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**MOCA ELECTS NEW TRUSTEES NANCY MARKS AND LILLY
TARTIKOFF AND RETURNING TRUSTEES GILBERT B. FRIESEN AND
PETER A. MORTON TO BOARD**

FUNDRAISING REACHES \$60 MILLION

**MOCA NEW 30TH ANNIVERSARY GALA ATTRACTS PROMINENT
INTERNATIONAL CO-CHAIRS**

**MAJOR EXHIBITION SHOWCASES MORE THAN 500 ART WORKS BY
OVER 200 ARTISTS FROM MUSEUM'S COLLECTION**

Los Angeles—As evidence of a continuing turnaround and increased support for The Museum of Contemporary Art, Los Angeles (MOCA), its Board of Trustees yesterday elected two new and two returning trustees and announced that MOCA's fundraising has continued to swell to \$60 million this year. Additionally, the institution has generated significant support from prominent international art patrons for the upcoming MOCA NEW 30th Anniversary Gala and related weekend events taking place November 13 through November 15, 2009.

"We are honored and delighted to welcome Nancy Marks and Lilly Tartikoff to MOCA's Board of Trustees and to welcome back former trustees Gil Friesen and Peter Morton at this important point in the history of the museum—the celebration of its 30th anniversary at this time of extraordinary renewed support and financial stability," said MOCA Board Co-Chair David G. Johnson. "Their combined talents and generosity, together with those of the existing trustees, will help set a new standard of excellence for MOCA."

"The addition and return of these trustees is very encouraging and evidence of the great support and belief in MOCA at this time," said MOCA Board Co-Chair Maria Arena Bell. "As a Chair of the MOCA NEW 30th Anniversary Gala, I am delighted by the extraordinary level of support from the international and Los Angeles art community for this gala, and am confident that this benefit will be the art event of the year."

The new members of the Board join other recently elected trustees Carolyn Powers, Darren Star, and Marc I. Stern, all of whom are active patrons of the arts and leaders in the philanthropic community, and whose appointments were announced in June 2009, bringing to seven the number of newly elected trustees to MOCA's Board this year.

"Following the generous challenge grant of \$30 million from The Eli and Edythe Broad Foundation in December 2008, MOCA has made a substantial turnaround, rightsizing its operations, raising significant new funds, and attracting further vital support to ensure the museum's future as a world-class contemporary art museum," said MOCA Chief Executive Officer Charles E. Young. "I am delighted to welcome Nancy and Lilly to MOCA's Board and that the museum will be able to benefit from their knowledge and creativity. Likewise, the return of Gil and Peter to the Board reaffirms the stability MOCA has rebuilt since December and reinforces confidence in the museum and its mission."

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MOCA ELECTS NEW TRUSTEES, FUNDRAISING REACHES \$60 MILLION, GALA ATTRACTS PROMINENT CO-CHAIRS, MAJOR EXHIBITION SHOWCASES MORE THAN 500 WORKS

Page 2 of 3

Following are brief bios of the four trustees elected yesterday:

Gilbert B. Friesen has had a distinguished career in the music industry, serving as president and chief operating officer of A&M Records for more than 27 years. Following the sale of A&M Records to Polygram in 1990, he turned his energies to contemporary art. Friesen served as a trustee at MOCA from 1990 through January 2009. He also served as president of the Board from 1998 to 2002 and as vice chair from 2007 to 2009. Through the years, Friesen has gifted numerous works to MOCA's permanent collection, including key works by Amy Adler, Carl Andre, John Kessler, and Ed Ruscha. He has also provided substantial support for many of MOCA's exhibitions, most notably *Cotton Puffs*, *Q-tips®*, *Smoke and Mirrors: The Drawings of Ed Ruscha* (2004) and *Ecstasy: In and About Altered States* (2005).

A major contributor to A&M Record's enormous growth in the 1970s and '80s, Friesen played a role in launching such talents as Joe Cocker, Peter Dinklage, Peter Frampton, Janet Jackson, The Police, and Sting. In the 1980s, he created A&M Films and produced 10 feature and documentary films, including *The Breakfast Club*, *Birdy*, *Blaze*, and *Bring on the Night*. In addition to his ongoing work with MOCA, Friesen assists in other non-profit ventures. He is a founder and trustee of the Painted Turtle Camp. He is also a founding investor of Akamai Technologies in Massachusetts and a partner in Cable Channel Classic Sports.

