



**THE MUSEUM OF MODERN ART UNVEILS
NEW GRAPHIC IDENTITY**

NEW YORK, February 06, 2009 —The Museum of Modern Art has recast its graphic identity to underscore the Museum's leadership role in the field of design. The new look employs prominent use of the MoMA logo as a graphic device, dramatic cropping and juxtapositions of artwork, and a brighter color palette to create a fresh contemporary image.

Over the coming year, the change will become visible in every aspect of the Museum's communications, including advertisements, museum signage, brochures, e-mails and a new Web site launching in late February. MoMA's new graphic identity was designed by Paula Scher, a partner at Pentagram and was further developed and applied by Julia Hoffmann, MoMA's Creative Director for Graphics and Advertising, who was appointed in June 2008.

This project is one of a series of innovative initiatives conceived by a new marketing advisory committee established by MoMA in January 2008. The committee, comprised of New York City advertising and design professionals, advises the Museum on new avenues of communication and ways to diversify and engage with its audience. Ted Sann, MoMA honorary trustee, chairs the committee. Other creative professionals include Paula Scher, Pentagram; Doug Jaeger, The Happy Corp. Global; Paul Lavoie, TAXI Advertising; Arthur Ceria, Creativefeed; and Matt Freeman, BetaWave.

About Pentagram: www.pentagram.com

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