



THE MUSEUM OF CONTEMPORARY ART

FOR IMMEDIATE RELEASE

Thursday, April 4, 2024

**THE MUSEUM OF CONTEMPORARY ART ANNOUNCES
MOCA GALA 2024, PRESENTED BY BVLGARI**

**WITH CREATIVE DIRECTION BY ARTIST MAX HOOPER SCHNEIDER
AND A SPECIAL PERFORMANCE BY ST. VINCENT**

**SATURDAY, APRIL 13, 2024
THE GEFFEN CONTEMPORARY AT MOCA**



LOS ANGELES—The Museum of Contemporary Art (MOCA) is pleased to announce its **annual Gala** on **Saturday, April 13, 2024** at **The Geffen Contemporary at MOCA** in the Little Tokyo neighborhood, presented by **Bvlgari**. On this occasion, the museum has invited Los Angeles-based artist **Max Hooper Schneider** to collaborate on the creative direction for the Gala. Guests will experience a series of immersive elements and performative interventions by the artist collectively described ***World Without End***, transforming the museum into a dynamic ecosystem for the special evening. In addition, GRAMMY-winning artist **St. Vincent** will deliver a special performance. The **Gala After-Party**, featuring live DJ sets by **Kilo Kish** and **Kitty Ca\$h**, will immediately follow the MOCA Gala from **9-11pm**. Funds raised provide direct critical support for the museum's programs. Leading the organization of the event are Advancement Committee Co-Chairs and Vice-Chair: MOCA Board of Trustees President **Carolyn Clark Powers**, **Terri Smooke**, and **Karyn Kohl**.

“We’re pleased that this year’s Gala provides us the opportunity to inspire our patrons and guests through an ambitious re-imagining of MOCA Geffen by a Los Angeles-based artist with deep ties to the museum,” said MOCA Board President **Carolyn Clark Powers**. “Artists like Max Hooper Schneider rally our community around new perspectives, and contribute greatly to MOCA’s continued success in hosting world-class exhibitions and programs.”

“MOCA has supported and celebrated artists and their singular ways of seeing the world since the museum was founded 45 years ago, and our collaboration with Max Hooper Schneider for this year’s Gala is no exception, as he explores the eternal metamorphosis of all matter, asking the question: *what if?* This questioning of possibilities resonates with MOCA’s dedication to artists who are forward-thinking while grappling with the conditions of our times, placing the spirit of radical creativity at the heart of this year’s Gala,” said **Johanna Burton**, The Maurice Marciano Director. “This same energy extends to the powerful monographic exhibitions on view at MOCA Geffen, which guests at the Gala will also enjoy: *Paul Pfeiffer: Prologue to the Story of the Birth of Freedom* and *MOCA Focus: Eddie Rodolfo Aparicio*. Such landmark shows by profound artists like Pfeiffer and Aparicio would not be possible without this annual fundraising event, and the immense support of our patrons and Board of Trustees, to whom we are deeply grateful.”

“Bvlgari is honored to be the presenting sponsor of the 2024 MOCA Gala,” said **Jean-Christophe Babin**, Bvlgari CEO. “MOCA shares our commitment to the arts, to sharing beauty through different forms and to highlighting talents that are already renowned or yet to be discovered. We are thrilled to have a long-standing support for the artistic vision and intention both internationally and throughout Los Angeles, where we look forward to growing our presence in the coming years.”

Throughout the evening of April 13, MOCA will welcome guests including artists from its global community, and creatives and philanthropists of all kinds from the worlds of art, fashion, and entertainment. In Hooper Schneider’s *World Without End*, guests will encounter captivating, other-worldly installations on the Aileen Getty Plaza during the cocktail reception before being led to dinner by Hooper Schneider with performers from the Makoto Taiko drum ensemble. This conjured realm extends through to the dining area where guests will witness fantastical beings emerging from a field of synthetic plant life, tables adorned with black botanicals, and videos of coralline aquatic life projected overhead on hardened interior surfaces.

Three-time GRAMMY-winning artist St. Vincent will provide a living soundtrack to the event in advance of her new album *All Born Screaming*, out April 26. *Rolling Stone* named St. Vincent one of the greatest guitarists of all time in 2023, and she’s received critical acclaim for her intricate, melodic songwriting and production.

This year’s MOCA Gala will celebrate the critically-acclaimed retrospective ***Paul Pfeiffer: Prologue to the Story of the Birth of Freedom***, and ***MOCA Focus: Eddie Rodolfo Aparicio***, which marks the relaunch of the Focus series and presents an artist’s first solo museum show in Los Angeles. Both exhibitions are on view to the public at The Geffen Contemporary at MOCA through June 16, 2024. To purchase a table or seats, make a donation, and for more information, please contact gala@moca.org or visit moca.org/gala2024

Additionally, MOCA will offer ten raffle items during the evening including exclusive behind-the-scenes museum experiences and artist studio visits; a distinctive Bvlgari handbag from the world-renowned label; limited-edition art objects by Max Hooper Schneider; and a luxury travel opportunity. [Raffle tickets](#) are priced at \$1,000 each.

The Gala After-Party will feature lively DJ sets by **Kilo Kish** and **Kitty Ca\$h**. After-Party attendees will enjoy food and drink, and exclusive access to *Paul Pfeiffer: Prologue to the Story of the Birth of Freedom* and *MOCA Focus: Eddie Rodolfo Aparicio*. Tickets are \$100 for MOCA members and \$150 for the general public. Tickets may be purchased at the [link here](#).

The 2024 MOCA Gala is presented by **BVLGARI**
ROMA 1884

Image credit: Max Hooper Schneider, *World Without End*, 2024. Concept rendering for the stage at MOCA Gala 2024. Image courtesy of the artist.

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 collection of nearly 8,000 objects, international in scope with deep holdings in Los Angeles art; 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.

BVLGARI

Part of the LVMH Group, Bvlgari was founded in the heart of Rome in 1884.

Over the decades, the Brand has established a worldwide reputation as a magnificent Roman High Jeweler and icon of Italian art of living thanks to its exquisite craftsmanship, visionary design and audacious color combinations.

Through a pioneering vision intrinsic in the brand's DNA since its founding, the company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high-end watches to accessories and perfumes, and featuring an extended network of boutiques and hotels in the world's most exclusive shopping areas.

Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Social & Environmental Responsibility and giving back – to nature and to the community.

More Information: For 24-hour information on museum hours, current exhibitions, education programs, and special events, call 213-626-6222 or visit moca.org.

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