Friesen was born and raised in Pasadena, Calif., is married with two sons and a daughter, and resides in Brentwood, Calif.

Nancy Marks has had a lifelong interest in education and the arts. She serves on the board of the Lynne Cohen Foundation for Ovarian Cancer Research, is a founding board member of the Painted Turtle Camp, and previously served on the boards of the American Ballet Theatre and the Baryshnikov Dance Foundation. Marks and her husband, Howard, reside in Los Angeles.

Peter A. Morton has been a supporter of MOCA since its inception. A charter founder in 1981, Morton has made significant contributions over the years that helped make possible such important exhibitions as *Frank Israel* (1995), *Andy Warhol Retrospective* (2002), *Cotton Puffs*, *Q-tips®*, *Smoke, and Mirrors: The Drawings of Ed Ruscha* (2004), and *Ecstasy: In and About Altered States* (2005). He was a member of the Director's Forum in 1993, served as a MOCA trustee from August 2006 through September 2008, and has been member of the MOCA Partners since 2006.

Morton is a prominent collector of contemporary art and an active philanthropist. He has made substantial contributions to various healthcare, educational, environmental, and arts organizations, including the UCLA Foundation, P.S. Arts, and the New Vision Foundation. He has served as a member of the Board of Trustees of the Natural Resources Defense Council for 14 years and sits on the UCLA Medical Advisory Board. Morton is co-founder of the Hard Rock Café and founder of the Hard Rock Hotel & Casino in Las Vegas.

Lilly Tartikoff is one of the country's foremost cancer activists and fundraisers. She has raised more than \$80 million for cancer research in the past 19 years.

In 1990, Tartikoff, along with Ronald O. Perelman, chairman and chief executive officer of Revlon, created the Revlon/UCLA Women's Cancer Research Program. The annual Fire & Ice Ball in Hollywood was also established in 1990 to raise funds for this program. These funds have been used to rapidly advance clinical trials, the most successful of which led to a new FDA approved drug, Herceptin®, which increases responses and survival in women with the most aggressive form of breast cancer.

Subsequently, Tartikoff co-founded the EIF Revlon Run/Walk For Women in Los Angeles in 1993 and the EIF Revlon Run/Walk for Women in New York in 1998. Since then there have been 28 EIF Revlon Run/Walks, which have raised significant funds to advance cancer research. In 1997, Tartikoff co-created the National Women's Cancer Research Alliance (NWCRA) and, in 2002, she partnered with Katie Couric and EIF to form the National Colorectal Cancer Research Alliance (NCCRA). She was honored in 2002 by The National Coalition for Cancer Survivorship (NCCS) in Washington D.C. with the Lilly Tartikoff Hope Award, created to honor, remember, and celebrate all whose lives have been touched by cancer.

After the death of her husband Brandon from Hodgkin's disease in 1997, Tartikoff became president of H. Beale Company, a Los Angeles-based film and television production company. She resides in Beverly Hills, Calif., with her two daughters Calla Lianne and Elizabeth Justine.

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Page 3 of 3

MOCA NEW 30TH ANNIVERSARY GALA

The MOCA NEW 30th Anniversary Gala will take place on Saturday, November 14, 2009, at MOCA Grand Avenue as part of a Gala Weekend of Events. This important annual fundraising event has attracted a group of prominent international art patrons. Joining Gala Chairs Maria Arena Bell and Eli Broad and Honorary Gala Chairs Larry Gagosian and Dasha Zhukova, the Gala Co-Chairs include Herta and Paul Amir, Wallis Annenberg, John Baldessari, Nicolas Berggruen, Ruth and Jacob Bloom, Jackie and Irving Blum, Peter M. Brant, Chris Burden, Christopher Burge, Amy Cappellazzo, Michael and Eva Chow, Douglas S. Cramer and Hugh Bush, Robert and Faye Davidson, Simon de Pury, Sir Evelyn and Lady de Rothschild, Lisa Dennison, Cliff and Mandy Einstein, Katherine G. Farley and Jerry I. Speyer, Gil and Janet Friesen, Frank Gehry, Laurence Graff, Mark Grotjahn, Audrey Irmas, Dakis and Lietta Joannou, Suzanne Nora Johnson and David G. Johnson, Mike Kelley, Jeff and Justine Koons, Barbara Kruger, Bernadette and Tim Leiweke, Dominique Levy, Martin Margulies and Constance Collins, Robert Mnuchin, Peter Morton, Ed Moses, Jane and Marc Nathanson, Gael Neeson and Stefan Edlis, Frederick M. Nicholas, Yoko Ono, Laura Owens, Margie and Jerry Perenchio, Jean Pigozzi, Carolyn and Bill Powers, Dallas Price-Van Breda, Emily and Mitchell Rales, Bob Rennie, David Rockefeller, Edward P. Roski, Jr., Steven F. Roth, Nancy Rubins, Ed Ruscha, Charles Saatchi, Carla and Fred Sands, Catharine and Jeffrey Soros, Lilly Tartikoff, Benedikt and Lauren Taschen, Robert Tuttle and Maria Hummer-Tuttle, Joel Wachs, and Laura and Casey Wasserman.

