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MEDIA RELEASE



MoPA Presents

Seeing Beauty

January 30, 2010 - January 23, 2011

(San Diego, CA) - For Immediate Release

EVENT SUMMARY

The Museum of Photographic Arts (MoPA) proudly presents *Seeing Beauty*, the fifth in a series of educational exhibitions comprised of works from MoPA's permanent collection, presented in a thought-provoking, interactive and experiential setting. The exhibition explores the aesthetics of beauty, expressed through the eyes of various photographers throughout the history of the medium, including Bill Brandt, Walker Evans, Mary Ellen Mark, Edward Weston, Minor White, and Aaron Siskind.

The exhibition opens to the public on Saturday, January 30, 2010, and will be on view for the course of the year, closing on January 23, 2011.

EXHIBITION DETAILS

Seeing Beauty presents a range of genres in photography, such as portraiture, abstraction, landscape, and still life. The photographs in the exhibition examine the elements of art and design, composition and framing, as well as subject matter. In examining these elements in the context of aesthetic beauty, the exhibition poses the question of how our personal interpretation and notions of what constitutes beauty affect our experience of looking at art. The exhibition is meant to engage viewers to challenge, redefine, or confirm their understanding of what beauty is, and what factors contribute to their aesthetic evaluation.

Press Opportunities

Exhibition and installation images are available for press reproduction in various high resolution formats. Please contact Aki Martin, Marketing & Communications Manager at 619-238-7559, ext 203 or via email (martin@mopa.org) with any press-related needs.



MoPA Information

The Museum of Photographic Arts (MoPA) is one of the few museums in the country devoted to photography, film and video. Since its founding in 1983, MoPA has been dedicated to collecting, preserving and exhibiting the entire spectrum of the photographic medium. The museum's endeavors consistently address cultural, historical and social issues through its exhibitions and public programs.

Visit **www.mopa.org** for information about exhibitions, programs and special events.

- **Hours:** Tuesday through Sunday 10 a.m.-5 p.m. Closed Mondays.
- **Gallery admission:** \$6 adults; \$4 students, seniors and military; FREE to members and children under 12. Admission is free to San Diego County residents on the second Tuesday of the month.
- **Docent Tours** for student groups (elementary through college) are available free of charge with advance reservations. Tours for non-students are also available, with advance reservations, at a discounted admission rate.

The Museum of Photographic Arts is accredited by the **American Association of Museums** and is a member-supported, private, non-profit institution. Additional support for museum programs is provided in part by the **City of San Diego Commission for Arts and Culture, the Joan and Irwin Jacobs Fund of the Jewish Community Foundation, the Weingart-Price Fund, the San Diego Foundation, Patrons of the Prado, and the National Endowment for the Arts.**

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