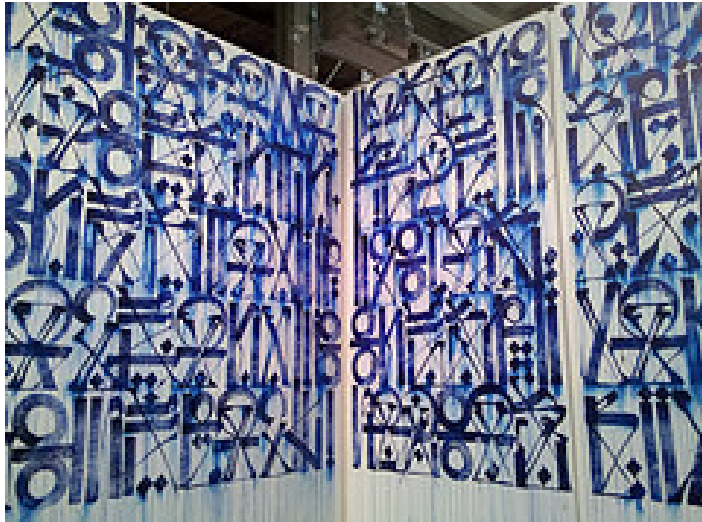


Vanity Fair and MOCA Team Up for West Hollywood Mural Project

By Matthew Fleischer on August 12, 2011 9:00 AM



Vanity Fair has teamed up with MOCA—with cash from Cadillac—to commission murals from [Shepard Fairey](#), Retna (a.k.a. [Marquis Lewis](#)), and [Kenny Scharf](#) to grace the walls of the new West Hollywood Library. The murals are already done, and you can check Retna's [here](#) if you want. But the formal unveiling will be on October 12. [David LaChapelle](#) will photograph the murals for a *Vanity Fair* Cadillac advertorial in its November issue.

Funny. All that coordination to get murals from three guys who like to creep around at night and GIVE their art away.

Anywho, press release after the jump:

The three public murals displayed on the exterior walls of the new West Hollywood Library are the fruits of an innovative collaboration between *Vanity Fair* and Cadillac in partnership with The Museum of Contemporary Art, Los Angeles (MOCA), and the City of West Hollywood. Underwritten by Cadillac, the project, known as “The West Hollywood Library Murals,” features work from three of the biggest names working in the visual arts today: Shepard Fairey, Retna (a.k.a. Marquis Lewis), and Kenny Scharf. The official unveiling is slated for October 12, 2011.

“The West Hollywood Library Murals” is an extension of MOCA’s wildly popular “Art in the Streets” exhibition on view at The Geffen Contemporary at MOCA until August 8, 2011, which traces the evolution of graffiti and street art from the 1970s to the global movement it has become today. Renowned photographer David LaChapelle will capture the artists and their murals for a featured custom portfolio, presented by Cadillac, scheduled to run in the November 2011 issue of Vanity Fair (on sale nationwide October 11, 2011).

For Cadillac, trusting in and persistently following its creative instincts is what led the brand to champion this extraordinary project. Indeed, there is an authentic convergence point between Cadillac’s core messaging and these artists—recognizing risks as opportunities is a hallmark of the Cadillac brand, just as the street artists, through their work, break down and rebuild new paradigms every day. To further this connection, Cadillac provided each artist with points of inspiration based on the core tenets of its ideology: uniquely American, bold creativity that surpasses expectation, and daring ingenuity that breaks all boundaries. Vanity Fair, as cultural arbiter, connected the iconic car brand with MOCA and the artists, a partnership that will result in three powerful works of art that will enrich the City of West Hollywood and the experience of every member of this diverse community.