The MOCA NEW 30th Anniversary Gala will feature a new performance work conceived by artist **Francesco Vezzoli**. Presented for the first and only time at the gala, Vezzoli's work, entitled *Ballets Russes Italian Style (The Shortest Musical You Will Never See Again)*, will star **Lady Gaga** and dancers from the **Bolshoi Ballet** performing the **world premiere of *Speechless***. The performance is made possible by Gagosian Gallery and Garage Center for Contemporary Culture, Moscow.

Special guests and gala table purchasers will receive an art object designed on the occasion of the museum's 30th anniversary by artist and MOCA Trustee Ed Ruscha. The artist-designed book, featuring the words "MAKE NEW HISTORY" inscribed along the fore-edge, has been made possible by a generous donation from Maria Arena Bell and William J. Bell and Eli and Edythe L. Broad.

COLLECTION: MOCA'S FIRST THIRTY YEARS

On the occasion of its 30th anniversary, MOCA presents *Collection: MOCA's First Thirty Years*, a major exhibition featuring approximately 500 works by more than 200 artists of the nearly 6,000 works represented in the museum's renowned collection of postwar art. *Collection: MOCA's First Thirty Years* opens to the public November 15, 2009, and marks the museum's largest, long-term installation of its great collection. Occupying 50,000 square feet in two museum buildings, the exhibition comprises a comprehensive history of contemporary art arranged in chronological order, with artworks in all media spanning the last 70 years.

Collection: MOCA's First Thirty Years is presented by The Eli and Edythe Broad Foundation. The exhibition is made possible by generous support from Wallis Annenberg and the Annenberg Foundation; Anonymous; Maria and Bill Bell; Nicolas Berggruen; The Suzanne M. Nora Johnson and David G. Johnson Foundation; The Steven F. Roth Family Foundation; Ovation TV, the Official Network Partner of MOCA; Yannick Mathieu and Kimberly Chang; and The MOCA Contemporaries. In-kind media support is provided by *Los Angeles* magazine and 89.9 KCRW FM.

BOARD OF TRUSTEES

MOCA's 2009–10 Board of Trustees include David G. Johnson, co-chair; Maria Arena Bell, co-chair; Jeffrey Soros, president; Fred Sands, vice chair; Clifford J. Einstein, chair emeritus; Dallas Price-Van Breda, president emeritus; John Baldessari; Fabrizio Bonanni; Charles S. Cohen; Kathi Cypres; Gilbert B. Friesen; Susan Gersh; Barbara Kruger; Wonmi Kwon; Eugenio Lopez; Nancy Marks; Peter A. Morton; Jane F. Nathanson; Lillian Pierson Lovelace; Carolyn Clark Powers; Steven F. Roth; Ed Ruscha; Darren Star; Marc I. Stern; Beth Swofford; Lilly Tartikoff; Steve Tisch; David L. Zimmerman, Jr.; Eli Broad, life trustee; Betye Monell Burton, life trustee; Beatrice Gersh, life trustee; Lenore S. Greenberg, life trustee; Frederick M. Nicholas, life trustee; Tom Unterman, life trustee; Council President Eric Garcetti, ex officio; The Honorable Antonio Villaraigosa, ex officio; and Charles E. Young, ex officio.

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 17,000 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 revenues. 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, and everyone on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. 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. *Collection: MOCA's First Thirty Years*, the most comprehensive presentation to date of the museum's world-class permanent collection, opens at MOCA Grand Avenue and The Geffen Contemporary at MOCA on November 15, 2009. 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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