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Museum of Contemporary Art Cleveland Announces Toby's Prize, Named for Philanthropist Toby Devan Lewis

*Juried Prize Will Be Given to An Artist to Support a New Commission,
a Solo Exhibition at MOCA Cleveland, and a Scholarly Publication*

First Iteration to Coincide with MOCA Cleveland's 50th Anniversary in 2019



MOCA Cleveland. Photo © Dean Kaufman.

Cleveland, OH – December 6, 2017 – The Museum of Contemporary Art (MOCA) Cleveland is pleased to announce Toby's Prize, a biennial international juried prize to be given to an artist to support a new commission, solo exhibition, and scholarly publication. The prize of \$50,000 will provide \$25,000 for artistic production and \$25,000 as a cash award. The first winner of Toby's Prize will be announced in spring 2018 and the exhibition will be held in 2019.

Toby's Prize is named for art world luminary and philanthropist **Toby Devan Lewis, a longtime board member of MOCA Cleveland**. Selected by a jury of renowned curators and scholars, prizewinners will be artists who are expanding the boundaries of contemporary practice.

"We are delighted to realize this initiative as we approach MOCA's 50th anniversary," says **Jill Snyder, Donna and Stewart Kohl Executive Director**. "Toby's Prize reaffirms MOCA's commitment to artistic experimentation and commissioning of new work. This award expands opportunities to bring national and international artists in dialog with the unique attributes of this Midwestern locale."

Says Toby Devan Lewis, “In fostering emerging and established artists, I am proud to advance the visionary legacy of MOCA’s founders, Marjorie Talalay, Nina Sundell, and Aggie Gund. Nothing is more close to my heart than to nurture creative expression.”

The award highlights both Toby Devan Lewis’s and MOCA’s deep commitment to artists working today, providing them with a public platform as well as professional support for experimentation, a monographic catalog, and dynamic programs to reach new audiences.

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ABOUT MOCA CLEVELAND

Cleveland’s Museum of Contemporary Art (MOCA) plays an urgent and exciting role in the city’s cultural landscape. As a non-collecting institution and the region’s only contemporary art museum, MOCA is ever-changing, introducing new exhibitions three times a year and creating fresh experiences for visitors each season. Since its founding in 1968, MOCA has presented the works of more than 2,000 artists to our region, often through artists’ first solo shows.

A *Kunsthalle* in the Midwest, MOCA acts as both conduit and catalyst for anyone seeking creativity and inspiration.

For 48 years, MOCA, Northeast Ohio’s only contemporary art museum, has brought the art and ideas of our time to Cleveland and beyond. MOCA was the first in the region to exhibit the works of vanguard artists like Andy Warhol, Jasper Johns, Laurie Anderson, Roy Lichtenstein, and Christo; and we continue to bring the work of emerging and established regional, national, and international artists to our area.

For more information, visit <http://mocacleveland.org/about>

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