

# MOCA

THE MUSEUM OF CONTEMPORARY ART

---

**FOR IMMEDIATE RELEASE**

Thursday, August 6, 2020

**MOCA LAUNCHES FACE MASK PROJECT MOCA MASKS (#MOCAMasks) TO BENEFIT MUSEUM**

Participating artists include Virgil Abloh, Mark Grotjahn, Alex Israel, Barbara Kruger, Yoko Ono, Catherine Opie, Pipilotti Rist, Hank Willis Thomas, and Andy Warhol

Available online Thursday, August 6, 2020 on MOCA Store [moca.org/masks](https://moca.org/masks)



**LOS ANGELES**—The Museum of Contemporary Art (MOCA) is proud to offer limited-production, artist-designed face masks in response to the COVID-19 safety and health guidelines. Supporting the museum's program, MOCA Masks upholds the museum's commitment to making the experience of art accessible and encouraging the urgency of contemporary expression. The masks are designed by nine participating artists; Virgil Abloh, Mark Grotjahn, Alex Israel, Barbara Kruger, Yoko Ono, Catherine Opie, Pipilotti Rist, Hank Willis Thomas, and The Andy Warhol Foundation for Visual Arts. Many of the masks were exclusively designed by the artists for this project while others represent iconic works from the artists' catalogue.

"Wearing a mask communicates that you're mindful of protecting others, your community, and yourself," says MOCA Director Klaus Biesenbach. "I am so grateful to the artists participating in the #MOCAMasks initiative. Being a responsible and caring citizen amongst citizens just became even more beautiful because of these artists' contributions!"

The masks retail at \$28 USD each and are available online starting Thursday, August 6 via the MOCA Store: [moca.org/masks](https://moca.org/masks). MOCA Masks is made possible by Los Angeles-based denim brand Citizens of Humanity and MOCA Trustee Karyn Kohl who have donated all production costs so MOCA will benefit from each sale\*.

---

MOCA LAUNCHES FACE MASK FUNDRAISING PROJECT TITLED MOCA MASKS

Page 2 of 3

"Wearing a mask just got a whole lot cooler." says MOCA Trustee Karyn Kohl, "MOCA Masks highlight the power of art to inspire us in this unprecedented time."

All masks are crafted in Los Angeles and vary in fabric depending on the design. The mask shape is meant to fit a wide range of faces comfortably and securely, including children over 10 years old. Masks can be adjusted based on construction and are made with two layers of fabric, featuring a pocket on the inside that fits a disposable filter for an added layer of protection.

In an effort to extend the distribution of the masks, MOCA is partnering with the K11 Group and Qatar Museums.

## ABOUT THE ARTISTS

### **Virgil Abloh, "Still Speaks Loudly" (@virgilabloh)**

Virgil Abloh (b. 1980, Rockford, Illinois) is an artist, architect, engineer, creative director, and fashion designer. After earning a degree in Civil Engineering from the University of Wisconsin-Madison, he completed a Master's degree in Architecture at the Illinois Institute of Technology. It was here that he learned not only about design principles but also crafted the principles of his art practice. He studied a curriculum devised by Mies van der Rohe, on a campus he designed. Currently, he is the Chief Creative Director and founder of Off-White™ and the Artistic Director of Menswear at Louis Vuitton.

### **Mark Grotjahn, *Untitled (Creamsicle Covid 19)* (@markgrotjahn)**

Mark Grotjahn (b. 1968, Pasadena, California) combines gesture and geometry with abstraction and figuration in visually dynamic paintings, sculptures, and works on paper. Each of his series reflects a range of art-historical influences and unfolds in almost obsessive permutations. He received a BFA from the University of Colorado at Boulder and an MFA from the University of California at Berkeley. Throughout his work, by finding variations within his immediately identifiable style, Grotjahn reveals the complexities of authorial gesture.

### **Alex Israel, *Mask for MOCA* (@alexisrael and @infrathin)**

Alex Israel (b. 1982, Los Angeles, California) For the last decade, Israel's art has embraced pop-culture as a global language. Trafficking in the invisible stardust of Hollywood and the detritus of film production—backdrops, sets and props—while riding the wave of the Internet and social media—as online talk-show host, eyewear and clothing designer, filmmaker and hologram—Israel's art practice doubles as a brand, centered around a Southern Californian millennial lifestyle for which his iconic profile-in-shades-logo becomes a sly emblem, mobilized across high-visibility platforms from the worlds of art, entertainment, fashion and tech. Embedded within each of Israel's endeavors is not only a landscape (of LA) and a portrait (of himself), but a cool and savvy meditation on a world fueled by celebrity, product placement and influence. A sort of sphinx behind dark lenses, the artist provokes an interrogation of the role of contemporary art in this new world.

