

MEDIA RELEASE

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**MoPA presents POP THURSDAYS
A Nighttime Film Series Featuring**

BARBARELLA

**Thursday, June 4
Event begins at 7:00 p.m., Film begins at 7:30**

San Diego, CA (For Immediate Release)

Event Summary:

The Museum of Photographic Arts (MoPA) is pleased to present its evening film series *POP THURSDAYS* on June 4, 2009, from 7:00 to 10:00 p.m. The event will open its doors at 7:00 p.m. at the Museum of Photographic Arts in Balboa Park. The film will begin at 7:30 p.m., in the Irwin and Joan Jacobs Theater. In addition, the film will be projected onto the wall of the Atrium Gallery, where attendees can mingle and enjoy various activities during the event.

The seventh of MoPA's signature nighttime series, *POP* has established itself as a signature event for San Diego's hip and savvy art and film enthusiasts. The event offers a unique blend of MoPA's world-renowned exhibitions of photography and film, combined with the youthful and creative energy of San Diego's burgeoning art and film scene. Sure to be another crowd pleaser, *POP* will present the cult classic film *Barbarella* (1968), featuring Jane Fonda in her iconic title character role.

Admission Information:

- \$6.00 to the general public
- \$4.00 for students
- Free to MoPA members

Event Details:

The 1968 film *Barbarella* features Jane Fonda in the title role. Set in the 40th century, Barbarella is tasked with earth-saving mission by the President of Earth, to retrieve Doctor Durand Durand from the planet SoGo. The film plays out this loose plot in a tongue-in-cheek form, commenting on the over-sexed humor and fun of the 60's. In the film, Barbarella often finds herself in hilarious and quirky erotic but non-explicit scenarios. Some memorable scenes include a sequence where Barbarella undresses in zero gravity during the opening credits, and

when she is captured in a torture device know as the Excessive Machine - an ironic contraption that tortures through sexual pleasure.

The June 4 event will offer a variety of fun and social activities, in addition to the screening of *Barbarella*. The film will also be projected along the Atrium wall accompanied by the spins of D.J. Johnny Tran, mixing everything from 80's new wave to mainstream hip-hop. POP will again feature Dr. Sketchy's, San Diego's premier cabaret life-drawing group. Dr. Sketchy's will provide guests the opportunity to get creative and lounge in the Atrium while sketching live models.

New to this event, MoPA is partnering with Sezio, to offer guests the opportunity to create custom screen printed t-shirts, using design elements that were exclusively developed by local artist and Sezio content director, Joel West. For more information on Sezio visit: www.sezio.org

Support for *POP Thursdays* at MoPA is provided by Stone Brewing Company, Sophie 103.7, Jazz 88.3, VeeV Spirits, Meacor Signs, Sezio and San Diego City Beat.

Press Opportunities

Promotional images are available for press reproduction. Please contact Aki Martin, Marketing and Communications Coordinator 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 devoted 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 the public 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**, as well as the **National Endowment for the Arts**, **Patrons of the Prado**, the Board of Trustees and MoPA members.

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