

## MEDIA ADVISORY

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Contact: Morgan Kroll, [mkroll@hammer.ucla.edu](mailto:mkroll@hammer.ucla.edu), 310-443-7016

**HAMMER MUSEUM'S GALA IN THE GARDEN HONORS CHARLES RAY & ALICE WATERS**

*With tributes by Jeff Wall and Jane Fonda*

Los Angeles, CA—Artists, philanthropists, gallerists, collectors, and entertainment world notables gathered at the Hammer Museum's eighth annual Gala in the Garden on October 9, 2010. The Gala, which raised over \$1.3 million for the Hammer's renowned exhibitions and public programs, was held in the Museum's elegant outdoor courtyard and honored artist **Charles Ray** and author, chef, and food activist **Alice Waters**. The event was co-chaired by **Viveca Paulin-Ferrell** and **Will Ferrell** and featured tribute speeches by artist **Jeff Wall** for Ray and actress **Jane Fonda** for Waters.

Director of the Hammer Museum **Ann Philbin** welcomed such luminaries as **Rachel Griffiths, Edythe & Eli Broad, Armie Hammer, Susan Bay Nimoy & Leonard Nimoy, Barbara Kruger, k.d. lang & Jamie Price, Kate Mulleavy, Alexander von Furstenberg, Trina Turk, Jenni Kayne, Ed Ruscha, Frank Gehry, and Paul Reiser.**

The party began as guests mingled over cocktails and hors d'oeuvres while also exploring the Hammer's exhibitions including **Mark Manders: Parallel Occurrences/Documented Assignments, Eva Hesse Spectres 1960, Selections from the Hammer Contemporary Collection, and Hammer Projects** by artists **Tom Marioni** and **Friedrich Kunath**. The light installation, *Ronnie Reagan*, by artist **Jennifer Steinkamp**, was projected around the Museum courtyard. Socializing in the arcades surrounding the Museum's courtyard were noted artists such as **Ed Ruscha, Mark Bradford, James Welling, Doug Aitkin, Barbara Kruger, and Elliott Hundley**. Bluegrass band **Uncle Daddy** performed during cocktails and as guests were seated to dinner.

Once guests took their seats, Gala honorary co-chairs Viveca Paulin-Ferrell and Will Ferrell began the evening's presentations by welcoming everyone and describing their personal connection and commitment to the Hammer. They recounted in detail one of Tom Marioni's recent beer salons at the museum. Ferrell got the crowd giggling when he quipped about one of the night's honorees -- "Alice Waters is in my opinion is a total sham," Ferrell said. "I saw her in the parking lot eating a Slim Jim and drinking a Slurpee. I don't know about this organic stuff." Ferrell then lead guests in a rousing rendition of "Happy Birthday" in honor of his mom Kay's 70<sup>th</sup> birthday who was also in attendance.

After the birthday wishes had commenced, museum director Ann Philbin welcomed guests, thanked them for their continued support, and remarked that this year's Gala earned over \$1 million. Later **Senator John V. Tunney**, the chairman of the Hammer's Board of Directors, who thanked Occidental Petroleum and Michael Hammer and his family for their ongoing involvement and support of the Museum. Following Tunney, artist Jeff Wall gave a sincere and serious tribute to honoree and friend Charles Ray. Wall described how all good art is tied to discussions of childhood, abstraction, and technique. Charles Ray then took the stage and spoke eloquently about his gratitude to the UCLA community for its support of him both as a professor and as an artist.

Jane Fonda animatedly and passionately spoke about her friend Alice Waters, praising her for championing locally grown organic food and valuing ideals over profits.

"The investors never cut and run ... her friends are still her friends and it's why so many men fall in love with her and she with them -- and there were a lot of them," said Fonda. "She's the quintessential sensual woman." Alice Waters then graciously thanked Fonda and the Hammer for honoring her.

Known for its understated elegance, this year's Gala in the Garden was characterized by attention to visceral details. The decor this year was designed as a nod to Honoree Alice Waters. Instead of using cut flowers, the table arrangements featured herbs, flower pods, and fruit while maintaining a modern sensibility in keeping with the aesthetics of The Hammer Museum and the other Honoree of the evening artist Charles Ray. A "living wall" of plants, designed by Wooly Pockets, was featured as a backdrop to stage and strings of lights crisscrossed the courtyard bathing the tables in elegant alfresco light. Sustainable sourced and traditionally crafter linens were provided by Dosa. Once again, the Gala was orchestrated by the Hammer's Deputy Director of Advancement, Jennifer Wells Green, Senior Manager of Donor Relations, David Morehouse and Manager of Development Events, Jimmy Freeman. Mitie Tucker helped them produce the event.

**Notable guests included:**

**Collectors, philanthropists, and gallerists:** Susan Bay Nimoy & Leonard Nimoy, Rosette Varda Delug, Michael Hammer, Eugenio Lopez, Matthew Marks, David Bohnett, Larry & Susan Marx, Dean Valentine & Amy Adelson, Maria Bell, Jane & Marc Nathanson, Eli & Edye Broad, Jarl & Pamela Mohn, Mitch & Emily Rales, Tony Pritzker, David Teiger, Jerry Moss, Tim Blum and Jeff Poe, Nicolas Berggruen and Lauren & Benedikt Taschen.

**Hollywood and fashion insiders:** Will Ferrell, Jane Fonda, Rachel Griffiths, Erika Christensen, Armie Hammer, Paul Reiser, Robert Shaye, Kate Mulleavy, Trina Turk, Alexander von Furstenberg, Jenni Kayne, and kd lang.

**Artists, architects, and writers:** Mark Bradford, Mike Kelley, Michael Maltzan, Ed Ruscha, Paul Sietsema, Frank Gehry, Mark Grotjahn, Barbara Kruger, Greg Lynn, Jennifer Steinkamp, Nathan Mabry, James Welling, Sharon Johnston, Alexandra Grant, Doug Aitken, Frances Stark, Elliott Hundley, Kaari Upton, Francesca Gabbiani, Anna Sew Hoy and Friedrich Kunath.

Gala in the Garden Menu:

Prepared by Chef Suzanne Goin, Lucques

**First course:** James' arugula with figs, asian pears, fall grapes and local walnuts

**Entrée:** Niman ranch beef daube with baked ricotta and French feta salsa verde

**Dessert:** Vanilla pot de crème with Spanish chocolate and pistachio shortcake

**Wine:** 2009 Henri Perrusset, Mâcon-Villages

2007 Chateau La Roque, Pic Saint Loup, "Cuvée Les Vieilles Vignes de Mourvèdre"

**Event photography:**

Contact Morgan Kroll, [mkroll@hammer.ucla.edu](mailto:mkroll@hammer.ucla.edu)

HAMMER MUSEUM 10899 Wilshire Boulevard, Los Angeles CA 90024 310-443-7000