



**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**

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**Department of Cultural Affairs works with  
Fox Entertainment Group and the Hammer Museum  
To Transform Arts Development Fee  
Into Unique Learning Opportunity for Fox Employees**

Los Angeles, CA— In collaboration with the Department of Cultural Affairs (DCA), Fox Entertainment Group (FEG) has agreed to lend support to the Hammer Museum’s cutting edge *Hammer Projects*, featuring innovative works by emerging artists. In addition, Fox Entertainment Group will work closely with DCA and the Hammer Museum to provide its employees and visitors with access to the arts and arts education. The alliance is part of FEG’s mandated Arts Development Fee associated with the recent construction of a new administration building.

The Hammer Museum staff will also curate exhibitions on the Fox studio lot in the lobby of the new building. According to Hammer Museum Director Ann Philbin, “each installation will include paintings, photographs, and works on paper by emerging Los Angeles and Southern California artists, and will mix works from the region’s best young, local talent.”

Further, FEG will encourage its employees to interact with the exhibitions and learn more about the artists and their artwork. FEG employees and guests will have the opportunity to attend Lunchtime Artists’ Talks where they will hear from and hold conversations with featured artists. This arts education programming is slated to occur once a month and is directly funded by FEG’s fee. Additionally, FEG employees will have free admission to the Hammer with the presentation of their staff id or business card.

The Arts Development Fee, administered by DCA, is a developer mitigation fee incurred by new construction and based on a formula involving the type of development and square footage of the project. When private developers apply for non-housing building permits for projects with a value of \$500,000 or higher, they are mandated by city ordinance to either pay an ADF or enter into an agreement with DCA to complete an approved arts project equaling the value of the ADF. Typically, developers choose between creating public artwork at the development site, supporting nonprofit arts, or cultural organization programming.

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Collaborating with DCA, FEG followed a unique approach by selecting both arts programming and incorporating artwork on the studio lot. "We are delighted that Fox Entertainment Group integrated two important components of making art accessible into one overall project - exhibition and related educational programming," stated Karen Constine, DCA Interim General Manager.

For more information on *Hammer Projects*, please contact Communications Manager Mikhael Mei Williams at 310.443.7056.

#### **ABOUT DCA**

The Department of Cultural Affairs (DCA) serves as a leader to generate and support high quality arts and cultural experiences for Los Angeles residents and visitors. DCA also advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles.

DCA grants \$3.4 million annually to over 300 artists and nonprofit arts organizations and awards the Artist-in-Residence (A.I.R.) and City of Los Angeles (C.O.L.A.) Individual Artist Fellowships. It provides arts and cultural programming in numerous Neighborhood Arts and Cultural Centers, theaters, and several arts and education programs for young people. The Department operates two historic monuments, directs public art projects, and manages the City's Arts Development Fee, Art Collection, and Murals Program. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website.

#### **ABOUT FOX ENTERTAINMENT GROUP**

Fox Entertainment Group, a unit of News Corporation, is principally engaged in the development, production and worldwide distribution of feature films and television programs, television broadcasting and cable network programming. Its studios, production facilities and film and television library provide high-quality creative content, and the Company's broadcasting and cable networks provide extensive distribution platforms for the Company's programs.

#### **ABOUT THE HAMMER MUSEUM**

The Hammer Museum, a public arts unit of the University of California, Los Angeles, is dedicated to exploring the diversity of artistic expression through the ages, recognizing that artists play a crucial role in all aspects of culture and society. The Hammer's collections, exhibitions, and programs span the classic to the cutting-edge, presenting historical and contemporary art, architecture, and design alongside selections from its permanent collections.

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Founded by Dr. Armand Hammer in 1990, the Hammer's collections include The Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. Associated UCLA collections include the Grunwald Center for the Graphic Arts, comprising over 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present; and the Franklin D. Murphy Sculpture Garden on the UCLA campus. The Hammer's newest collection, the Hammer Contemporary Collection, is led by works on paper, particularly drawings and photographs from 1960 to the present.

The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art generated by its curators or organized in collaboration with other institutions. The Hammer also presents approximately ten Hammer Projects each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

The Hammer is a lively cultural center offering a diverse range of free public programs throughout the year, including lectures, readings, symposia, film screenings, music performances, and other events. The Billy Wilder Theater opened at the Hammer Museum in late 2006. This state-of-the-art venue houses the Hammer's widely acclaimed public programs and is also the new home of the UCLA Film & Television Archive's renowned cinematheque.

#### HAMMER MUSEUM INFORMATION

For current program and exhibition information call 310-443-7000 or visit [www.hammer.ucla.edu](http://www.hammer.ucla.edu).

Hours: Tuesday, Wednesday, Friday, Saturday, 11am – 7pm; Thursday, 11am – 9 pm; Sunday, 11am – 5 pm; closed Mondays, July 4, Thanksgiving, Christmas and New Year's Day.

Admission: \$5 for adults; \$3 for seniors (65+) and UCLA Alumni Association members; free for Museum members, students with identification, UCLA faculty/staff and visitors 17 and under. The Museum is free for everyone on Thursdays.

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