

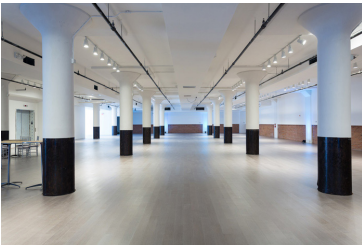


For Immediate Release:

## Society of Illustrators Names New Venue For 2016 MoCCA Arts Festival!



Metropolitan West will feature the Exhibitor Hall, Gallery, and pop-up cafés.

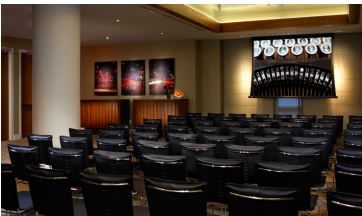


**NEW YORK, NY (August 10, 2015)**— Mark your calendars for April 2 and 3, 2016, when the Society of Illustrators hosts the fourteenth annual MoCCA Arts Festival at a new venue, the luxurious and modern Metropolitan West located on West 46th Street between 10th and 11th Avenue.

Mere steps from the Hudson River Greenway and the Intrepid Sea, Air and Space Museum, MoCCA's new host venue will encompass two floors of exhibitor tables, a gallery of original art showcasing the work of special guests, and pop-up cafés throughout the space.

Programming featuring panels by top artists and speakers focusing on current issues and trends will take place at Ink48, a boutique hotel located on the corner of 10th Avenue and West 48th Street. Overlooking the Hudson River, this contemporary hotel is found in the heart of Hell's Kitchen and features spectacular views of the city skyline.

Applications for exhibitors will be available October 1 through December 1, 2015. Although the new space necessitates a slight reduction in the number of tables available, MoCCA is committed to keeping table prices at the same level as last year's event.



Programming will take place at Ink48, mere steps from the Exhibitor Hall.



Society of Illustrators Executive Director Anelle Miller says, "We are so thrilled to find a venue that supports our aesthetic and combines the craft and creations of our independent comics creators with a modern, high-tech, sleek environment. We will continue to build a bigger audience, which we have seen in higher attendance numbers each year we have hosted the Fest, and look forward to working with this new space."

### 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. Approximately 25,000 people visit our exhibits annually. We are thoroughly committed to advancing our mission as a singular cultural institution promoting all genres of illustration.

### 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](http://www.societyillustrators.org)