



MEDIA ALERT
FOR IMMEDIATE RELEASE

August 24, 2012

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The City of Los Angeles
Department of Cultural Affairs (DCA)
and the
Los Angeles Municipal Art Gallery
present the

**2012 CITY OF LOS ANGELES (C.O.L.A.)
INDIVIDUAL ARTIST FELLOWSHIPS
VISUAL ARTS EXHIBITION
HONORING A SPECTRUM OF THE CITY'S MOST CREATIVE ARTISTS**

**LYNNE BERMAN | MARTIN DURAZO | HEATHER FLOOD
DIANE GAMBOA | MARK STEVEN GREENFIELD | STEVE HURD
MARYROSE MENDOZA | RIKA OHARA**

Exhibition Opening Reception:

September 30, 2012, 2:00 to 5:00 p.m.
Hosted by the Los Angeles Municipal Art Gallery Associates

Exhibition Dates:

September 30 to October 28, 2012, Los Angeles Municipal Art Gallery

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA), the Los Angeles Municipal Art Gallery (LAMAG) and the Gallery Associates (LAMAGA), are pleased to announce the **City of Los Angeles (C.O.L.A.) Individual Artist Fellowships Visual Arts Exhibition** on view at LAMAG from September 30 to October 28, 2012. Awarded each year by DCA, the **C.O.L.A. Fellowships** honor a spectrum of the City's most exemplary mid-career artists of international stature.

The 2012 C.O.L.A. award recipients in the visual arts are: **Lynne Berman, Martin Durazo, Heather Flood, Diane Gamboa, Mark Steven Greenfield, Steve Hurd, Maryrose Mendoza, and Rika Ohara**. The 2012 C.O.L.A. award recipients in the performing arts are: **Paul Outlaw** and **Raphael Xavier**. The 2012 C.O.L.A. literary artist is **Joseph Mattson**. Admission is free. For further information, please visit culturela.org and lamag.org.)



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Since 1995, DCA has awarded more than two hundred fellowships to outstanding artists for the conception, creation, production, and presentation of new work. In 2011, the artists' applications were peer-reviewed through a selection process that takes into account the heterogeneous artistic practices reflected in the multi-cultural, interdisciplinary, and sophisticated artistic atmosphere of Southern California. Though stylistically different, the exhibition showcases the excellence, relevance, core ideas, and influence of the seven visual artists.

LAMAG will also present **Conversations with the Artists**, a program designed to give audiences the opportunity to engage directly with featured artists and curators in an informal setting:

October 13, 2012, 2:00 p.m.

Conversations with the Artists

Heather Flood, Steve Hurd, Maryrose Mendoza, and Rika Ohara

October 19, 2012, 7:00 p.m.

Conversations with the Artists

Lynne Berman, Martin Durazo, Diane Gamboa, and Mark Steven Greenfield

Saturday, October 13, 2012, 1:00 to 4:00 PM

C.O.L.A. Family Art Workshop: HIP HOP with Special Guest Artist to be announced

Led by LAMAG art educator Marta Feinstein, the Family Art Workshops explore artmaking inspired by the exhibitions on view at the Gallery. Admission is free. For information contact Marta Feinstein at met_marta@sbcglobal.net, 323.644.6269, or visit lamag.org.

The **2012 C.O.L.A. Individual Artist Fellowships Exhibition** is organized by Scott Canty, Curator and Director of Exhibitions at DCA's Los Angeles Municipal Art Gallery (LAMAG) at Barnsdall Park.

DCA is creating a C.O.L.A. program website for global outreach designed by a previous C.O.L.A. Fellow, artist, and graphic designer, Susan Silton.

DCA's Grants Administration Division was formed in 1981 to award grants to LA's creative community as a response to the overwhelming need to support Los Angeles organizations and artists as key catalysts in the synergy of our society. DCA's granting process is community driven. Local art experts, educators, and community agents serve as peer panelists for the review of applications. The makeup of these panels changes annually to ensure a fair and broad-minded selection of proposals.



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The Los Angeles Municipal Art Gallery
4800 Hollywood Boulevard, Los Angeles, California 90027 | 323.644.6269

Free Admission. Gallery Hours: Thursdays through Sundays, Noon to 5:00 PM

About Los Angeles Municipal Art Gallery Associates (LAMAGA)

The Los Angeles Municipal Art Gallery Associates (LAMAGA) was founded in 1951 as a non-profit corporation dedicated to supporting the Gallery. Its mission is to enhance the exhibition program; promote visitor understanding and appreciation through the education program; and to ensure the gallery's accessibility and involvement with a city-wide audience and the surrounding predominantly immigrant communities. Board members from the Los Angeles business and professional community support the gallery financially through grant writing and the administration of grant funds; donor cultivation; production and sale of exhibition catalogues; and ancillary programs and fundraising events developed with gallery staff to compliment the exhibitions.

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

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 26 million annual visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grant making, marketing, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$38.2 million in fiscal year 2010/11. It consisted of: \$9.5 million in funds from the Public Works Improvements Arts Program (PWIAP); \$8.9 million in City related and indirect cost allocations; \$8.7 million from the Private Arts Development Fee Program (ADF); \$7.7 million in Transient Occupancy Tax funds; and over \$3.4 million in private and public funds raised from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio totaling \$18.2 million in PWIAP and ADF funds in FY10/11. DCA's Marketing and Development Division has raised over \$18.5 million since FY07/08 to re-grant to LA-based artists and arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA also grants approximately \$2.2 million annually to over 280 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division.



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DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the culturela.org website visited by over 3 million people annually.

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