



Richard Koshalek, left, the director of MoCA, made department-store talk with Joan and Fred Nicholas, who is a MoCA trustee.



The Museum of Contemporary Art was the beneficiary when Bullock's unveiled its new downtown location Friday night at a black-tie bash. Among the art lovers, philanthropists and die-hard shoppers in attendance were, from left, Marc and Jane Nathanson (she was co-chairwoman of the event) and Kelli and Allen Questrom (he's chairman and chief executive officer of Bullock's).



Merry and William Morris enjoyed having a sneak peek at Bullock's latest outlet in downtown L.A. The spanking-new shopateria was the site of Friday night's benefit for MoCA.

Third floor: Blinis, bras, modern art

By Hunter Drohojowska

Anyone who went to the black-tie opening for the Car Show at the Museum of Contemporary Art, which was sponsored by Bullock's two years ago, remembers a great party where every food stall was named for its appropriate intersection: lox and bagels on Fairfax, fresh shrimp and oysters on Pacific Coast Highway, and so on.

Bullock's pulled off another coup Friday night when its newest store downtown at Seventh Street and Figueroa — designed by Olympian mail-meister Jon Jerde — opened its doors to couples paying \$100 per ticket as a fund-raiser for MoCA. On this go-round, the grazing stalls were scattered amidst the store's sundry departments. You could eat caviar and blinis in cosmetics, Slavic dishes in accessories and order your cocktails in jewelry.

Also installed around the store were works of art by Helaine Melvin, Marlee Wilcomb, N. Britt Ehringer, Futura 2000 and Peter

Shire, all of whom were there to party. MoCA trustees were naturally on hand — Lennie and Bernard Greenberg, Judge William and Merry Norris.

MoCA supporters Marc and Jane Nathanson, Elliot and Adrienne Horwitch, Judy Henning, Tom and Pam Korman, Richard Koshalek, Marsha Weisman, Fred and Joan Nicholas were rubbing elbows with Bullock's Chief Executive Officer Allen Questrom, there with his wife, Kelli, and the stores' president, James Gray.

Hundreds packed in for a glimpse of the MTV-inspired fashion show. You can bet the women were taking notes as the models traipsed the runway in metallic knife pleated skirts teamed with lean knit tops.

Topping the fashion show was the Rockne Krebs-like laser drama that took place in the night sky over a plaza where many were dancing the night away to rock 'n' roll golden oldies. And everybody went home with a Day-Glo green swizzle stick.

Hunter Drohojowska writes regularly about art for the Herald.



All for art: Peter Shire lent his creative touch to the invitations, and Adrienne Horwitch was the co-chairwoman of Friday night's benefit for the Museum of Contemporary Art.