### **Barbara Kruger, *Untitled (Better Safe Than Sorry)* (@barbarakruger45)**

Barbara Kruger (b. 1945, Newark, New Jersey) is an artist who works with pictures and words in the hopes of revealing and resisting socially ingrained assumptions about power: how it determines who lives and who dies, who is healed and who is housed, who speaks and who is silenced, who is visible and who is marginalized.

### **Yoko Ono, *A Piece of Sky* (@yokoonoofficial)**

Yoko Ono (b. 1933, Tokyo, Japan) is a multi-media artist working in performance, instruction, film, installation, sculpture, music, and writing. A forerunner in conceptual art involving collaboration, audience participation, and social activism since the early 1960s, Ono challenges viewers' understanding of art and the world around them. Her influence spans many of the key artistic movements of the late 20th century including Fluxus, conceptual art, video art, and feminism. In addition to her work as a visual artist, Ono is also a musical pioneer, both an accomplished singer and songwriter.

MOCA LAUNCHES FACE MASK FUNDRAISING PROJECT TITLED MOCA MASKS

Page 3 of 3

**Catherine Opie, *Bo from Being and Having* (detail) (@csopie)**

Catherine Opie (b. 1961, Sandusky, Ohio) is one of the preeminent artists of her generation working with photography. She earned a BFA from SFAI in 1985 and an MFA from CalArts in 1988. Her work is held in over 50 major collections throughout the world. She is the recipient of numerous awards, including The Guggenheim Fellowship, The Smithsonian's Archives of American Art Medal and a United States Artists Fellowship. She is the Lynda and Stewart Resnick endowed Chair in Art and Professor of Photography at UCLA.

**Pipilotti Rist, *Smart Yuji* (@pipilotti\_rist\_studio)**

Pipilotti Rist (b. 1962, Rheintal, Switzerland) is a multimedia artist. She studied graphic design, illustration and photography at the Institute of Applied Arts in Vienna, as well as audiovisual communications and video at the School of Design in Basel. Rist is a pioneering video artist, she developed an aesthetic that takes its cues from television, advertising, and feminist video work. From her earliest tapes through her recent multi-media installations, Rist's body of work explores the intersection of sexuality, technology, and pop culture.

**Hank Willis Thomas, *Life, Handle with Care* (@hankwillisthomas)**

Hank Willis Thomas (b. 1976, Plainfield, New Jersey) is a conceptual artist working primarily with themes related to perspective, identity, commodity, media, and popular culture. Thomas' work addresses the visual systems that perpetuate inequality and bias in bold, skillfully crafted works. Through photographs, sculpture, video, and collaborative public art projects, he invites you to consider the role of popular culture in instituting discrimination and how art can raise critical awareness in the ongoing struggle for social justice and civil rights.

**Andy Warhol, *Flowers* (@warholfoundation)**

As the preeminent American artist of the 20th century, Andy Warhol challenged the world to see art differently. Since its founding in 1987, in accordance with Warhol's will, The Andy Warhol Foundation has established itself among the leading funders of contemporary art in the United States. The Foundation has distributed over \$200,000,000 in cash grants which support the contemporary visual arts, particularly work that is experimental, under-recognized or challenging in nature. \*The Foundation will share a small portion of the proceeds from the funds of each sale which shall contribute to the Foundation's endowment from which these grants are distributed. For more information visit [www.warholfoundation.org](http://www.warholfoundation.org).

Image credit: Courtesy of The Museum of Contemporary Art. © Catherine Opie, Courtesy of Regen Projects, Los Angeles and Lehmann Maupin, New York, Hong Kong and Seoul; © 2020 The Andy Warhol Foundation for the Visual Arts, Inc. / Licensed by Artists Rights Society (ARS), New York; © Yoko Ono. Used by Permission/All Rights Reserved.

**THE MUSEUM OF CONTEMPORARY ART**

**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.

**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).

[@moca](https://www.instagram.com/moca), [@mocastores](https://www.instagram.com/mocastores), [mocastore.org/masks](http://mocastore.org/masks)

\*\*\*

**MEDIA CONTACTS**

Sarah Stifler  
Chief Communications Officer  
[sstifler@moca.org](mailto:sstifler@moca.org)

Eva Seta  
Director, Communications  
[eseta@moca.org](mailto:eseta@moca.org)

