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For Immediate Release

Hudson Valley Center for Contemporary Art Reopens as Hudson Valley MOCA, Presents Inaugural Exhibition: *Death Is Irrelevant*

Death Is Irrelevant: Figurative Sculpture from the Marc and Livia Straus Collection

On view October 13, 2018—August 2, 2019

Opening Celebration

Saturday, October 13, 2018 12:00-7:00 p.m.

PEEKSKILL, NY (September 5, 2018) – The Hudson Valley Center for Contemporary Art, a community art space founded 15 years ago, is now **HUDSON VALLEY MOCA**, with its new name reflecting an expanded mission to bring world-class art and ideas to the Hudson Valley region.

To inaugurate its new name, Hudson Valley MOCA proudly presents *Death Is Irrelevant: Figurative Sculpture from the Marc and Livia Straus Collection*, an exhibition exploring the human condition through representation of the human body.

“We are marking 15 years of sharing contemporary art with our neighbors in Peekskill and nearby communities by expanding our reach and our programs,” says Executive Director Effie Phillips-Staley. “Our renewed mission is to be a leading center for discovery of emerging contemporary art for communities and schools in the Hudson Valley.”

Ken Tan, Creative Director of MARC STRAUS Gallery, led the rebranding campaign and designed the new brand identity. The board of directors and executive director of Hudson Valley Center for Contemporary Art have been planning this name change to compliment other major strategy developments, including the expansion of community engagement and education programming for visitors of all ages and abilities. Hudson Valley MOCA’s new name represents the center’s commitment to being an inviting, inclusive space for challenging ideas, stimulating dialogue, and community engagement with local, regional, and international contemporary art.

The name change to Hudson Valley MOCA also marks an expansion of exhibitions to include important international works from the Straus Family Collection.



Sam Jinks, *Standing Pieta*, 2014

HUDSON VALLEY MOCA

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“Since opening in Peekskill in 2004 we have consistently exhibited new works by leading contemporary artists at the genesis of their careers,” said Phillips-Staley. “Now the Straus Family has given Hudson Valley MOCA access to the breadth of its extensive private collection which includes the canon of late 20th century art alongside newer artists of emerging significance. We are delighted to share these important works of art with communities in Peekskill and the Hudson Valley.”

The exhibition *Death Is Irrelevant*, which opens on October 13, 2018, will launch the next phase of Hudson Valley MOCA’s growth, representing the first of a series of exhibitions curated from the Straus Family collection. Featuring contemporary figurative sculptures by 26 artists from 17 countries, *Death Is Irrelevant* examines how artists consider and represent existence. On view will be major works by internationally regarded artists including Damien Hirst, Kiki Smith, and Nicole Eisenman. [Additional information on the exhibition can be found here.](#)

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Hudson Valley MOCA, a 501(c)(3) non-profit arts and education organization, was founded in Peekskill, New York, by Livia and Marc Straus, significant collectors of contemporary art since 1968. The museum works with an international roster of renowned artists as well as emerging local talent. Hudson Valley MOCA operates a 12,000 square foot exhibition space and is the primary sponsor of the Peekskill Project, a bi-annual, citywide celebration of site-specific installations by international contemporary artists. Through its long-standing partnerships with local schools, businesses, city officials, and nonprofits, Hudson Valley MOCA is dedicated to enriching the quality of life in Peekskill and encouraging economic development.

Our mission is to be a leading art center for the Hudson Valley and beyond through the presentation of challenging exhibitions and programs that spark dialogue, enrich lives, and deepen our understanding of contemporary art.

Public Information:

Hudson Valley MOCA, [1701 Main Street](#), PO Box 209, Peekskill, NY 10566, (914) 788-0100, [hudsonvalleymoca.org](#). Hours, beginning October 13: Friday, 11:00 a.m.-5:00 p.m.; Saturday & Sunday, 12:00-6:00 p.m. Museum Admission: \$10 adults; \$5 Peekskill residents, seniors, students, children over 8; free for members and children 8 and under.

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