

## General Hospital's James Franco Returns!

Written by Linda Marshall-Smith  
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Spends time with the co-hosts of The View

Award-winning actor James Franco makes his first appearance on ABC's "The View," live Wednesday, June 30, 2010 (11:00 a.m.-12:00 noon, ET), the same day he returns to ABC's "General Hospital" as bad boy performance artist Franco, a role he originated in November 2009. The wickedly brilliant Franco takes the citizens of fictional Port Charles on a wild ride this summer, one filled with mystery, music, murder and mayhem. Be sure to tune in!

Here's a little scoop for you. Franco's return is mixed with performance art on location at the Pacific Design Center Plaza next to MOCA Pacific Design Center in Los Angeles! The Museum of Contemporary Art, Los Angeles (MOCA), announced the taping of a special episode of General Hospital on the occasion of Franco the artist's return. This little bit of soap meets art was conceived by James Franco as part of a performance work titled SOAP at MOCA: James Franco on General Hospital.

In this special episode, Franco will be having an exhibition at MOCA Pacific Design Center, during which time Jeffrey Deitch, the new director of MOCA, and the characters from Port Charles from General Hospital will be making their West Coast debut. The character's exhibition will include full-scale models of the locations in which he encountered mobster Jason Morgan (Emmy winner Steve Burton).

To the musical accompaniment of his artistic collaborator Kalup Dashinel, played by critically acclaimed video and performance artist Kalup Linzy, who will perform live during the taping, Franco will attempt to lure Jason and others into his art-trap. If all goes to plan, mastermind Franco will turn both Jason Morgan's life and his own death into art, a performance to end all performances.

"Soap at MOCA is an attempt to both blur and define the lines between different disciplines, between life and art, between art and popular culture, and between representations of the self as both performative character and as non-performative self," commented James Franco.

"James Franco's collaboration with MOCA through SOAP at MOCA: James Franco on General Hospital allows mass entertainment to be viewed through an art world filter. Franco's artwork examines performance: it looks at the multiple levels of identity that are wound into performance; the legitimacy of some performance over others; the contextualization of performance; and how this changes perception and even the nature of performance. SOAP at MOCA: James Franco on General Hospital involves multiple levels of documentation and presentation," said MOCA Director Jeffrey Deitch.

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In addition to his appearance on "General Hospital" this summer, Franco will soon be seen in "Eat Pray Love" with Julia Roberts and has just completed filming "127 Hours" directed by Oscar® winning Danny Boyle with former "General Hospital" actress Amber Tamblyn. Other roles include the "Spider Man" trilogy, "Milk," "Knocked Up" and "Pineapple Express." In addition, Franco won a Golden Globe for his portrayal of James Dean in the miniseries of the same name.

The taping at MOCA will be observed by a select live audience. This special episode will air Thursday, July 22, 2010.