcasting on April 1, 2010, and is the longest-running dramatic serial on ABC, having aired over 12,000 episodes. *General Hospital* consistently rates as one of the top-rated daytime programs in the key demographic of Women 18-49. *General Hospital* was created by Frank and Doris Hursley. Jill Farren Phelps is the executive producer. Mary O'Leary, Mercer Barrows, and Michelle Henry are producers. Robert Guza Jr. is the head writer. Full episodes of *General Hospital* are available on abc.com the day after airing on the network for users to watch online.

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MOCA PRESENTS NEW PERFORMANCE WORK BY ARTIST, ACTOR, AND SOAP CHARACTER JAMES FRANCO
PAGE 3 OF 3

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)

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 admission and retail revenues. 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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