

FOR IMMEDIATE RELEASE
MAY 12, 2015

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)
ANNOUNCES ANNUAL GALA

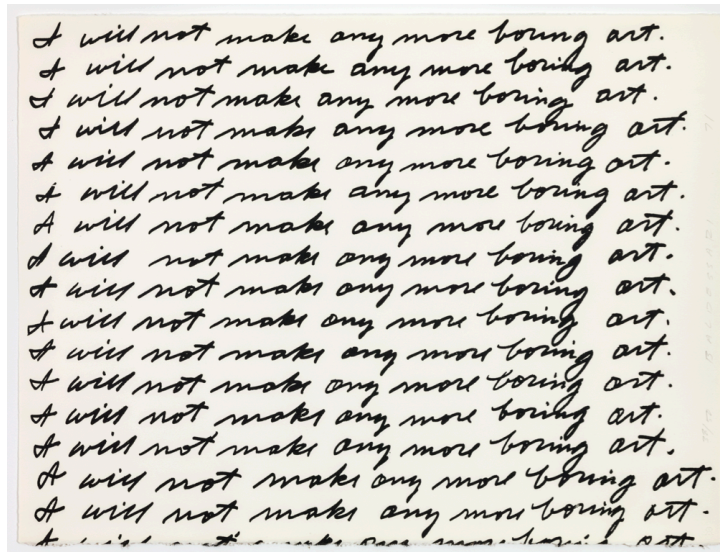
SATURDAY, MAY 30, 2015

HONORING JOHN BALDESSARI WITH PERFORMANCE BY JANELLE MONÁE

CHAired BY MOCA TRUSTEES
LILLY TARTIKOFF KARATZ AND MAURICE MARCIANO

PRESENTED BY LOUIS VUITTON

Gala Evening to Take Place at The Geffen Contemporary at MOCA Following Viewings of the Exhibition *William Pope.L: Trinket*



LOS ANGELES, CA—The Museum of Contemporary Art, Los Angeles (MOCA) will host its annual gala on Saturday, May 30, at The Geffen Contemporary at MOCA in honor of John Baldessari. Guests will be welcome to view *William Pope.L: Trinket*, an exhibition of new and recent work by Chicago-based artist William Pope.L, an essential figure in the development of performance and installation art since the 1970s. The 2015 gala is co-chaired by MOCA Trustees Lilly Tartikoff Karatz and Maurice Marciano. MOCA is also pleased to announce that the gala will once again be presented by Louis Vuitton.

"This event is important because it enables MOCA to continue realizing our ambitions of a renewed museum with artists at the core. We are once again so pleased to be working with Louis Vuitton. It is so rare and precious to find a partner

who knows how important it is to put art and the artist first. I am immensely grateful for the unwavering support of our board – especially Lilly Tartikoff Karatz and Maurice Marciano,” remarked MOCA director Philippe Vergne.

“Honoring John is a way for us to not only recognize his place in the pantheon of contemporary artists but also to acknowledge his support and contribution as a MOCA board member.”

“What an honor it is to be part of this event for MOCA and to help support all the artists MOCA works with,” remarks MOCA board co-chair Lilly Tartikoff Karatz. “We are so grateful for our partnership with Louis Vuitton – their dedication to MOCA and the collaborative spirit of our relationship is simply unquantifiable.”

“Louis Vuitton has a rich history of celebrating creativity and art in Los Angeles and we are excited to present MOCA’s 2015 gala” said Anthony Ledru, President and CEO of Louis Vuitton Americas. “The excellent relationship between the Museum of Contemporary Art, Los Angeles and Louis Vuitton has enabled us to continuously serve the community with the innovative Young Arts Program and the intimate Art Talk series.”

Following last year’s appointment of Philippe Vergne as the museum’s new director, and with new and returning artist trustees joining the board, MOCA has successfully embarked on the next chapter of its history. MOCA has achieved financial stability and independence by raising a record-breaking \$100 million, galvanizing its role as the only public museum in Los Angeles dedicated solely to collecting and exhibiting contemporary art. The MOCA Gala chairs, honorary chairs, and Louis Vuitton are pleased to welcome national and international guests from the worlds of art, design, fashion, film, music, and architecture, among others, to join them in celebrating the legacy and bright future of MOCA.

