

# OUR TOWN

by Joanne A. Calitri

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## MCASB Electrifies with *Disruption* Event



Museum of Contemporary Art SB Board of Directors at their *Disruption* soirée (from left): Jennifer Kennedy, Laura Macker Johnston, Georgene Vairo, Mary Lynn Harms-Romo, Josh Blumer, Lesley Cunningham, Donna Barranco Fisher, Laurie Recordon, Jacquelyn Klein-Brown, Nancy Gifford, and Simon Livingston

Starting with the art-invite, a free standing 8 sided 8 inch high invitation created by **Cindy Bermant**, the Museum of Contemporary Art Santa Barbara (MCASB) First Annual Spring Benefit & Auction, *Disruption*, definitively raised the bar for art soirées in our town, the likes of which rivals galleries in SOhO in New York City.

The event was held at the Arbor and Lily Pond Belmont El Encanto in all elegance. As I gave my car keys to the valet, he inquired if I was attending the most upscale “funky” event he has seen since working there. I smiled yes and waltzed over to the lily pond to find no element left undone; the sounds of background DJ music intermingled with groupings

of guest cliques along the exquisitely decorated lily pond discussing art to economies, soft-colored star-lighting, art-deco salon lounge areas floating with more than the usual libations and hors d’oeuvres. Each guest received a *Disruption* canvas tote bag filled with a private “Morning-After Party” invitation hosted by MCASB board president **Jacquelyn Klein-Brown**, a complementary massage from Aveda Spa, and an hour Sisley Signature Facial from Sisley of Paris at Saks Fifth Avenue.

The event featured artist-conceived cocktail experiences by **Ry Rocklen** and **Radames Juni Figueroa**, a live musical performance by the band **Bouquet** from Los Angeles and music by **DJ Magneto**. Top-shelf guests



Freddy Janka greeting guests with Miki Garcia and Jacquelyn Klein-Brown



Artists frame the art-deco lily pond (from left) Erik Reel, Radamés Juni Figueroa, Steven Soria, and Ry Rocklen

included **Nancy O’Connor**, **Mary and John Blair**, **Laura and Craig Shelbourne**, **Mark Shields**, **Leslie Bhutani**, **Edward Cella**, **Nancy and Tony Wall**, **R. Bruce McFadden Jr.**, **Kathy Nicolson**, **Tracy and Michael Bollag**, **Elisabeth Fowler**, **Tony Browne**, **Martha and John Gabbert**, **Nancy Gifford**, **Russell Young** and **Finola Hughes**, **Lizzie and Andy Tobias**, **Lynda Weinman** and **Bruce Heavin**, **Hollye and Jeff Jacobs**, **Lynn and Chris Brown**, **Ro Snell** and **Rick Sanders**, **Susan Bower**, **Leslie Pam** and **Ann Petersen**.

Following the cocktail hour, MCASB’s development director extraordinaire, **Frederick Janka**, who is sculpting a new *It Factor* for the museum, welcomed the guests and

introduced MCASB executive director **Miki Garcia** and board president **Jacquelyn Klein-Brown**.

Miki talked about the title event, *Disruption*, the museum’s accomplishments, current and future role: “*Disruption*: in the start-up world, the term describes an innovation that improves a product or service in ways the market does not expect. For MCASB, it means replacing business-as-usual thinking with radical new approaches to the arts and culture landscape. The MCASB sees itself as a pivotal organization in our community poised to meet the needs of 21st century artists and audiences. Fundamentally, the Museum acts as an incubator designed to hatch new ideas and expose audiences of all ages

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Special guests from Los Angeles, Leslie Pam and Ann Petersen at the museum's *Disruption* gala

to the wonder of the creative process. Led by our core values of innovation, creativity, and accessibility for all, the MCASB is the leading institution on the Central Coast presenting the most compelling arts programming of our time.

"In the last year, the museum featured the artworks of 45 artists, with 15 specially commissioned new projects, hailing from Santa Barbara, San Luis Obispo and Ventura counties, but also from locations around the globe representing artistic voices from Vietnam, Ukraine, New York, Cuba, Palestine, Berlin, L.A., Italy, Mexico, and New Zealand. Since we adopted our new name and mission in 2013, our audience has more than doubled, and last year alone 1,500 students in our community directly engaged with contemporary art via our free and impactful educational programs. The museum is at the forefront of technology, raising awareness via our rapidly expanding social media and online presence, which now include platforms like Spotify, YouTube, and cool apps like Guidigo phone tours.

"Since launching our *Wonder* campaign this spring, our message has topped one million gross impressions throughout the tri-counties via commercials, advertisements, and editorial coverage. We are everywhere, and we could not have done this without a visionary board of trustees who created and are committed to achieving the goals set in our strategic plan. Finally, last year we launched a social-media campaign with the hashtag *#art-changedmylife*, and I invite you to join us at the museum as we work together to change the lives of even more artists and growing audiences in 2015."

Jacquelyn added, "The MCA is at a pinnacle moment of growth and development, and I can feel the energy surrounding us, and the immense level of interest from this community. We are here to raise funds for the museum's exhibitions and educational outreach programs, which we offer to people of all ages free of charge. The event took off thanks to our Laura Macker Johnston, Chair of the Fundraising Committee, and members of com-

mittee: Mary Blair, Nancy O'Conner, Kyle Brace, Debbie Petersen, Cindy Bermant, Eileen Rasmussen, and Nancy Wall. We have a boutique benefit auction with art contributed by Ry Rocklen, Desiree Holman, Nancy Gifford, Nick Wilkinson, Vargas-Suarez Universal (Rafael Vargas Suarez), Seyburn Zorthian, Russell Crotty, Micky Smith, Cassandra C. Jones, Erik Reel, Emmett Moore, Perla Krauze, Cathy Ellis, and Juni Figueroa.

"All proceeds from the auction support the MCASB's innovative education and exhibition programs. We are offering 50 percent of all proceeds from the sale of the artworks back to the artists, we strongly believe that art changes lives and this would not be possible without the incredible talent and creativity of the artists that we work with."

MCASB would like to extend a special thanks to sponsors Heritage Oaks Bank and Mission Audio/Video, our friends at Saks Fifth Avenue, Perrier, Sisley, UBER, Paseo Nuevo, Aveda, Ella & Louie Floral Studio, and Belmond El Encanto.

411: [www.mcasantabarbara.org](http://www.mcasantabarbara.org)

The Museum of Contemporary Art Santa Barbara advances creativity and inspires critical thinking through meaningful engagement with the art of our time. MCASB is a non-profit, non-collecting museum dedicated to the exhibition, education, and cultivation of the arts of our time. Formerly Santa Barbara Contemporary Arts Forum (CAF), MCASB is the premier venue for contemporary art between Los Angeles and San Francisco. Located at the Paseo Nuevo Shopping Center Upper Arts Terrace in downtown Santa Barbara, and with the opening of the MCASB Satellite @ Hotel Indigo Santa Barbara at 121 State Street in February 2012, an exhibition space featuring year-long exhibitions of stimulating contemporary artworks, Museum of Contemporary Art Santa Barbara has become one venue with two locations. ❧



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