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MOCA GA

THE MUSEUM OF CONTEMPORARY ART OF GEORGIA AND THE CITY OF ATLANTA ANNOUNCE A VISIONARY PARTNERSHIP TO TRANSFORM THE ARTISTIC LANDSCAPE

ATLANTA (July 2024) – **Mayor Andre Dickens will announce the City of Atlanta's major investment in The Museum of Contemporary Art of Georgia (MOCA GA)'s new museum facility at The Goat Farm on Atlanta's bustling Westside.**

MOCA GA's new state-of-the-art 26,306 sqft facility will protect and preserve for generations to come its ever-growing permanent art collection of over 1,600 works by Georgia artists and its expanding treasure trove of more than 400 linear feet of historical archives. The new building will triple the museum's exhibition space for ongoing solo and group exhibitions, supporting Atlanta artists and the arts community at large. It will be a beacon to welcome all residents and visitors alike.



Click Here for a Short Video Preview

The City of Atlanta and the Museum of Contemporary Art of Georgia (MOCA GA) share a vision of creating a thriving community where every resident can access dynamic opportunities that inspire us to create, think, and commune in new, meaningful ways. As Atlanta continues to grow, art will be essential for clarifying our collective vision and ensuring we see each other through a lens of collaboration and possibility. For the last 24 years, MOCA GA has filled vital needs in our community by investing in artistic excellence and supporting the next generation of artists across Atlanta and beyond. Signature programs like the Working Artist Project encourage Atlanta's most talented artists to expand the dialogue around pressing communal issues and represent the perspectives and experiences of our neighbors and our shared environment.

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With the City of Atlanta as a partner, MOCA GA will usher in the next era of our creative landscape. The new building will serve as a beacon for artists, students, educators, young people, senior citizens, and all residents who seek to amplify their voices through their creative practices. In this era, Atlanta will stand alongside the premier cities of the world that showcase their artists' best work in state-of-the-art facilities, urging us to reimagine what is achievable in architecture and design.

Along with pursuing the dream of developing a new museum, MOCA GA has innovated new programs in neighborhoods around the city. These programs, including the Education/Outreach Program and others that support young artists, will facilitate meaningful interactions between underserved communities and highly trained artists, develop new, tangible art skills for participants to use long-term, and expand opportunities for more Atlantans to establish viable creative practices that activate their voices and experiences.

In addition to elevating our city's cultural vibrancy, the museum will also draw visitors from around the country and beyond, creating a significant economic impact on the tourism and hospitality industries in West Midtown. This development will be at the center of the city's bright future and is made possible through this wonderful partnership.

THE NEW MOCA GA

The new museum is a triumph of collaboration two decades in the making that unifies the visions of MOCA GA’s cofounder Annette Cone-Skelton, the design genius of Mack Scogin Merrill Elam Architects, and the early investment of the late Elkin Goddard Alston.

In its new facility, MOCA GA expects to see exponential and steady growth in membership, admissions, and public profile. Once open and operational, revenue from facility rentals for public events is expected to increase dramatically, and MOCA GA’s annual fund is likewise expected to experience continued annual growth. This will be paired with the elimination of its current rental costs.

Atlanta needs a museum of contemporary art. We are a big city with a growing cadre of collectors and a growing body of home-grown talent. Artists can create here, display their work here, and sell their art here. We are building a museum and an art ecosystem simultaneously for the city and state’s residents, including their children, and all those who appreciate and enjoy contemporary art.

For 24 years, Cone-Skelton, the board, and the staff of MOCA GA have approached their mission with a remarkable level of care, understanding, and deep appreciation of the significant talent that exists in Georgia, creating a landmark out of a dream. In a different neighborhood, in a new space, in a new chapter, MOCA GA will be grounded in 24 years of exceptional work that give us just a glimpse of what is possible, and what’s yet to come.

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ABOUT MOCA GA

The Museum of Contemporary Art of Georgia (MOCA GA) collects and archives significant, contemporary works by the artists of the state of Georgia. To place its artists in a broader context, the Museum's exhibitions include Georgia artists and artists from around the world. MOCA GA's programs promote the visual arts by creating a forum for active interchange between artists and the community. MOCA GA is located at 75 Bennett Street. Admission is free to members and US Military with ID, $5 for non-members. For more information, call 404-367-8700, visit www.mocaga.org or email info@mocaga.org. MOCA GA's is open to the public Tuesday – Saturday, 12PM – 5PM.

MAJOR FUNDING AND SUPPORT FOR MOCA GA IS PROVIDED IN PART BY

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