



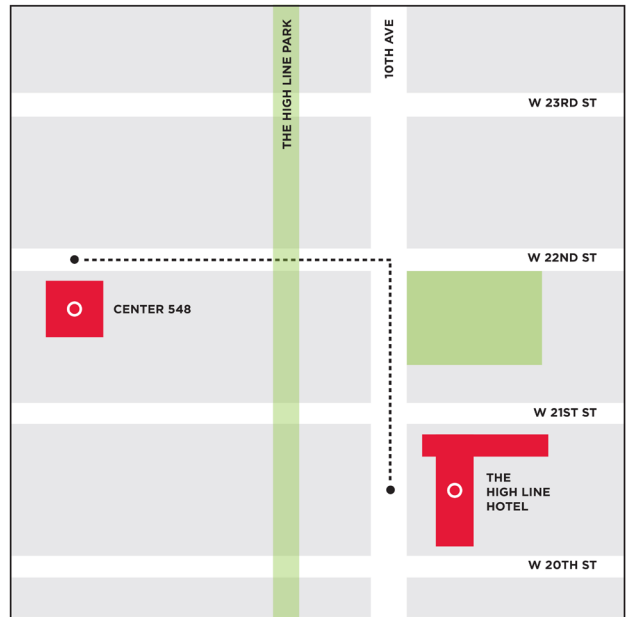
For Immediate Release:

2015 MoCCA Arts Festival Announces Programming Schedule:

NEW YORK, NY (March 24, 2015)- The Society of Illustrators is proud to announce a robust and distinguished programming schedule for the 2015 MoCCA Arts Festival, taking place April 11-12, 2015.

The main exhibitor hall for this year's event is located at our **new primary venue, Center 548 on West 22nd Street**, and all programming will take place nearby at **The High Line Hotel at 180 Tenth Avenue and 20th Street**. Highlights of this year's program will include individual Q+A sessions with honored guests **Aline Kominsky-Crumb, Scott McCloud, and Raina Telgemeier**, and panels on subjects including "Comics and Disability," "Plagiarism as Practice," and category-defying artist Saul Steinberg. In addition to Telgemeier's appearance, this year's programming features a special kid-friendly edition of **R. Sikoryak's** long-running "Carousel" series of performative comics readings.

In addition to a rich line-up of participating comics artists including **Kim Deitch, DoubleBob, Annie Goetzinger, Blaise Larmee, Ilan Manouach, Richard McGuire, Mark Newgarden, Barbara Stok, Julia Wertz**, and many more, this year's programming schedule boasts a ground-breaking group of moderators and experts from New York City's broader cultural sphere. These include MoMA curator **Laura Hoptman**; avant-garde poet and Ubuweb founder **Kenneth Goldsmith**; curator and Saul Steinberg Foundation managing director **Patterson Sims**; *Hyperallergic* senior editor **Jillian Steinhauer**; *New York Times* art director **Alexandra Zsigmond**, and more. A full programming schedule can be accessed online at www.societyillustrators.org.



Programming is located two blocks from the exhibitor hall at Center 548.

Admission to all programming events is included with MoCCA Festival admission. **To manage anticipated demand, first priority seating for spotlight sessions with Kominsky-Crumb, McCloud, and Telgemeier will be given to registrants who have reserved free tickets for these events via the Society of Illustrators' website, with any remaining seating to be filled on a first-come, first-serve basis.** Tickets for these events can be reserved at the Society of Illustrators website.

Access to programming on a daily basis is included with the price of admission to the MoCCA Arts Festival. Admission to MoCCA costs \$5 per day. To be admitted to programming, attendees must display proof of ticket purchase for that day to the Fest. Tickets are available online now at www.societyillustrators.org or at the door at Center 548 the weekend of the Fest, and on-site at The High Line Hotel during programming. This year's programming schedule was curated and organized by MoCCA Arts Festival **Programming Director Bill Kartalopoulos**.

About the Society of Illustrators

Founded in 1901, the Society of Illustrators is the oldest nonprofit organization dedicated to the art of illustration in America. Our mission is to promote the art and appreciation of illustration, its history and evolving nature through exhibits, programs and education. Notable Society members have been N.C. Wyeth and Norman Rockwell, among many others. Our Museum of American Illustration was established in 1981 and is open to the public Tuesdays-Saturdays. We offer year-round themed exhibits, art education programs and annual juried competitions. Our Permanent Collection houses 2,500 pieces that are cataloged for scholarly use and displayed periodically. In 2012, we acquired the Museum of Comic and Cartoon Art (MoCCA) Permanent Collection and created a MoCCA Gallery featuring rotating curated exhibits of comic and cartoon art.

PRESS CONTACT:

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GENERAL INFORMATION:

SI is located at 128 East 63rd Street between Lexington and Park Avenue in New York City.

SI is open to the public:

Tues: 10am to 8pm
Wed to Fri: 10am to 5pm Sat: 12pm to 4pm.
For admission costs and additional information, please call 212.838.2560, or visit our website at: www.societyillustrators.org