

The Museum of Modern Art

MoMA PRESENTS *AUTOMANIA*, AN EXHIBITION EXPLORING 20TH-CENTURY CAR CULTURE THAT FEATURES NINE CARS ALONG WITH RELATED OBJECTS FROM THE MUSEUM'S COLLECTION

Automania

Floor 1, Sculpture Garden: July 4–October 10, 2021

Floor 3, 3 North: July 4, 2021–January 2, 2022

#Automania

NEW YORK, February 11, 2020 [Updated on June 30, 2021]—The Museum of Modern Art presents *Automania*, an exhibition that investigates the conflicted feelings—compulsion, fixation, desire, and rage—that developed in response to cars and car culture in the 20th century. This two-part exhibition consists of presentations in the third-floor galleries (July 4, 2021–January 2, 2022) and first-floor lobby and Sculpture Garden (July 4–October 10, 2021), showcasing a total of nine cars from the Museum's collection. Taking its name from the 1964 Oscar-nominated animation by Halas and Batchelor, *Automania* examines the car as a modern industrial product, transportation innovator, and style icon, as well as the generator of fatalities, traffic-choked environments, and ecological disaster in the oil age. *Automania* is organized by Juliet Kinchin, former Curator; Paul Galloway, Collection Specialist; and Andrew Gardner, Curatorial Assistant, Department of Architecture and Design.

Automania explores the ways in which motor vehicles reshaped how people lived, worked, and enjoyed themselves over the course of the 20th century, and the continuing positive and negative imprint on the design and organization of today's built environment. The third-floor gallery presentation brings together varied materials largely drawn from the Museum's collection, including cars, car parts, architectural models, films, photographs, posters, paintings, and sculptures. The wide range of works on view include Henri de Toulouse-Lautrec's 1898 print *L'Automobiliste*, Lily Reich's 1930s designs for a tubular-steel car seat, photographs of American car factories (c. 1930–32) by Margaret Bourke-White, a Volkswagen Beetle (designed 1938), Frank Lloyd Wright's 1955 drawings for a "Road Machine," *Orange Car Crash Fourteen Times* (1963) by Andy Warhol, a Jorge Rigamonti 1966–70 photocollage illustrating a dystopic view of environmental destruction in Venezuela, and a 1946 Cisitalia 202 GT Car.

Automania also invite visitors to take an up-close view of objects that Le Corbusier (Charles-Édouard Jeanneret) compared to ancient Greek temples and Roland Barthes provocatively likened to "the great Gothic cathedrals...the supreme creation of an era," with a presentation of five cars in the Sculpture Garden. Included in this display is the recently acquired Citroën DS 23 sedan (designed 1954–67) and a Porsche 911 coupé (1965), both of which are on view at MoMA for the first time.

"Cars have reimagined mobility, connecting us across great distances at ever greater speed, but this increased freedom and economic empowerment have come at the expense of tremendous human suffering and environmental damage," says Juliet Kinchin. "Throughout the 20th century the car has inspired innumerable examples of innovation, social transformation, and critical debate among designers, architects, artists, filmmakers, and photographers."

MoMA

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SPONSORSHIP:



The exhibition is made possible by [Allianz](#), MoMA's partner for design and innovation.

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PUBLICATIONS:

The accompanying exhibition catalogue—edited by Juliet Kinchin with contributions by Paul Galloway and Andrew Gardner— draws on the wealth of automobile-related design, art, and architecture in the Museum's collection to take an in-depth look at an industrial object that changed the world. ***Automania*** traces the rich cultural history of the car while giving pride of place to the ten vehicles in MoMA's collection, which mark pivotal moments in the history of automotive design. 112 pages, 100 illustrations. Hardcover, \$29.95. ISBN: 978-1-63345-127-8. Published by The Museum of Modern Art, New York, and available at MoMA stores and online at store.moma.org. Distributed to the trade through ARTBOOK|D.A.P. in the United States and Canada, and through Thames & Hudson in the rest of the world.

In August 2021, the Museum will publish a new children's book, ***Cars! Cars! Cars!*** by Kimi Weart, that follows a young girl named Rosario who loves cars, knows everything there is to know about cars, and can't wait until she can drive a car. But which is the right car for her? A race car? A spy car? A purple, green, or blue car? Featuring cars from MoMA's collection, the book invites young readers to imagine their own ideal vehicle, and to think about what's best for the environment and the future. They may be surprised by what Rosario picks at the end. 40 pages, illustrated throughout. Hardcover, \$18.95. ISBN: 978-1-63345-131-5. Published by The Museum of Modern Art, New York, and available at MoMA stores and online at store.moma.org. Distributed to the trade through ABRAMS in the United States and Canada, and through Thames & Hudson in the rest of the world.

AUDIO TOUR:

This audio playlist invites you to hear about cars and their impact on art, design, and our lives. You'll hear a variety of voices and perspectives—from exhibition curators Juliet Kinchin, Paul Galloway, and Andrew Gardner to artist Judy Chicago, designer Margaret Calvert, architect James Wines, design historian Hampton Wayt, and curator Lucy Gallun. Kids can explore the exciting world of cars in an audio playlist designed just for them. Listen at moma.org/audio.

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