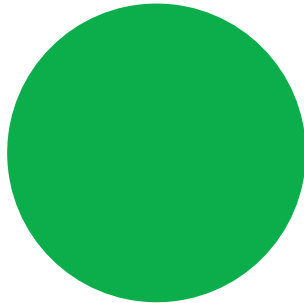
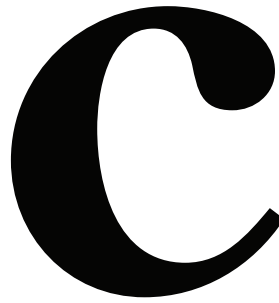




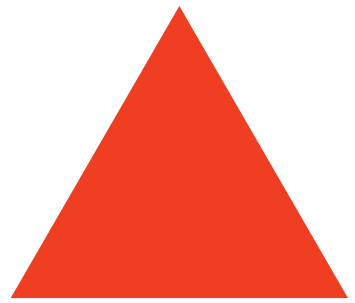
THE MUSEUM OF CONTEMPORARY ART
LOS ANGELES



MOCA
GRAND AVENUE



THE GEFFEN CONTEMPORARY
AT MOCA



MOCA
PACIFIC DESIGN CENTER

FOR IMMEDIATE RELEASE
Tuesday, May 18, 2010

MEDIA PREVIEW

Friday, July 9, 2010 / 9:30am-1pm / The Geffen Contemporary at MOCA

THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA),
PRESENTS THE FIRST COMPREHENSIVE U.S. MUSEUM SURVEY EXHIBITION
OF THE ART OF ARTIST, FILM DIRECTOR, AND ACTOR DENNIS HOPPER

DENNIS HOPPER DOUBLE STANDARD

JULY 11-SEPTEMBER 26, 2010 / THE GEFFEN CONTEMPORARY AT MOCA



Double Standard, 1961

Los Angeles—The Museum of Contemporary Art, Los Angeles (MOCA), presents *Dennis Hopper Double Standard*, the first comprehensive survey exhibition of Dennis Hopper's artistic career to be mounted by a North American museum, July 11 through September 26, 2010, at The Geffen Contemporary at MOCA.

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MOCA PRESENTS DENNIS HOPPER DOUBLE STANDARD JULY 11-SEPTEMBER 26, 2010
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Best known for his work in film, Hopper has produced an oeuvre of remarkable breadth that blurs the boundaries between art, film, and popular culture. The exhibition will trace the evolution of Hopper's artistic output and feature more than 200 works spanning his prolific 60-year career in a range of media, including an early painting from 1955; photographs, sculpture, and assemblages from the 1960s; paintings from the 1980s and '90s; graffiti-inspired wall constructions and large-scale billboard paintings from the 2000s; his most recent sculptures; and film installations. The title of the exhibition is taken from Hopper's iconic 1961 photograph of the two Standard Oil signs seen through an automobile windshield at the intersection of Santa Monica Boulevard, Melrose Avenue, and North Doheny Drive on historic Route 66 in Los Angeles. The image was reproduced on the invitation for Ed Ruscha's second solo exhibition at Ferus Gallery in 1964. *Dennis Hopper Double Standard* is curated by Julian Schnabel, whose work has been inspired by Hopper's fusion of art and film.

"Dennis Hopper's work has been a springboard for the work of many artists and filmmakers of a younger generation," comments incoming MOCA Director Jeffrey Deitch. "His fusion of artistic media has become an inspiration for the new artistic generation who often draw on performance and film as well as painting, sculpture, and photography in the creation of their work."

Julian Schnabel calls Hopper, "a painter without a brush," articulating a visual statement that is "beyond language." Schnabel speaks about how Hopper "made film into art," and describes how he "takes the viewer on a high risk journey with him, working without a safety net."

