



FOR IMMEDIATE RELEASE
Thursday, January 19, 2012

The Museum of Contemporary Art, Los Angeles, announces

MOCA TV

New affiliation with YouTube to create global contemporary art channel

Launching July 2012

Los Angeles—The Museum of Contemporary Art announced today that it will launch MOCA TV, a new global video channel for original contemporary art and culture programming, in July 2012.

MOCA TV will be part of YouTube's new original channels initiative, announced in October 2011, to bring around one hundred new original channels, created specifically for today's connected viewers, to its worldwide platform.

MOCA is the first contemporary art museum to associate with a major media company in an online video-programming venture of this scale, and MOCA TV is the first contemporary art and culture channel to be included in YouTube's new initiative.

"Contemporary art is the new international language, unifying leading creators across art, music, fashion, film and design," said MOCA Director and MOCA TV Channel Executive Jeffrey Deitch. "MOCA TV will be the ultimate digital extension of the museum, aggregating, curating and generating the strongest artistic content from around the world for a new global audience of people who are engaged in visually oriented culture."

MOCA TV will feature original contemporary art programming, including art news from around the world, art and music, art and fashion, artists in the studio, artist video projects, the art market, street art, an interactive education series titled "MOCA University," and more. MOCA TV will take the mission of the museum online as it presents contemporary art made by the defining artists of our time to a worldwide audience.

MOCA TV will leverage the existing global contemporary art audience and its crossover with music, fashion, film, design, and architecture. The channel will partner with theAudience, recognized innovators and leaders in social distribution, to expand the channel's international audience through an extensive social networking campaign, all in furtherance of MOCA's greater mission.

The MOCA TV channel's graphic identity will be designed by Studio Number One, the design studio of renowned street artist Shepard Fairey.

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, corporations and foundations, government grants, and retail 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, jurors with I.D., active military, 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 free. 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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For more information on MOCA TV and for submissions, please contact:

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