

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.



**MOCA** contemporaries



**Silver Lake Gallery Alliance announces *East of Eden*, the first annual  
Multi-gallery exhibition celebrating the contributions of Los Angeles  
galleries**

**September 19-21, 2008**

**at Los Angeles Municipal Art Gallery (LAMAG)**

**[www.edenexhibition.com](http://www.edenexhibition.com)**

***For immediate release: Los Angeles*** – The exhibition will focus on contributions of Los Angeles galleries, the cultures from which they draw inspiration and the Eastside of L.A. as an important source for contemporary art.

The event is free to the public. The Saturday night gala will be a major event with a portion of the art sales being donated to the MOCA Contemporaries. The three day exhibition will also include workshops for children and adults, specially curated project rooms and lectures.

This will be a unique opportunity for patrons, collectors and the public to view and purchase exemplary new works by emerging and established artists who are indicative of the significant contemporary art being fostered in this region. While there is no overarching critical doctrine that unites them philosophically, all the participating galleries are representative of a new generation of determining art culture and share in an inherent formative energy that has resulted in a significant strain of galleries in Los Angeles.

Exhibition organizer Zara Zeitountsian notes: “We are really looking forward to this exhibition because for the first time the public is going to experience in a central location the range of art being shown here. Because there is no central hub, the public doesn’t normally have the opportunity see the big picture of what’s going in the area. I think people will be surprised by the scope of the work. I predict it’s going to be a major event that will have historic implications for the future of Los Angeles art and how the East Side is perceived.”

The exhibition will be held at the Los Angeles Municipal Gallery at Barnsdall Park. Founded in 1951, the Los Angeles Municipal Art Gallery is a historic, 10,000 square foot facility located on the sprawling grounds of Olive Hill overlooking the city of Los Angeles and is home to the famous Frank Lloyd Wright [Hollyhock House](#) and Arts Complex.

**Participating Galleries Include:**

La Luz de Jesus, Los Angeles Municipal Art Gallery, Black Maria, drkrn, Gallery Revisited, Ghetto Gloss, Junc Gallery, Materials & Applications, Metro, Thinkspace, Subliminal Projects, Acuna Hansen, David Patton and De Soto Gallery.

East of Eden is made possible with the generous support of Los Angeles Municipal Art Gallery, MOCA Contemporaries, the Los Angeles City Council, The Office of Eric Garcetti and the Silver Lake Gallery Alliance.

**For more information and the latest updates please visit**

**[www.galleryalliance.com](http://www.galleryalliance.com)**

**For sponsorship opportunities please contact:**

Contact: Lee Joseph Publicity:

[Leejemail@gmail.com](mailto:Leejemail@gmail.com)

818. 848. 2698

Contact: Zara Zaroustein Event Coordinator

[edeneast@yahoo.com](mailto:edeneast@yahoo.com)