



FOR IMMEDIATE RELEASE
Thursday, July 12, 2012

SMASHBOX PRESENTS



A MULTIMEDIA EVENT SERIES CURATED BY IAMSOUND July 27, August 17, and August 24 The Geffen Contemporary at MOCA

Los Angeles - The Museum of Contemporary Art, Los Angeles is joining forces with **Smashbox Cosmetics** and indie music label **IAMSOUND** this summer to present three exciting nights of art and music colliding under one roof. **PLAY MOCA** aims to bring together a diverse group of musicians and artists to collaborate in a series of visual and musical performances, highlighting the cultural vitality and diversity of the city of Los Angeles.

Curated by IAMSOUND and their newest signee, **IO ECHO**, each night will feature a unique lineup of some of the music world's most exciting new performers paired with contemporary visual artists from dance, fashion, multimedia and theatrical backgrounds.

Helping to round out the festival will be **COCO**, an L.A.-based design group, including alumni from SCI-ARC, L.A.'s internationally renowned architecture school, who will help transform the space into an otherworldly performance venue.

"There is increasing interchange between artists, musicians, and designers. It is exciting to present these collaborative performance projects that reflect the new creative convergence in Los Angeles," said MOCA Director Jeffrey Deitch.

MOCA ANNOUNCES PLAY MOCA

Page 2 of 3

"Being involved in a project that has the goal to expose MOCA through visual art and music is something I am very proud of. This collaboration speaks not only to the L.A. culture but to who we are as a brand, where art and music are a part of our everyday lives," said Davis Factor, Smashbox Founder

"I like to walk through museums with headphones. Trying to combine art and music is my goal. In work or play, the two enhance everything in life. I am thrilled to be a part of this event," commented Drew Barrymore.

"IAMSOUND is thrilled to be to be curating PLAY MOCA with IO ECHO and the MOCA team," added IAMSOUND. "As a Los Angeles-based record label, we loved the idea of a music series like this, which brings together all aspects of the Los Angeles creative community."

PLAY MOCA follows a series of cross-disciplinary projects, performances and exhibitions presented by MOCA since 2009 to attract diverse and broader audiences to the museum through the convergence of contemporary art with music, film, design architecture, fashion, food, books, and dance. The MOCA exhibition *Art in the Streets* drew over 200,000 visitors to the museum in 2010 and incorporated a dedicated community film workshop supported by Levi's. This year *Transmission LA: AV Club*, curated by Mike D, attracted more than 30,000 visitors over a 16-day period for a multimedia exhibition, a series of musical performances, and a pop-up restaurant and book store at The Geffen Contemporary at MOCA. This month and next, MOCA will present *Framework*, a series of three collaborative performances between L.A. Dance Project/Benjamin Millepied and L.A. artist Mark Bradford in the galleries at MOCA Grand Avenue. These programs, which reinforce the museum's mission to engage with and present the work of significant artists today, are a reflection of L.A.'s rich, crossover creative community, for which the museum is a platform. In September this year, MOCA will launch MOCA TV, a new contemporary art channel, which is part of YouTube's Original Channels initiative and will expand the museum's program to a global, online audience.

IAMSOUND and Smashbox are committed to showcasing exceptional talent and supporting progressive and independent art, and the inaugural year of PLAY MOCA aims to capture that spirit with not to miss events.

Friday, July 27

The Geffen Contemporary at MOCA

6–10pm

Performances by Salem and IO ECHO

Visuals by Drew Barrymore

DJ Set by Health

Friday, August 17

The Geffen Contemporary at MOCA

6–10pm

Performances by Zola Jesus and Active Child

Visuals by L.A. Dance Project / Benjamin Millepied and Rodarte

DJ Set by Ariel Pink

Friday, August 24

The Geffen Contemporary at MOCA

6–10pm

Performances by Cults and Lord Huron

Visuals by Emmett Malloy

DJ Set by Victoria Bergsman (Taken By Trees)



MOCA ANNOUNCES PLAY MOCA
Page 3 of 3

All events are FREE, from 6–10pm, at The Geffen Contemporary at MOCA. Free ticket reservations through brownpapertickets.com are required for each performance. MOCA members will be granted priority access to reserve tickets. For more information, see moca.org.

PLAY MOCA is presented by Smashbox Cosmetics and curated by IAMSOUND and IO ECHO.

SMASHBOX

Smashbox Cosmetics was born out of Smashbox Studios, the modern-day image factory in Los Angeles, CA. After founding the photo studios, brothers Dean and Davis Factor—great-grandsons of makeup legend Max Factor— were inspired to create a line that would meet the demanding needs of a professional photo shoot. Smashbox Cosmetics strives to make the exclusive inclusive while infusing the independent spirit of Smashbox Studios into the lives of women. CREATED. TESTED. PHOTOGRAPHED. AT SMASHBOX STUDIOS L.A.

IAMSOUND

IAMSOUND Records was founded in 2006 as a creative brand and entity based in music, flexible enough to keep pace with the changing industry. Building the label as a source and destination to discovering new music, IAMSOUND has developed into a place where people will turn to look for cutting-edge sounds, whether it is through the artists they release, events they put on, or their many other ventures. They have released artists from a wide range of sounds such as Salem, Florence + the Machine, Fool's Gold and Charli XCX.

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)

Founded in 1979, MOCA's mission is to be the defining museum of contemporary art. The institution has achieved astonishing growth in its brief history—with three Los Angeles locations of architectural renown; more than 13,500 members; a world-class permanent collection of nearly 6,500 works international in scope and among the finest in the nation; hallmark education programs that are widely emulated; award-winning publications that present original scholarship; and groundbreaking monographic, touring, and thematic exhibitions of international repute that survey the art of our time. MOCA is a private not-for-profit institution supported by its members, corporate and foundation support, government grants, and admission revenues. MOCA Grand Avenue and The Geffen Contemporary at MOCA are open 11am to 5pm on Monday and Friday; 11am to 8pm on Thursday; 11am to 6pm on Saturday and Sunday; and closed on Tuesday and Wednesday. General admission is \$12 for adults; \$7 for students with I.D. and seniors (65+); and free for MOCA members, children under 12, and everyone on Thursdays, from 5pm to 8pm, courtesy of Wells Fargo. MOCA Pacific Design Center is open 11am to 5pm, Tuesday through Friday; 11am to 6pm on Saturday and Sunday; and closed on Monday. Admission to MOCA Pacific Design Center is always free. For 24-hour information on current exhibitions, education programs, and special events, call [213/626-6222](tel:2136266222) or visit moca.org.

MEDIA CONTACTS

MOCA

Lyn Winter, Director of Communications

Tel 213 633 5390

lwinter@moca.org

Nancy Lee, PR Coordinator

Tel 213 621 1788

nlee@moca.org

