



# THE MUSEUM OF CONTEMPORARY ART

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## FOR IMMEDIATE RELEASE

Thursday, October 18, 2018

### THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA), ANNOUNCES THE REINSTALLATION OF THE MONUMENTAL WORK BY BARBARA KRUGER

***UNTITLED (QUESTIONS)* (1990/2018)**

**ON VIEW SATURDAY, OCTOBER 20, 2018 THROUGH NOVEMBER 2020  
AT THE GEFFEN CONTEMPORARY AT MOCA**

**IN ANTICIPATION OF THE MUSEUM'S 40<sup>th</sup> ANNIVERSARY**



**LOS ANGELES**—The Museum of Contemporary Art, Los Angeles (MOCA), announced today that it is reinstalling the monumental wall work by Los Angeles-based artist Barbara Kruger (b. New York, 1945), *Untitled (Questions)* (1990/2018). The emblematic red, white, and blue artwork was originally commissioned by MOCA in 1989 for the exhibition *A Forest of Signs: Art in the Crisis of Representation* and was last installed in 1990 on the south wall of MOCA's then Temporary Contemporary building. The work holds an iconic presence in the collective memory of Los Angeles' art community and is considered part of the museum's curatorial highlights over its forty year history.

This iteration will be installed on the north facade of The Geffen Contemporary at MOCA, facing Temple Street, measuring 30 ft. by 191 ft. in size. The work includes nine questions such as "Who is beyond the law?", "Who is bought and sold?", and "Who is free to choose?" The artwork uses these questions to point to issues of patriotism, civic engagement, and power relations. The work will remain on view through November of 2020.

"I continue to try to address the issues of control, loyalty, hope, fear, and the uses and abuses of power," says Kruger. "It's both tragic and disappointing that this work, thirty years later, might still have some resonance."

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This installation is the first public facing project since the appointment of Klaus Biesenbach as MOCA's new director and reflects his commitment to the museum's active engagement in civic dialogue, democratic participation, and community activation. In connection with the work, a series of voter registration efforts will be anchored by the artwork in advance of the 2018 midterms, as well as the 2020 general election.

"When I started working as a curator in 1990s I first learned about MOCA through this iconic Barbara Kruger work," recalls Biesenbach. "For me this work always stood for MOCA going forward and was a great emblem of the museum's ability to engage artists and support their important role in society! It means a lot that Barbara agreed to this new installation reflecting on forty years of MOCA and at the same time looking forward with a plea for civil engagement."

The work will remain on view for a two year period through November 2020, in celebration of MOCA's forty year anniversary. MOCA thanks the Department of Cultural Affairs (DCA) and the City's Cultural Affairs Commission. This project was initiated by incoming MOCA Director Klaus Biesenbach and is organized by MOCA Senior Curator Bennett Simpson.

For over four decades, Kruger has merged her background in art and design into a renowned body of work that questions its viewers about feminism, consumerism, individual autonomy, desire, and power. Her instantly recognizable images, immersive room wraps, multi-channel videos, billboards, buses, and train station installations have been exhibited at public sites and institutions globally. Solo exhibitions of her work have been presented, among others, at the National Gallery of Art, Washington (2016), Modern Art Oxford (2014), Kunsthau Bregenz (2013), Pinakothek der Moderne, Munich (2011), Schirn Kunsthalle, Frankfurt (2010), Gallery of Modern Art, Glasgow (2005), Whitney Museum of American Art, New York (2000), The Museum of Contemporary Art, Los Angeles (1999), Serpentine Gallery, London (1994), Musée d'art contemporain de Montreal (1985), and Kunsthalle Basel (1984). Awarded the Golden Lion for Lifetime Achievement at the 51<sup>st</sup> Venice Biennale in 2005, Kruger is a professor at the University of California, Los Angeles, and lives in Los Angeles and New York.

This installation of Barbara Kruger's *Untitled (Questions)* is generously supported by an anonymous donor.

Image credit: Barbara Kruger, *Untitled (Questions)*, 1989–90, on view from June 29, 1990–July 1992 on the south wall of the Temporary Contemporary, MOCA, Los Angeles, courtesy of The Museum of Contemporary Art, Los Angeles, photo by Gene Ogami.

## THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA)

**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](http://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.

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**Museum Admission:** General admission is free for all MOCA members. General admission is also free for all people on Thursdays from 5pm to 8pm and always free at MOCA Pacific Design Center. 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](http://moca.org).

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