

SANTA MONICA : MUSEUM : OF ART

FOR IMMEDIATE RELEASE

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SMMoA UNBOUND

*Santa Monica Museum of Art's 17-year tenure
at Bergamot Station culminates with INCOGNITO 2015*

SANTA MONICA, CA—The [Santa Monica Museum of Art](#) is pleased to announce **SMMoA Unbound**, a planned gestation period to refine its vision and broaden its reach. At the end of May, following the 11th annual **INCOGNITO** benefit art sale, SMMoA will leave its current location in Bergamot Station Arts Center. From interim office space in Century City, the Museum staff will organize an exciting roster of pop-up exhibitions; education and outreach initiatives; and new offerings from the retail shop, GRACIE. During its transition, SMMoA will also explore permanent sites in Santa Monica and Los Angeles County—including anchor tenancy in a redeveloped Bergamot Station.

A vibrant *kunsthalle* free from the constraints of a permanent collection, SMMoA is uniquely equipped to make such a change. Agile, responsive, and risk-taking, it has a history of presenting artists at pivotal or early stages in their careers. Free admission is in SMMoA's DNA; it has always been free and accessible to all.

SMMoA's importance is affirmed by renowned artists John Baldessari and Ed Ruscha:

"SMMoA has a long history of exhibiting art in L.A. I've always been a fan. I continue to support their program," says **John Baldessari**, whose distinctive voice is on the Museum's answering machine.

"All museums have to huff and puff to go forward and the Santa Monica Museum of Art is certainly doing its part in this effort," says **Ed Ruscha**. *"Their past exhibition history has shown that this museum is here for the long haul. And a good one it will be."*

Upcoming exhibitions at SMMoA include ***The Hidden World: Jim Shaw Didactic Art Collection***; ***Norm Laich: This Brush for Hire***, curated by John Baldessari and Meg Cranston; ***Mark Mothersbaugh: Myopia***; and a reexamination of the work of **Martín Ramírez**, as part of the Getty's Pacific Standard Time: LA/LA.

SMMoA was founded by Abby Sher in 1984 and opened its doors in 1989. In 2000, Elsa Longhauser was appointed executive director. Since that time, the Museum has organized the first solo museum exhibitions for **Urs Fischer**, **Joyce Pensato**, **Alvaro Siza**, **Elias Sime**, **Al Taylor**, and **Mickalene Thomas**; and the first solo museum exhibitions on the West Coast for such artists as **VALIE EXPORT**, **Andrew Lord**, **William Pope.L**, and **Henry Taylor**. Other distinguished exhibitions include: ***Freestyle*** (2001), a survey of work by 28 emerging African American artists curated by Thelma Golden; ***The Book Show: Raymond Pettibon*** (2001), curated by Roberto Ohrt; ***Cavepainting: Laura Owens, Chris Ofili, Peter Doig*** (2002), curated by the artists; ***George Herms: Hot Set*** (2005), curated by Walter Hopps; ***Michael Asher*** (2008); and ***Brian Weil, 1979–95: Being in the World***, SMMoA's current, critically-acclaimed

exhibition curated by Stamatina Gregory. To date, SMMoA has shown the work of 1,600 artists, 40 percent of whom are artists of color and 46 percent women.

SMMoA has been an invaluable resource to the region's school systems, providing a series of signature, free arts education programs to 13,000 K–12 SMMUSD, LAUSD, and private school students each year. In 2012, SMMoA received the California State Superintendent's Award for Excellence in Museum Education for its *Wall Works* program.

INCOGNITO, SMMoA's renowned benefit art sale, will be held on May 2. More artists than ever—including **John Baldessari, Mark Bradford, Simone Forti, Charles Gaines, Dwyer Kilcollin, Caitlin Lonigan, Jennifer Moon, Catherine Opie, Raymond Pettibon, Ed Ruscha, Kenny Scharf, Sean Shim-Boyle, + hundreds more**—have shown their support for the Museum's mission by donating *INCOGNITO* artwork. Each 10 x 10 inch work is \$375 and signed on the back; artists' identities are revealed only after purchase. *INCOGNITO* guests are invited to trust their instincts and purchase the pieces they love. For full details, visit smmoa.org/incognito.

SMMoA Unbound is a strategic opportunity for reflection and rejuvenation. Come celebrate at *INCOGNITO* and support the independent, courageous, and discerning spirit that has consistently characterized SMMoA's groundbreaking work.

Mission

Through its exhibitions, education, and outreach programs, the Santa Monica Museum of Art fosters diversity, innovation, and discovery in contemporary art—local, national, and international.

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SMMoA Location, Hours, Admission

SMMoA is located at the Bergamot Station, Building G1, 2525 Michigan Avenue, Santa Monica, California. The Museum is open Tuesday through Saturday from 11 am to 6 pm, closed Sunday, Monday, and all legal holidays. Admission is free. For further information about exhibitions and programs, please call 310.586.6488 or visit www.smmoa.org.

For further information or to schedule interviews, please contact Lynda Dorf at 424.645.4620 or lynda.dorf@smmoa.org.