In the past decade, MOCA’s annual galas have included the notable 2007 ©*MURAKAMI*, a collaboration between Takashi Murakami and Louis Vuitton. This memorable gala was the beginning of MOCA’s strong and growing relationship with Louis Vuitton, which has continued in recent years with the MOCA Louis Vuitton Art Talks series and the MOCA Louis Vuitton Young Arts Program, an immersive arts education program for teens.

J. Ben Bourgeois Productions is once again the team behind this year’s MOCA Gala production. J. Ben Bourgeois, the Executive Producer and Creative Director known for his highly acclaimed, large-scale events, will be overseeing the concept development, design, and overall logistics. Guests will start to gather at The Geffen Contemporary at MOCA at 6PM for passed hors d’oeuvres and champagne, along with a special viewing of William Pope.L: *Trinket*. The night will continue with dinner at 8PM provided by Wolfgang Puck in an adjacent tented structure. The dinner décor will pay homage to Gala honoree, John Baldessari, highlighting his famous “dots” among other prominent works. A guest DJ will spin for cocktails and dinner, followed by a special post-dinner performance by Janelle Monáe.

Individual tickets to this year’s MOCA Gala range from \$2,500 to \$10,000. Gala table prices range from \$25,000 to \$100,000. For table and ticket information, please email gala@moca.org.

HONOREE JOHN BALDESSARI

Following his return as an artist trustee last year after the arrival of new director Philippe Vergne, MOCA is proud to honor John Baldessari at this year’s gala.

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. His text and image paintings from the mid-1960s are widely recognized as among the earliest examples of conceptual art, while his 1980s photo compositions derived from film stills rank as pivotal to the development of appropriation art and other practices that address the social and cultural impact of mass culture. Throughout these works and continuing today, Baldessari’s interest in language, both written and visual, raises questions about the nature of communication.

Baldessari’s most recent collaboration with Visionaire proved once again his relevance in contemporary art by manipulating and working around the concept of “celebrity selfies”: mixing modern technology and traditional processes, pop culture and high art. Visionaire’s Cecilia Dean and James Kaliardos will produce a special video tribute to toast him on the evening of the gala.

MOCA GALA 2015 PRESENTED BY LOUIS VUITTON

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WILLIAM POPE.L: TRINKET

Guests attending the 36th MOCA Gala will be invited to view *William Pope.L: Trinket*, an exhibition of new and recent work by the Chicago-based artist, an essential figure in the development of performance and body art since the 1980s. The exhibition, installed in The Geffen Contemporary at MOCA, comprises large-scale installations and features a new performance and sculpture work made specifically for the exhibition. The centerpiece of the show is *Trinket*, a monumental, custom-made American flag (approximately 54 feet by 16 feet) hanging on a pole in the middle of The Geffen. During the museum's public hours the flag will be continuously blown by four large-scale industrial fans—the type used on Hollywood film sets to create wind or rain effects—and will be illuminated from below by a bank of custom theatrical lights. Over time the flag will appear to fray at its ends due to the constant whipping of the forced air, a potent metaphor for the rigors and complexities of democratic engagement and participation. This is the largest museum presentation of Pope.L's work to date.

William Pope.L: Trinket is organized by the Museum of Contemporary Art, Los Angeles, and Senior Curator Bennett Simpson.

Major support is provided by Galerie Catherine Bastide, Karyn Kohl, Jill and Peter Kraus, and Mitchell-Innes & Nash, New York.

Additional support is provided by Bernard I. Lumpkin and Carmine D. Boccuzzi.

In-kind media support is provided by **KOET** | 50 YEARS

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.

Image credit: John Baldessari, *I Will Not Make Any More Boring Art*, 1971, Lithograph, 22.5 X 30 inches

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