



MEDIA ALERT
FOR IMMEDIATE RELEASE

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**CITY OF LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS
WILL HOST
THE AMAZING NEUTRA'S IN ORANGE COUNTY
aka *CAN WE SAVE SUCH ICONS?***

Exhibition Dates: August 12 to October 3, 2010
Opening Reception: Sunday August 15, 2-5 p.m.
Discussion, Closing Reception: Saturday, October 2, 2 p.m.

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) is pleased to announce the traveling exhibition, *The Amazing Neutra's in Orange County*, at the Los Angeles Municipal Art Gallery (LAMAG). The opening reception will be held on August 15, from 2:00 p.m. to 4:00 p.m. This is a survey exhibition of some 20 Richard Neutra architectural works built over the past half century in Orange County, CA. The purpose of this exhibition is to bring much-needed awareness to the attrition that occurs over time, even to iconic buildings, without the availability of adequate preservation resources.

Assembled, produced, and curated by Dion Neutra, AIA, FISS, son and architect partner of firm founder, Richard Neutra (1892-1970), *The Amazing Neutra's in Orange County* discusses the importance of these iconic works in the region, why it is important to preserve this cultural heritage, and how this might be accomplished. Under Dion's guidance, the Neutra firm is celebrating its 84th year in practice.

Also on display are Dion's version of the 1942 Boomerang Chair designed by his father for the Channel Heights housing project in San Pedro, and an iconic occasional table designed in 1932 by Richard Neutra for the original VDL Research House.

The connection between Barnsdall Park and Richard Neutra dates to 1925 when the architect co-designed a garden terrace and wading pool for Aline Barnsdall which still occupies the west edge of the Park. Neutra's masterpiece, the Lovell "Health" House is visible from the grounds of the park at its location in nearby Los Feliz. Barnsdall Park is also home to Frank Lloyd Wright's Hollyhock House. This exhibition admirably serves to reinforce the mission of Barnsdall Park to educate the public on the architectural and cultural significance of the region, and the importance of historic preservation.

Dion Neutra will be present at the opening reception to make some remarks, and on October 2, at 2:00 p.m. for a discussion and closing reception.



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About Los Angeles Municipal Art Gallery:

The Los Angeles Municipal Art Gallery is a facility of the City of Los Angeles Department of Cultural Affairs and is located at 4800 Hollywood Boulevard, Los Angeles, CA, 90027. Admission is free. The Gallery is open Thursdays through Sundays, 12:00 noon to 5:00 p.m. Hours are extended to 9:00 p.m. on First Fridays. For general information, the public may call 323.644.6269.

About the City of Los Angeles Department of Cultural Affairs (DCA)

The Department of Cultural Affairs generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program; \$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City's Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$10.6 million since fiscal year 2006/07, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website visited by over 2.7 million people annually.