

SAN JOSE MUSEUM OF ART

SAN JOSÉ MUSEUM OF ART ANNOUNCES
AUCTION AND VIRTUAL BENEFIT
TO TAKE PLACE ON SEPTEMBER 18, 2021

Evening will feature the premiere of a new commission by Rashaad Newsome.



For Immediate Release

San José, California (August 24, 2021) — The San José Museum of Art (SJMA) announced that its 2021 Gala and Auction will be held on September 18 at 6pm PDT. As with last year's Gala, the event will be virtual.

The event honors internationally acclaimed artist Rina Banerjee and dedicated SJMA patrons Mary Mocas and Marv Tseu, and is dedicated to the memory of artist Hung Liu. Liu was co-chair of the Gala, alongside her fellow Trustee Tammy A. Kiely. Funds from the event will support the Museum, and 10% of the auction proceeds will be donated to the Asian Pacific Fund.

A highlight of the evening is the premiere of a new video work and NFT by Oakland-based artist Rashaad Newsome, commissioned by the San José Museum of Art on the occasion of the Gala. In his new work, *Build or Destroy* (2021), Newsome brings to life the female composition in *1st Place*. Animating the bedazzled and blazing body, the artist explores ideas around identity construction—particularly Black trans femme identity—and how performance might offer space for its creation and detonation. As a gift to the Museum’s community, Newsome’s artwork will be on view on SJMA’s website after the Gala.

“Last year, we created a new way of hosting an event. Our 2020 virtual gala succeeded our expectations because it reflected the spirit of the Museum by being free and accessible to all,” said S. Sayre Batton, Oshman Executive Director, San José Museum of Art. “We are thrilled to build on this opportunity to do things differently and think about what a fundraiser, in celebration of our community, looks like online. Rashaad Newsome’s new work was commissioned with this in mind and we are thrilled to provide open access to this digital artwork on our website.” In the spirit of community collaboration, the production is being produced in partnership with CreaTV San José, as well as the School of Journalism and Mass Communications with JMC TV Studio at San José State University.

The online auction will open for bidding on Thursday, September 16, at 9am PDT. A live auction will be held during the event. Confirmed auction artists include: Rina Banerjee, Rosana Castrillo Díaz, Petra Cortright, Nicole Phungrasamee Fein, Jane B. Grimm, Nina Katchadourian, Jenifer Kent, Hung Liu, Kara Maria, Robert Minervini, Mary Mocas, Ranu Mukherjee, Toshiaka Noda, Woody De Othello, Trevor Paglen, Maia Cruz Palileo, Robb Putnam, Rose B. Simpson, Swoon, Leo Valledor, and Jerome Witkin. A Fund-a-Need appeal will raise additional funds, boosted by a \$25,000 matching challenge grant from longtime patrons Doris and Alan Burgess.

SJMA is encouraging sponsors to host in-person viewing parties for the broadcast, which allows guests to experience the event collectively. SJMA will provide each sponsor with artist designed items such as limited-edition glassware by Rina Banerjee and t-shirts by Rashaad Newsome, as well as fine wines, spirits, desserts, and other festive party favors. Following the auction broadcast, a local DJ will spin an artist-curated playlist to keep the parties lively into the night. For information on how to sponsor a viewing party, visit sjmusart.org/2021gala/gala-sponsorship-opportunities.

REGISTRATION

Interested participants worldwide can register now to join the event at sjmusart.org/2021gala. Registration is free, and options to support the Museum through donations or memberships are available at signup.

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SAN JOSÉ MUSEUM OF ART

SJMA is located at 110 South Market Street in downtown San José, California. The Museum is open Friday through Sunday, 11am to 6pm and until 8pm or later on the first Friday of each month. Admission is \$10 for adults, \$8 for seniors, and free to members, college students, youth and children ages 17 and under, and school teachers (with valid ID). For more information, call 408.271.6840 or visit SanJoseMuseumofArt.org.

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PRESS IMAGES

[flickr.com/gp/sjma/81u7G6](https://www.flickr.com/photos/sjma/81u7G6)

IMAGE CREDITS

Rina Banerjee in her studio, New York, ca. 2013. Photo by Jeanette May. Courtesy of the artist.

Marv Tseu and Mary Mocas attend San Jose Museum of Art Gala 2019 on September, 21 2019 at San José Museum of Art in San Jose, CA. Photo by Natalie Schrik for Drew Altizer Photography.

Rashaad Newsome, courtesy of the artist and Jessica Silverman.

Hung Liu. Courtesy of the artist.

Tammy Kiely. Courtesy of the trustee.

Rashaad Newsome, *1st Place*, 2016. Collage with leather and automotive paint in custom mahogany and resin frame, 72 1/4 x 72 1/4 x 5 inches.