



THE MUSEUM OF CONTEMPORARY ART

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**FOR IMMEDIATE RELEASE**

Monday, April 22, 2019

**THE MUSEUM OF CONTEMPORARY ART ANNOUNCES  
MOCA BENEFIT 2019  
A NEW ANNUAL FUNDRAISING EVENT**

**SATURDAY, MAY 18, 2019  
THE GEFFEN CONTEMPORARY AT MOCA**



**LOS ANGELES**—The Museum of Contemporary Art will host the first iteration of the **MOCA Benefit** on Saturday, May 18, 2019 at The Geffen Contemporary at MOCA, celebrating the museum's 40<sup>th</sup> anniversary. The MOCA Benefit will be the institution's largest annual fundraising event this year, honoring all the artists that have made, do make, and will make MOCA, MOCA. The museum's Director, Klaus Biesenbach, has worked closely with the Board of Trustees Chair Maria Seferian and President Carolyn Powers to plan an elegant evening aimed at imparting the museum's renewed commitment to be of service to the City of Los Angeles, to be a citizen among citizens, and to emphasize and nurture the important contribution that art and artists make to our cultural and social landscape.

To that end, of the 700 guests that will be welcomed, nearly half will be artists. In the spirit of service, MOCA Trustee Marina Kellen French has generously underwritten the evening to make this a possibility. Additionally, every person who purchased a table for the MOCA Benefit was encouraged to offer half of their seats to artists, alongside angel support by leading international philanthropists. These combined efforts have made it possible for more than 300 artists, each with a close relationship to the museum, to be invited as guests of the museum. It is Biesenbach's intention to introduce

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a mission-driven sense of philanthropic service around the MOCA Benefit that allows the museum to provide an unprecedented level of activities, community engagement, access to education, and resources for artists.

The MOCA Benefit celebrates the opening of *The Foundation of the Museum: MOCA's Collection*. To mark the museum's 40th anniversary, this exhibition presents artworks that speak to the variety and prescience of MOCA's collecting over the past four decades and shows the collection as an ever-changing landscape of developments in contemporary art and curatorial practice, as well as the social and cultural backdrops that inform them.

Finally, the MOCA Benefit helps to launch **WAREHOUSE Programs**, a new vision rooted in performance, public programming, arts education, and community engagement centered in The Geffen Contemporary at MOCA's Building Four, where the event will take place. While this space is familiar to many because of the notable exhibitions that have been presented at this location, it is only in the recent past that MOCA has used this building for lectures and performance. Not only will this special evening aid in building a robust WAREHOUSE Programs initiative, it will also give guests a sense of the possibilities for performance and activities in the space. Throughout the benefit, artists and surprise special guests will help celebrate MOCA and its future. One example is a performance piece from MOCA's permanent collection created by Puerto Rico-based artists Jennifer Allora and Guillermo Calzadilla (Allora & Calzadilla). The duo has reimagined the work *Temperament and the Wolf* (2014) specifically for the event, and the gesture of reaching out and welcoming will be staged with the participation of MOCA staff and trustees.

Image credit: Courtesy of The Museum of Contemporary Art.

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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](http://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.

**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](http://moca.org)

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