



FOR IMMEDIATE RELEASE

Thursday, June 23, 2016

MOCA BOARD ELECTS PETER MORTON AS A NEW TRUSTEE



LOS ANGELES—The Museum of Contemporary Art, Los Angeles (MOCA) announced today that the Board of Trustees has elected **Peter Morton** as a new member.

"I am delighted to welcome Peter back to MOCA's Board," remarks MOCA Director Philippe Vergne. "His understanding of MOCA's institutional history as well as his profound knowledge of art, his sharp eye, and his attraction to the new make him a valuable addition to our Board of Trustees. I very much look forward to working with someone so dedicated to contemporary art."

"Peter's continued support of MOCA is a great vote of confidence that all the hard work our amazing board has done over the last couple of years is meaningful and signals that MOCA is moving and growing in a sustainable and exciting direction," says MOCA Board Co-Chair Maurice Marciano. "We are thrilled to welcome Peter!"

Peter Morton

Peter Morton is the co-founder of the Hard Rock Café. Morton's first Hard Rock Café was opened in 1971 in London, England when he was 22 years old. The chain began global expansion in 1982 when Morton opened the first Hard Rock in Los Angeles. He later opened the first 660-room Hard Rock Hotel and Casino in Las Vegas in 1995. Today there are over a 170 Hard Rock Restaurants worldwide and 20 Hard Rock Hotels. Morton also founded Morton's Restaurant in Los Angeles in 1979. In May 2008, Morton sold the Hard Rock Hotel & Casino in Las Vegas. He serves on the Board of Trustees of the Natural Resources Defense Council (NRDC). He is also on the UCLA Medical School Advisory Board and the building at 200 UCLA Medical Plaza is named the Peter Morton Medical Building. He currently lives between Los Angeles and New York and is an avid contemporary art collector.

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.

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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