Hopper prefigured the union of art, life, and popular culture that characterizes much of the art of the 21st century. He has been a creative connector, introducing and collaborating with artists, actors, writers, and musicians for nearly six decades. His works made in the 1960s capture the quintessential pop imagery that symbolizes Los Angeles during that time. "L.A. was Pop," Hopper recalls, talking about that period, "L.A. was the billboards. L.A. was the automobile culture. L.A. was the movie stars and L.A. was the whole idea of what 'Pop' was about." Ahead of his time in bringing the art of the street into the gallery, Hopper's work also constructs a dialogue between abstract expressionist painting and graffiti and gang signs from Los Angeles street culture.

Dennis Hopper Double Standard assembles key selections and bodies of work examining the artist's creative development with a focus on artworks made between 1961 and present day, as many of Hopper's earlier paintings were destroyed in his studio by the 1961 Bel Air fire. The exhibition will be organized in several sections reflecting the cyclical and serial nature of the artist's work. The layout will bring together various groupings of work emphasizing Hopper's interest in Duchampian appropriation of common objects and the dialogue between pop and progressive culture. It will also highlight the ways in which Hopper has utilized a range of styles—from abstraction, the ready-made, and pop art to conceptual and performance art—to further his investigation into the "return to the real."

The first portion of the exhibition will include a comprehensive selection of sculpture and assemblages as well as photographs documenting the progressive, changing culture of the time and the pop-art scene in both Los Angeles and New York from the 1960s. The second section will feature a series of paintings from the 1980s and '90s inspired by graffiti-covered walls and the urban Los Angeles landscape. This segment also incorporates Hopper's set-like wall constructions. Hopper's monumental billboard paintings from the 2000s, which borrow images from his earlier life and work, and more recent series of abstract landscape photographs will also be included in the exhibition. In the final section, a series of film installations highlighting Hopper's career as a director and actor will be presented.

Fred Hoffman, who has a long association with Dennis Hopper, is the curatorial consultant for *Dennis Hopper Double Standard*. The museum thanks Tony Shafrazi and Tony Shafrazi Gallery for their dedicated collaboration in realizing the exhibition.

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MOCA PRESENTS DENNIS HOPPER DOUBLE STANDARD JULY 11-SEPTEMBER 26, 2010
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ABOUT THE ARTIST

Dennis Hopper (b. 1936, Dodge City, Kansas) has been at the center of the Los Angeles creative community since 1955 when he befriended actor James Dean on the set of *Rebel Without a Cause*. Hopper has since had a prolific career working in film, photography, as a painter, and as a sculptor. He has directed numerous films including *Easy Rider* (1969), *The Last Movie* (1971), and *Colors* (1988), and acted in many more including *Rebel Without a Cause* (1955), *Giant* (1956), *Cool Hand Luke* (1967), *Apocalypse Now* (1979), *Blue Velvet* (1986), *Speed* (1994), and *Basquiat* (1996).

Hopper has been celebrated in monographic and group exhibitions around the world including the Corcoran Gallery of Art, Washington D.C.; The Walker Art Center, Minneapolis, Minnesota; the Stedelijk Museum, Amsterdam; the State Hermitage Museum, St. Petersburg; MAK Vienna: Austrian Museum of Applied Arts/Contemporary Art, Vienna; the Whitney Museum of American Art, New York; and most recently the Cinémathèque Française, Paris, and the Australian Centre for the Moving Image, Melbourne. He lives and works in Los Angeles.

Dennis Hopper Double Standard is presented by The Eli and Edythe Broad Foundation.

Major support is provided by the Graff Foundation. Generous support is provided by Tod's and Ruth and Jake Bloom.

In-kind media support is provided by Ovation and KCRW 89.9 FM.

IMAGE ABOVE:

Dennis Hopper, *Double Standard*, 1961, gelatin silver print, © Dennis Hopper, image courtesy of the artist and Tony Shafrazi Gallery, New York

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 6,000 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 and retail revenues. 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. 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 \$10 for adults; \$5 for students with I.D. and seniors (65+); and free for MOCA members, children under 12, active military, jurors with I.D., and everyone on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. 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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