

THE MUSEUM OF CONTEMPORARY ART

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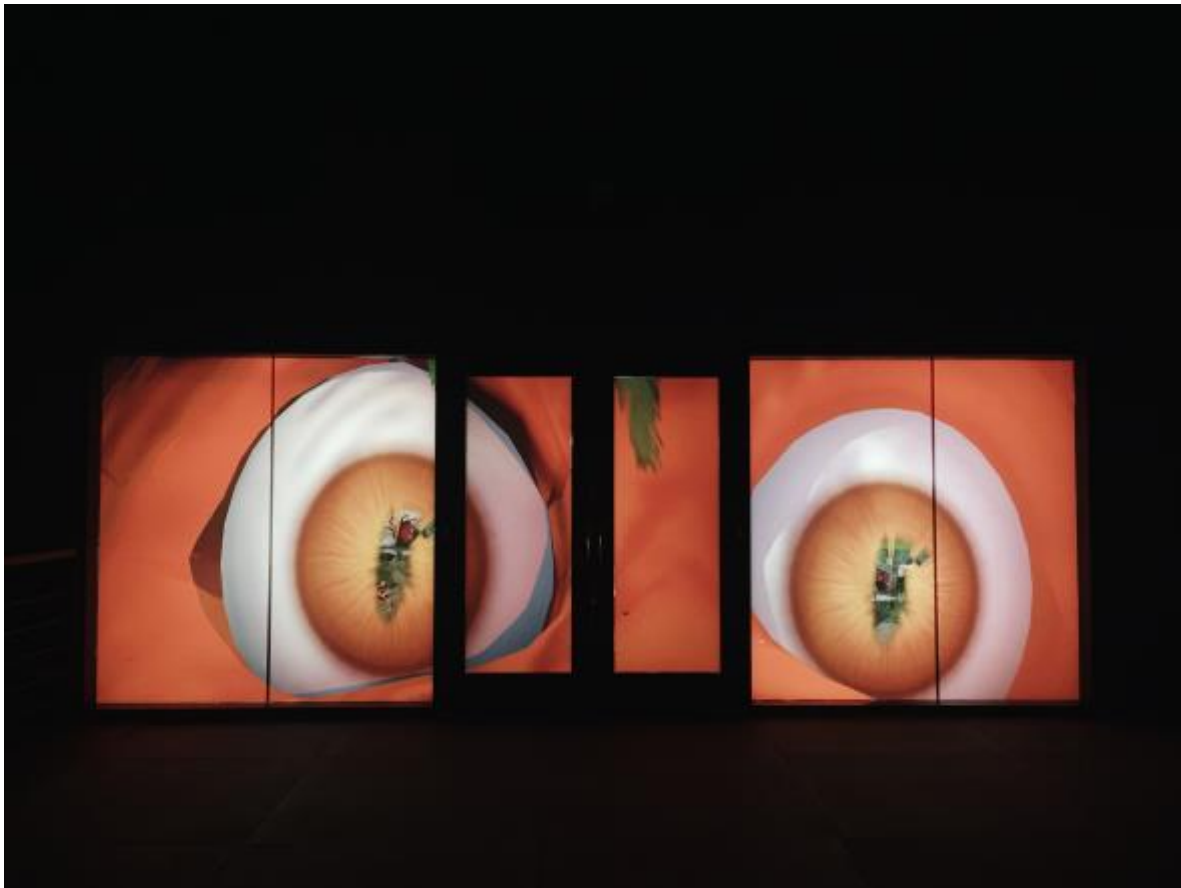
Wednesday, July 20, 2016

*****MOCA MEDIA ADVISORY*****

**THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA), PRESENTS
*STOREFRONT: PARADISE GARAGE***

July 11–December 18, 2016

**The Marcia Simon Weisman Works on Paper Study Center
on the plaza level of MOCA Grand Avenue**



LOS ANGELES — The Museum of Contemporary Art, Los Angeles (MOCA), presents the third iteration of *storefront:*, a project initiated by MOCA Chief Curator Helen Molesworth that invites artists and artist collectives to inhabit the anteroom space of The Marcia Simon Weisman Works on Paper Study Center on the plaza level of MOCA Grand Avenue. One of the unique characteristics of the contemporary art scene in Los Angeles is the proliferation of artist-run spaces, many of which are located in storefronts across the city. MOCA was founded by artists and, due to its philosophy of placing artists at the center of its mission, has long been known as “the artist’s museum.” It continues this tradition by inviting two artist-run organizations to program the *storefront:* space each year.

MOCA PRESENTS *STOREFRONT: PARADISE GARAGE*

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Following *Imitation of Wealth* by Noah Davis and Public Fiction's *The Poet and The Critic, and the missing, storefront: Paradise Garage* will present a collaborative project by Swiss artist Anina Troesch and Berlin-based artist Renaud Jerez.

Paradise Garage was a gallery founded by artists Liz Craft and Pentti Monkkonen in the garage of their home in Venice, California. During the gallery's short run between 2012 and 2015, its easygoing ambience was manifest in a free-form program that embraced standard solo and group exhibitions, as well a artist-run textile workshops and the presentation of a faux bodega full of artist-made goods. The gallery was also known for its active exchange with young European artists. While other local exhibition spaces focused on talent drawn from Los Angeles's many art schools, Paradise Garage took an international approach that synched perfectly with the rise of the city as a global art destination.

In keeping with this emphasis on the international, *storefront: Paradise Garage* presents the work *Stinky. The water is rotten.* (2016), by Troesch and Jerez. They transform the window of the *storefront:* space into an illuminated portal seen in the bulbous eyes of a museum-sized creature. The work plays on the fantastical landscape of downtown LA and captures a fractal-like world of domestic interiors and city streets.

Anina Troesch was born in 1987 in Emmental, Switzerland, and lives and works in Frankfurt am Main. She received her MFA from the Städelschule, Staatliche Hochschule für Bildende Künste in 2016. Troesch's work has been exhibited internationally at venues such as the KW Institute for Contemporary Art, Berlin; Paramount Ranch, Los Angeles; Greene Naftali, New York; and Moderna Museet, Stockholm.

Renaud Jerez was born in 1982 in Narbonne, France, and lives and works in Berlin. Jerez attended the École Nationale des Beaux Arts de Paris (ENSBA) and has mounted solo exhibitions at the Institute of Contemporary Art, Miami, and the National Gallery in Prague. His work has been included in group exhibitions such as the *Triennial: Surround Audience* (2015) at the New Museum, New York, and *Mirror Effect* (2015) at The Box, Los Angeles.

storefront: Paradise Garage is organized by MOCA Senior Curator Bennett Simpson, with Executive Assistant to the Chief Curator Hana Cohn.

Image credit: Installation view of Anina Troesch and Renaud Jerez, *Stinky. The water is rotten.* (2016), July 11–December 18, 2016 at *storefront:* MOCA Grand Avenue, photo by Priyanka Fernando

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)

About 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.

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. MOCA Pacific Design Center (located at 8687 Melrose Avenue, West Hollywood, CA 90069) is open Tuesday through Friday from 11am to 5pm; Saturday and Sunday from 11am to 6pm; and closed on Monday. 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 everyone at MOCA Grand Avenue and The Geffen Contemporary at MOCA on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. General admission is always free at MOCA Pacific Design Center. General admission at MOCA Grand Avenue and The Geffen Contemporary at MOCA is \$12 for adults; \$7 for students with I.D. and seniors (65+); and free for children under 12.

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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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