

MoMA ATLANTIC/PACIFIC

OPEN 24/7 FEB 10-MAR 15 MoMA.ORG/ATLANTICPACIFIC

AT THE ATLANTIC/PACIFIC SUBWAY STATION, BROOKLYN

MoMA Atlantic/Pacific is a large-scale installation of reproductions from The Museum of Modern Art's renowned collection of modern and contemporary art, displayed in the Atlantic Avenue/Pacific Street subway station in Brooklyn from February 10 through March 15, 2009. The purpose of the underground communications campaign is to broaden awareness of MoMA's collection and convey the affordable benefits of membership to local New York audiences.

58 ICONIC IMAGES

The station will be the site of some 58 reproductions from every segment of MoMA's collection, including such iconic works as: Pablo Picasso's *Les Femmes d'Alger*, Vincent van Gogh's *The Starry Night*, Claude Monet's *Reflections of Clouds on the Water-Lily Pond*, Marcel Duchamp's *Bicycle Wheel*, and Andy Warhol's *Campbell's Soup Cans*. Throughout the expansive station, subway commuters will view large-scale posters of drawings by Ed Ruscha; photographs by Cindy Sherman, Nan Goldin, and Andreas Gursky; architectural drawings by Frank Lloyd Wright and Mies van der Rohe; design objects by Charles and Ray Eames and William Morris; and media works by Doug Aitken, Pipilotti Rist, and Bruce Nauman.

PUBLIC INFORMATION

The installation will be accompanied by:

- the launch of a **customized project website** (www.moma.org/atlanticpacific) that includes a map and guide to the works of art
- **audio commentaries** on selected works and information on MoMA membership that can be accessed by a toll-free phone number (888-939-MoMA)
- a **free brochure distributed at street level** on February 10 and 12 that will include a coupon for free admission to the Museum or a discount on membership

MoMA Atlantic/Pacific—known as a “station domination” campaign—is one in a series of innovative initiatives recommended by a new marketing advisory committee established by the Museum in January 2008. It was conceived by Doug Jaeger, CEO, Founder, thehappycorp global, and designed by Julia Hoffmann, MoMA's Creative Director for Advertising and Graphics.

The Museum is grateful for the support of this project from the MTA and CBS Outdoor.

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