

The Museum of Modern Art

THE MUSEUM OF MODERN ART APPOINTS ROB GIAMPIETRO AS DIRECTOR OF DESIGN

NEW YORK, May 10, 2018—The Museum of Modern Art announces the appointment of Rob Giampietro as its new Director of Design. He has joined the Museum to lead MoMA's design output and extend MoMA's identity as a dynamic and progressive cultural institution physically rooted in New York City, with a global reach and impact on modern and contemporary art and design.

As a member of the Museum's newly formed Creative team, Mr. Giampietro will lead a cross-functional team of creative personnel to both steward and build new strategic applications for an integrated brand identity, working closely with Director of Marketing and Creative Strategy Rob Baker and collaborating with Director of Editorial and Content Strategy Leah Dickerman. As an advocate and catalyst for design and brand identity of the highest quality, he will also help define and drive the creative vision for the MoMA brand while providing a source of inspiration and design leadership that allows for consistency across all audience touch points.

"We are thrilled to have Rob join our new team at this exciting moment, with our expanded museum opening to audiences next year," said Baker. "Rob brings to MoMA a wealth of experience across many sectors, with a keen understanding of how brands and identities need to work in the 21st century."

Mr. Giampietro comes to MoMA as a highly accomplished design professional with more than 17 years of experience, most recently as a Design Manager for Google's Research & Machine Intelligence team. At Google, he managed projects that included four SPAN Design & Technology Conferences, the launch and relaunch of design.google.com, an overhaul of the Google Fonts directory including new typeface commissions, and the expansion and development of the Material Design system itself. Since 2006, he has taught in RISD's MFA Graphic Design department, where he is currently a Senior Critic. His essay on the rise of graphic design MFA programs, "School Days," was published in the Walker Art Center's *Graphic Design: Now in Production* catalogue in 2011, and his design writing has earned a 2013 MacDowell Colony Fellowship and the 2014–15 Katherine Edwards Gordon Rome Prize at the American Academy in Rome. Giampietro was previously Principal at the design studio Project Projects, leading brand and interactive projects for cultural clients, including several large-scale public institutions.

Giampietro shared, "The Museum of Modern Art is an institution that has shaped my appreciation of art, design, and creativity at every stage of my life. I am honored to lead the

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talented designers here as part of this new team during this exciting and important moment in MoMA's development."

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