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## **Hammer Museum Launches Hammer Channel, Online Video Platform Featuring 1,000+ Conversations, Interviews, Performances and More**

**(Los Angeles, CA)**— The Hammer Museum at UCLA today launched a new website, **Hammer Channel**, offering more than a thousand conversations with artists, writers, filmmakers, scholars, scientists, activists and more. New content is added weekly as part of the Hammer’s decades-long commitment to presenting programs on topics ranging from politics and current events to literary readings to film screenings and artist talks. Hammer Channel offers innovative tools to search, clip, and share not only the programs themselves but precise moments within. Hammer Channel was made possible by a grant from **The Andrew W. Mellon Foundation**. Visit Hammer Channel at [channel.hammer.ucla.edu](http://channel.hammer.ucla.edu).

“The Hammer’s legacy of programs is as much a cornerstone of our mission as our exhibitions,” said Hammer Museum director Ann Philbin. “Hammer Channel puts that legacy right up front, giving audiences access to the full breadth and depth of our talks, performances, and much more.”

Organized much like a streaming service, Hammer Channel offers a wide variety of video content organized by categories including Art, Social Justice, Film, Books, Politics, the Environment, and more. Hammer Channel’s powerful search allows users not only to search by topic or title, but within transcripts of the videos themselves. A search for a person or topic will include results in which that term is discussed during a program—and will bring users to the very moment within that video when the term was used. Full transcripts are included with every video, allowing for greater accessibility and searchability. Additionally, Hammer Channel’s unique clipping tool allows users to create and share clips of their favorite moments within a program.

Hammer Channel was developed in collaboration with digital agency **Cogapp**. As part of the Mellon-funded project, the underlying source code and technical documentation is available on the open-source platform GitHub. The complexity and cost of developing digital tools and systems can be a major barrier for museums and other nonprofit organizations; by providing documentation of the Hammer Channel to open-source communities, other institutions worldwide may adopt, adapt, and advance their own initiatives.

The Hammer Museum has been broadcasting its programs online since 2014. As the global Covid-19 pandemic forced museums to close in 2020, the Hammer quickly shifted its programs fully online, presenting tours, conversations, screenings and more every week. Since April 2020, the Hammer has presented more than 140 programs online, viewed live by more than 45,000 people worldwide, plus tens of thousands more views after the fact. Hammer Channel offers a convenient and comprehensive site for viewers to experience the Hammer Museum’s variety of offerings, whether catching up with the most recent program or taking a deep dive into a particular subject.

Artists featured on Hammer Channel include **Laurie Anderson, John Baldessari, Mark Bradford, Njideka Akunyili Crosby, rafa esparza, Charles Gaines, Theaster Gates, Lauren Halsey, Sarah Lucas, Catherine Opie, Charles Ray, Pedro Reyes, Ed Ruscha, and Kara Walker**. Past programs on topics such as the environment, immigration, anti-racism, and other current events include panelists such as **Vice President Al Gore, Congressman Ted Lieu, Patrisse Cullors, Alicia Garza, Anita Hill, Ibram X. Kendi, Naomi Klein, Bill Nye**, and others. Hammer Channel also includes conversations and readings by writers such as **Joan Didion, Roxane Gay, Joy Harjo, Sadiya Hartman, Stan Lee, Viet Thanh Nguyen**, and **Tara Westover**. Conversations with Academy Award-winning actors and filmmakers include **Bong Joon-Ho, Werner Herzog, Steve McQueen, Lupita Nyong’o, Jordan Peele, Quentin Tarantino, Olivia Wilde**, and more.

## **ABOUT THE HAMMER MUSEUM**

The Hammer Museum is part of the School of the Arts and Architecture at UCLA, and offers exhibitions and collections that span classic to contemporary art. It holds more than 50,000 works in its collection, including one of the finest collections of works on paper in the nation, the Grunwald Center for the Graphic Arts. Through a wide-ranging, international exhibition program and the biennial, *Made in L.A.*, the Hammer highlights contemporary art since the 1960s, especially the work of emerging and under recognized artists. The exhibitions, permanent collections, and nearly 300 public programs annually—including film screenings, lectures, symposia, readings, music performances, and workshops for families—are all free to the public.

## **HAMMER CHANNEL CREDIT LINE**

Support for Hammer Channel is provided by The Andrew W. Mellon Foundation.

## **HAMMER MUSEUM PUBLIC PROGRAMS CREDIT LINE**

All Hammer Museum public programs are free and made possible by a major gift from an anonymous donor. Generous support is also provided by Susan Bay Nimoy and Leonard Nimoy, Good Works Foundation and Laura Donnelley, the Elizabeth Bixby Janeway Foundation, The Samuel Goldwyn Foundation, an anonymous donor, and all Hammer members.

Readings are supported by GroW @ Annenberg.

Digital presentation of Hammer public programs is made possible by The Billy and Audrey Wilder Foundation.

Hammer public programs are presented online in partnership with the #KeepThePromise campaign—a movement promoting social justice and human rights through the arts.

## **HAMMER MUSEUM INFORMATION**

Admission to all exhibitions and programs at the Hammer Museum is free, made possible through the generosity of benefactors Erika J. Glazer and Brenda R. Potter. [Make advance reservations to ensure your visit to the museum.](#) Museum hours are subject to change and visitor capacity is limited. Hammer Museum, 10899 Wilshire Boulevard at Westwood, Los Angeles. Onsite parking \$7 (maximum 3 hours) or \$7 flat rate after 6 p.m. Visit [hammer.ucla.edu](http://hammer.ucla.edu) for details or call 310-443-7000.