

POPRALLY PRESENTS: TEN

MoMA Celebrates a Decade of Dynamic Programming and Events with a One-Night Event

TEN Includes Artistic Interventions, Gallery Access, and DJ Sets throughout the Museum

PopRally Presents: TEN

Saturday, September 10, 2016

8:00–11:00 p.m.

Tickets: \$40 [online](#) and at the door

NEW YORK, September 1, 2016—PopRally celebrates 10 years of dynamic programming and events with TEN, a unique interactive party that features cutting-edge DJ sets and bespoke musical environments by Boiler Room, open bars, and artistic interventions throughout the entire Museum from 8:00 to 11:00 p.m. on Saturday, September 10. Conceived in collaboration with Recess, a nonprofit arts organization that supports works in progress in a public setting, TEN will engage visitors with various prompts (which also double as signed artist editions) and over a dozen original gallery interventions paying tribute to both Fluxus history and modern game design.

Formed in 2006, PopRally serves as a gateway for young and diverse audiences to engage with MoMA through a series of events at The Museum of Modern Art and MoMA PS1. Led by a cross-departmental committee of Museum staff, PopRally produces dynamic programs including artist collaborations, performances, film screenings, and digital content that encourage new and experimental ways of engaging with modern and contemporary art.

Participating artists include:

- Zach Gage (game designer and artist)
- Alina Tenser and Chris Domenick
- Allison Janae Hamilton
- Am Schmidt
- Andrew Lampert/Public Opinion Laboratory
- Black Chalk (Nontsikelelo Mutiti and Tinashe Mushakavanhu)
- Brendan Fernandes
- Institute for New Feeling
- Jacolby Satterwhite
- Jonah Groeneboer
- Lauren Halsey
- Sable Elyse Smith
- Sara Magenheimer
- Željka Blakšić (aka Gita Blak) and Brujas

CREDITS:

Gallery activations are organized in collaboration with Recess, a nonprofit arts organization that supports works in progress in a public setting.

Special thanks to Boiler Room.

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Press Contact:

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For downloadable high-resolution images, register at moma.org/press.

Public Information:

The Museum of Modern Art, 11 West 53 Street, New York, NY 10019, (212) 708-9400, moma.org.

Hours: Saturday through Thursday, 10:30 a.m.–5:30 p.m. Friday, 10:30 a.m.–8:00 p.m.

Museum Admission: \$25 adults; \$18 seniors, 65 years and over with I.D.; \$14 full-time students with current I.D. Free, members and children 16 and under. (Includes admittance to Museum galleries and film programs). Free admission during Uniqlo Free Friday Nights: Fridays, 4:00 p.m.–8:00 p.m.

MoMA.org: No service charge for tickets ordered on moma.org. Tickets purchased online may be printed out and presented at the Museum without waiting in line. (Includes admittance to Museum galleries and film programs).

Film and After Hours Program Admission: \$12 adults; \$10 seniors, 65 years and over with I.D.; \$8 full-time students with current I.D. The price of an After Hours Program Admission ticket may be applied toward the price of a Museum admission ticket or MoMA Membership within 30 days.

[MoMA/MoMA PS1 Blog](#), [MoMA on Facebook](#), [MoMA on Twitter](#), [MoMA on YouTube](#)