



FOR IMMEDIATE RELEASE
MAY 31, 2015

MOCA'S 36TH GALA PRESENTED BY LOUIS VUITTON RAISES OVER \$3 MILLION

HONORS JOHN BALDESSARI

WITH SPECIAL PERFORMANCE BY JANELLE MONÁE



Los Angeles, Calif.,— Patrons and supporters of The Museum of Contemporary Art, Los Angeles arrived at The Geffen Contemporary at MOCA on Saturday evening, May 30, 2015, to honor John Baldessari at the annual star-studded gala. The gala raised over \$3 million net to support the museum's operations and follows MOCA's recent success in raising its endowment to an historic high of over \$120 million.

Presented by Louis Vuitton, the anniversary gala drew more than 770 international guests from the worlds of art, design, architecture, fashion, film, and music. In attendance was Gala Co-Chair and Board Co-Chair **Lilly Tartikoff Karatz**; MOCA Director **Philippe Vergne**, his wife **Sylvia Chivaranond**, together with MOCA

MOCA'S 36TH GALA PRESENTED BY LOUIS VUITTON RAISES OVER \$3 MILLION
Page 2 of 3

Trustees and Board members **John Baldessari, Mark Bradford, Cliff and Mandy Einstein, Susan Gersh, NJ Goldston, Mark Grotjahn, Barbara Kruger, Jamie McCourt, Catherine Opie, Heather Podesta, Dallas Price-Van Breda, Steven Roth, Jeffrey Soros, Sutton Stracke, Cathy Vedovi**, among others.

Red carpet arrivals included celebrities such as **Patricia Arquette, Rosanna Arquette, Albert Brooks, Gia Coppola, Aaron Johnson and Sam Taylor-Johnson, Joanna Kerns, Nathalie Love, Janelle Monáe, Wolfgang Puck, Britt Robertson, Tessa Thompson, Marisa Tomei, Alex Van Halen, Dita Von Teese**; artists such as **Doug Aitken, Petra Cortright, Tacita Dean, Shepard Fairey, Mark Grotjahn, Thomas Houseago, Alex Israel, Kahlil Joseph, Nate Lowman, William Pope.L, Kour Pour, Rob Pruitt, Ed Ruscha**; and art world luminaries such as **Irving Blum, Tim Blum, China Chow, John Connolly, Cecilia Dean, Bridget Finn, Andrea Fiuczynski, Frank Gehry, Marian Goodman, Frederick Janka, James Kaliardos, Michael Kohn, Bettina Korek, Michele Maccarone, Lucy Mitchell-Innes, Helen Molesworth, Shaun Regen, Marc Selwyn, Stefan Simchowitz, Valeria Sorci, Sarah Watson**.

"It is with such great pleasure that I thank our host the fabulous Louis Vuitton," remarked Gala Co-Chair and Board Co-Chair Lilly Tartikoff Karatz. "It is their passion for art and their commitment to MOCA in the past and especially this evening that makes our partnership so meaningful and so important."

MOCA's 36th Gala honored artist John Baldessari, following his return as an artist trustee last year. A California native (b. 1931), Baldessari is one of the most influential American artists working today. In his collages and mixed-media installations, Baldessari reworks film stills, documentary photographs, and paintings, as well as images and text from mass media and advertising. Throughout these works and continuing today, Baldessari's interest in language, both written and visual, raises questions about the nature of communication. "He reclaimed images ... and freed them from the world of mass entertainment ... And he did it without any compromise, with a big smile and with a sense of humor that allows us to laugh at the world so that we do not have to cry about it. He did it with joy and pure beauty," said MOCA Director Philippe Vergne.

The evening began at The Geffen Contemporary at MOCA in Downtown Los Angeles' Little Tokyo. Guests viewed the *William Pope.L: Trinket* exhibition showcasing new and recent work by the Chicago-based artist, an essential figure in the development of performance and body art since the 1980s. They enjoyed an outdoor cocktail reception under a Frank Gehry-designed canopy, set to music by DJ Kiss. Guests were offered a variety of hors d'oeuvres by Wolfgang Puck while a specially designed Caesarstone bar serving cocktails and Ruinart Blanc de Blancs NV.

After the reception and preview, gala guests proceeded through a modern, bronze-floored entrance to a white-draped gala tent filled with under lit glass tables. The dinner décor paid homage to Gala honoree, John Baldessari, highlighting his famous "dots" among other prominent works.

MOCA Board Co-Chair and Gala Chair Lilly Tartikoff Karatz welcomed guests, thanking her co-chair Maurice Marciano for making the gala possible, the museum's Board for their remarkable commitment to raise MOCA's endowment and preserve its independence, and Louis Vuitton for their long-standing partnership and support for MOCA and for the arts.

Dinner continued while MOCA Director Philippe Vergne took to the stage to welcome and thank the many MOCA supporters and art patrons in attendance. Vergne began his remarks by reminding guests that the celebration was for John Baldessari, an artist whose influence and connections to MOCA and Los Angeles are profound. He also introduced a video created by Visionaire's Cecilia Dean and James Kaliardos honoring Baldessari that was created especially for the evening. Then Baldessari took the stage and in a way fitting to the artist and his practice sweetly expressed his gratitude.

As dessert was served, special guest performer Janelle Monáe took to the stage. The Atlanta-based artist brought the house down with her unique psychedelic-soul and R&B sound. Guests danced to her hits *Tightrope, Primetime*, and *Dance Apocalyptic*.

Dancing and after dinner cocktails continued into the early hours of the morning as DJ KISS took to the stage to close MOCA's 36th gala.

MOCA'S 36TH GALA PRESENTED BY LOUIS VUITTON RAISES OVER \$3 MILLION
Page 3 of 3

Event images from Getty Images may be downloaded here:

Arrivals - http://assignments.gettyimages.com/mm/nicePath/gyipa_public?nav=pr281282686

House Coverage - http://assignments.gettyimages.com/mm/nicePath/gyipa_public?nav=pr281238748

Event images from Billy Farrell Agency may be dowloaded here:

Arrivals - <http://bfa.com/events/12421>

House Coverage - <http://bfa.com/home/photo/1534490>

LOUIS VUITTON AND ART

A symbol of elegance and style throughout the world, Louis Vuitton has cultivated a close relationship with the world of art since its founding in 1854. Inventing the art of travel, Louis Vuitton and his successors kept pace with a rapidly changing age, working with the most accomplished engineers, decorators, painters, photographers, and designers of the day. This fascination with ever-new forms of expression grew through the subsequent decades and continues today. Some of the world's most renowned contemporary artists have joined forces with Louis Vuitton, increasing the points of exchange between art and fashion to an unprecedented degree.

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (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 of architectural renown; a world-class permanent collection of more than 6,800 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.

Photo: Getty Images

MEDIA CONTACTS

MOCA

Eva Seta

213-633-5322

eseta@moca.org

LOUIS VUITTON

Maggie Jenks-Daly

917-281-2711

m.jenksdaly@us.vuitton.com

Amy Malinsky

917-281-2820

a.malinsky@us.vuitton.com

THIRD EYE

Mathilde Campergue

917-881-9003

mathilde@hellothirdeye.com

