



THE MUSEUM OF CONTEMPORARY ART

FOR IMMEDIATE RELEASE

Saturday, May 18, 2019

MOCA BOARD OF TRUSTEES PRESIDENT CAROLYN CLARK POWERS PLEDGES \$10 MILLION FOR FREE ADMISSION TO THE MUSEUM AS IT CELEBRATES IT 40TH ANNIVERSARY



LOS ANGELES—During The Museum of Contemporary Art’s Benefit on Saturday, May 18, 2019, MOCA Board of Trustees President Carolyn Clark Powers announced that she has pledged \$10 million to fund free general admission to the museum. The museum will immediately begin working on a roll-out plan to implement this gift as soon as possible.

“Carolyn’s gift is an inspiration to us all!” says MOCA Board of Trustees Chair Maria Seferian. “We have aspired to be able to provide free general admission for some time, and it is only with this incredible gift that we can now make it a reality. This is a major moment in the life and history of MOCA. We hope to increase accessibility and engagement with our visitors. Free general admission is a step towards making the museum a more inclusive cultural and civic hub. What a great 40th birthday present!”

Powers is a longtime resident of Los Angeles and her expansive charitable focus includes support for the visual and performing arts, music education, as well as children’s and women’s issues. Carolyn is the current President of the MOCA Board of Trustees and was elected in 2018 after serving as a trustee since 2009.

“This is not a badge for me. Rather, it’s a way for me to support the museum and be of service to the Los Angeles community. I am committed to the museum’s continued success and leadership, and to MOCA being at the forefront of

MOCA BOARD PRESIDENT CAROLYN CLARK POWERS PLEDGES \$10 MILLION FOR FREE ADMISSION TO MOCA

Page 2 of 2

diversity, inclusiveness, and openness of spirit,” explains Powers. “Art has the unique ability to bridge cultural and socio-economic divides. Charging admission is counterintuitive to art’s ability and purpose to connect, inspire, and heal people.”

The gift comes seven months into Klaus Biesenbach’s tenure as MOCA Director and as the museum celebrates its 40th Anniversary.

“I can’t imagine a more generous and meaningful gift for MOCA, for Los Angeles, for all of us. Carolyn is such an inspiring role model as a mission-driven philanthropist,” remarks Biesenbach. “It is a gesture of deep generosity and a terrific example of philanthropy aligned with the museum that will literally resonate in millions of people’s lives. It is something the whole MOCA staff feels honored and excited to make a reality. Now we have a lot of work to do so we can share more details and a roll out soon!”

Image credit: Carolyn Clark Powers. Photo by Emily Shur.

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.

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.

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.

MEDIA CONTACTS

Sarah Stifler
Chief Communications Officer
sstifler@moca.org
213/633-5363

Eva Seta
Associate Director, Communications
eseta@moca.org
213/633-5322

