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**THE HAMMER MUSEUM HONORS ARTISTS BARBARA KRUGER & CINDY SHERMAN
AT THE 10th ANNIVERSARY GALA IN THE GARDEN ON OCTOBER 6, 2012
With tributes by Steve Martin & Rachel Maddow and a performance by Katy Perry**

Los Angeles—The Hammer Museum presents its 10th annual Gala in the Garden on **Saturday, October 6, 2012**. Proceeds from the Gala will once again support the Hammer's dynamic and nationally acclaimed exhibitions and free public programs. Every year the Museum honors individuals who have made significant contributions to the arts. This year we honor two extraordinary creative forces—artists **Barbara Kruger** and **Cindy Sherman**. Actor, author, and musician **Steve Martin** will give the tribute to Sherman, and MSNBC host and author **Rachel Maddow** will be on hand to toast **Kruger**. The Gala will also feature a special performance by singer/songwriter **Katy Perry**. **Elizabeth** and **Armie Hammer**, actor and great-grandson of the museum's founder Dr. Armand Hammer, will serve as co-chairs with **Jeanne** and **Anthony Pritzker**, who sits on the Hammer's Board of Directors.

The Gala in the Garden is a highly anticipated event on Los Angeles' fall social calendar and attracts cultural and civic leaders, as well as many artists, collectors, and patrons of the arts. Last year's milestone event raised over \$1.7 million for the Museum. Chef **Suzanne Goin** of Lucques will once again create the menu. Past honorees include **Matt Groening, Lari Pittman, Alice Waters, Charles Ray, Miuccia Prada, John Baldessari, Joan Didion, Ed Ruscha, Dave Eggers, and Frank Gehry**. Past tribute speakers and co-chairs have included **Neil Patrick Harris, Jane Fonda, Jeff Wall, Diane Keaton, Salman Rushdie, John Waters, Senator Edward Kennedy, Ben Stiller, Anjelica Huston, Richard Serra, and Dave Hickey**. The Gala has sold out in advance each of the past nine years.

Advance sales are now available in three price tiers: \$75,000 for a Champion table; \$50,000 for a Benefactor Table; and \$25,000 for a Patron Table. Individual tickets can also be purchased at each tier: \$7,500 for a Champion seat; \$5,000 for a Benefactor seat; and \$2,500 for a Patron seat. A limited number of Supporter Tables (\$15,000) and tickets (\$1,500) are also available. **To purchase tickets call 310-443-7026 or email gala@hammer.ucla.edu.**

WHEN: Saturday, October 6, 2012

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| Cocktails | 6:00pm–8:00pm |
| Dinner & Tribute Speeches | 8:00pm–10:30pm |
| Catering provided by Lucques | |

BARBARA KRUGER

Barbara Kruger (b. 1945), internationally known for her distinctive image and text pieces, has been active in a range of fields, including video and audio installation, photography, sculpture, architecture, and graphic design as well as in critical writing, curatorship, and various forms of public advocacy. Kruger's work employs ongoing political, social, and feminist provocations and commentaries on religion, sexuality, racial and gender stereotypes, consumerism, corporate greed,

and power. In addition to numerous group exhibitions, her work was the subject of solo exhibitions at the Artists' Space, Franklin Furnace; MoMA PS1, New York; Institute of Contemporary Art, London; Kunsthalle Basel; Los Angeles County Museum of Art; Wadsworth Atheneum, Hartford; University Art Museum, Berkeley; National Art Gallery of New Zealand; Centre National d'Art Contemporain, Grenoble; and in 1999, a large-scale retrospective originating at the Museum of Contemporary Art, Los Angeles, and continuing to the Whitney Museum of American Art, New York. Most recently, Kruger created installations for the Broad Contemporary Art Museum at LACMA, the Moderna Museet, Stockholm, and the Price Center at the University of California, San Diego. She was awarded The Golden Lion for Lifetime Achievement at the 51st Venice Biennale in 2005. Kruger is a professor of art at UCLA.

CINDY SHERMAN

Throughout her career Cindy Sherman (b. 1954) has explored the construction of contemporary identity and the nature of representation, drawn from the unlimited supply of images from movies, TV, magazines, the Internet, and art history. Working as her own model for more than 30 years, Sherman has captured herself in a range of guises and personas which are at turns amusing and disturbing, distasteful and affecting. To create her photographs, she assumes multiple roles of photographer, model, makeup artist, hairdresser, and stylist. With an arsenal of costumes, makeup, prosthetics, and props, Sherman has deftly altered her physique and surroundings to create intriguing tableaux and characters, from screen siren to clown to aging socialite. In addition to numerous group exhibitions, her work was the subject of solo exhibitions at the Stedelijk Museum in Amsterdam; Whitney Museum of American Art in New York; Kunsthalle Basel; Hirshhorn Museum and Sculpture Garden in Washington, D.C.; Serpentine Gallery in London; and Martin-Gropius-Bau in Berlin, among others. Major traveling retrospectives of Sherman's work have been organized by the Museum Boijmans-van Beuningen in Rotterdam; Museum of Contemporary Art in Los Angeles and the Museum of Contemporary Art, Chicago; Museum of Modern Art in New York; Jeu de Paume in Paris; and Museum of Modern Art in New York.

ABOUT THE HAMMER MUSEUM

The Hammer Museum, a public arts unit of the University of California, Los Angeles, is dedicated to exploring the diversity of artistic expression through the ages. Its collections, exhibitions, and programs span the classic to the cutting-edge in art, architecture, and design, recognizing that artists play a crucial role in all aspects of culture and society.

The museum houses the Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. The museum also houses the Grunwald Center for the Graphic Arts, comprising more than 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present; and oversees the management of the Franklin D. Murphy Sculpture Garden on the UCLA campus. The Hammer's newest collection, the Hammer Contemporary Collection, is highlighted by works by artists such as Lari Pittman, Kara Walker, Ed Ruscha, Barbara Kruger, Mark Bradford, Richard Hawkins, Lynn Foulkes, among many others.

The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art. It also presents approximately ten Hammer Projects exhibitions each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

As a cultural center, the Hammer offers a diverse range of free public programs throughout the year, including lectures, readings, symposia, film screenings, and music performances. The Hammer's Billy Wilder Theater houses these widely acclaimed public programs and is the new home of the UCLA Film & Television Archive's renowned cinematheque.

HAMMER MUSEUM INFORMATION

For current program and exhibition information call **310-443-7000** or visit **www.hammer.ucla.edu**.

Hours: Tuesday–Friday 11am–8pm; Saturday & Sunday 11am–5pm; closed Mondays, July 4, Thanksgiving, Christmas, and New Year's Day.

Admission: \$10 for adults; \$5 for seniors (65+) and UCLA Alumni Association members; free for Museum members, students with identification, UCLA faculty/staff, military personnel, veterans, and visitors 17 and under. The Museum is free on Thursdays for all visitors. Public programs are always free.

Location/Parking: The Hammer is located at 10899 Wilshire Boulevard, at Westwood Boulevard. Parking is available under the Museum. Rate is \$3 for three hours with Museum validation. Bicycles park free.

Hammer Museum Tours: For group tour reservations and information, call 310-443-7041.