



THE MUSEUM OF CONTEMPORARY ART

FOR IMMEDIATE RELEASE

Wednesday, November 20, 2019

MOCA OFFERS FREE GENERAL ADMISSION STARTING ON JANUARY 11, 2020

**MADE POSSIBLE BY A \$10 MILLION GIFT FROM
MOCA BOARD PRESIDENT CAROLYN CLARK POWERS**



LOS ANGELES—The Museum of Contemporary Art (MOCA) is pleased to announce that on January 11, 2020 it will begin offering free general admission at both locations. Made possible by a \$10 million gift from MOCA Board President Carolyn Clark Powers, the museum is excited to continue finding ways to be a more porous institution offering deeper engagement with our neighbors, our city, and beyond.

“Everyone at MOCA is so excited and proud to share Carolyn’s incredibly generous gift with our visitors!” says MOCA Director Klaus Biesenbach. “Offering free general admission is essential for MOCA to be an active, civic-minded institution, open and inviting to our communities.”

The museum will celebrate the launch of free admission with an opening celebration on Saturday, January 11, 2020 at both of its downtown Los Angeles locations. The day will feature performances, music, artmaking activities, food, and more. It is a day to celebrate MOCA’s friends and neighbors and welcome a larger community into this new and exciting chapter for the museum.

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MOCA will, on occasion, charge for special exhibitions. The first of which is the major West Coast survey of internationally renowned Swiss artist Pipilotti Rist at The Geffen Contemporary at MOCA in Little Tokyo. Opening May 17, 2020, the exhibition spans more than thirty years of her pioneering work in video and audio installation.

Admission to special exhibitions will increase modestly from MOCA's current \$15 charge to \$18. MOCA members will access these exhibitions free of charge. Thursday evenings from 5–8pm will continue to be free for all exhibitions, offering an opportunity to see special exhibitions at no cost. MOCA will also continue to offer discounted ticket prices for students, seniors, and other constituents of MOCA's community.

This announcement about MOCA's launch date for free general admission dovetails with the recent news about another gift from longtime MOCA Trustee Wonmi Kwon, her husband Kihong Kwon, and family. Located in MOCA's Little Tokyo space, Wonmi's WAREHOUSE Programs will include free curated programs that highlight performance and performing arts, artistic experimentation, experiential installations, a wide range of contemporary and social practices, and festival-like open events such as conventions, summits, readings, idea fairs, concerts, screenings, dance, as well as group, family, and community oriented activities that encourage diverse, intergenerational experiences for new and established audiences. Working in concert, these two transformative gifts allow MOCA to continue establishing itself as a civic and cultural hub for Los Angeles and for the world beyond.

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About MOCA: Founded in 1979, MOCA is the defining museum of contemporary art. In a relatively short period of time, MOCA has achieved astonishing growth; a world-class permanent collection of more than 7,000 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.

Hours: MOCA Grand Avenue (located at 250 South Grand Avenue in Downtown Los Angeles) is open Monday, Wednesday, and Friday from 11am to 6pm; Thursday from 11am to 8pm; Saturday and Sunday from 11am to 5pm; and closed on Tuesday. The Geffen Contemporary at MOCA (located at 152 North Central Avenue, Los Angeles, CA 90012) has the same hours as MOCA Grand Avenue during exhibitions. Please call ahead or go to moca.org for the exhibition schedule for The Geffen Contemporary at MOCA. The MOCA Store at MOCA Grand Avenue (located at 250 South Grand Avenue) is open Monday through Wednesday and Friday from 10:30am to 5:30pm; Thursday from 10:30am to 8:30pm; and Saturday and Sunday from 10:30am to 6:30pm.

Museum Admission: General admission is free for all MOCA members. General admission is also free for all people on Thursdays from 5pm to 8pm. General admission at MOCA Grand Avenue and The Geffen Contemporary at MOCA is \$15 for adults; \$8 for students with I.D.; \$10 for seniors (65+); and free for children under 12 and jurors with I.D. Starting on January 11, 2020, general admission will be free at both locations courtesy of Carolyn Clark Powers (special exhibitions not included on occasion). Large groups of 10 or more will need reservations in advance by contacting education@moca.org.

More Information: 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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