

# The Museum of Modern Art

## THE MUSEUM OF MODERN ART LAUNCHES UNIQLO NYC NIGHTS ON MARCH 4

### Free Admission to New York City Residents and Extended Hours on the First Friday of Every Month

**NEW YORK, FEBRUARY 23, 2022**—On March 4, 2022, The Museum of Modern Art will launch UNIQLO NYC Nights, offering free admission to residents of New York City's five boroughs on the first Friday of every month from 4:00 p.m. to 8:00 p.m. On these first Fridays, all visitors will have extended-hours access to enjoy MoMA's must-see dynamic collection and temporary exhibitions, while the second-floor café and Museum store also remain open late. Free tickets for New Yorkers must be reserved in advance, will be released on MoMA's website one week in advance of each UNIQLO NYC Night, and are subject to proof of residency. Same-day film tickets for screenings after 4:00 p.m. on first Fridays are also free for New Yorkers and will be available on-site.

"Having had the pleasure of collaborating on this dynamic project since it began nearly ten years ago, I could not be more thrilled to continue MoMA's partnership with UNIQLO," said Sarah Suzuki, Associate Director, The Museum of Modern Art. "Our work at the Museum with UNIQLO NYC Nights, in the online space with UNIQLO Art for All, and through our UT collaboration offer many ways to bring art to all."

UNIQLO NYC Nights marks a new phase in MoMA and UNIQLO's nearly decade-long partnership of gallery-based, digital, and retail initiatives that highlight the Museum's collection in unique and accessible ways. The new MoMA opened in 2019 with a reimagined approach to sharing its collection with audiences that highlights the creative affinities and frictions produced by displaying painting, sculpture, architecture, design, photography, media, performance, film, and works on paper together. Since then, a cross-departmental team of curators has worked to continually introduce new artists and works in spring and fall reinstallations across the 60 galleries on all three floors dedicated to the Museum's extraordinary dynamic collection.

As a part of UNIQLO's Art for All program, MoMA has produced a series of over fifty videos available on [MoMA's website](#) and [YouTube channel](#), in which Museum staff from all five boroughs, who work together in many different ways to realize MoMA's mission, share their personal experiences with artworks in the galleries. Current videos feature Conservation, Curatorial, Membership, Security, and Visitor Engagement staff members talking about such works as Tarsila do Amaral's *The Moon* (1928), Joan Mitchell's *Lady Bug* (1957), and Senga Nengudi's *R.S.V.P. I* (1977/2003).

On March 7, UNIQLO and MoMA will launch a new line of unisex t-shirts and sweatshirts that celebrate iconic art from the Museum's collection, featuring several works that are currently on view, including Vincent van Gogh's *The Starry Night* (1889), Claude Monet's *Water Lilies* (1914-26), and Salvador Dalí's *The Persistence of Memory* (1931). UNIQLO's MoMA Art Icons line will be sold in global UNIQLO locations and in the Museum's Stores at MoMA and online at [store.moma.org](https://store.moma.org).

“We are extremely proud of our sponsorship of Uniqlo NYC Nights, our commitment to the Museum of Modern Art, and the citizens of New York City, said John C Jay, UNIQLO President of Global Creative. “Never before has the inspiration of artists and their art been more important to our lives, our sense of humanity and growth as a society. At a time when having an open mind and empathy for differences is paramount to all of us as citizens, MoMA plays a critical role in our ability see and feel a world much bigger than our own.”

MoMA is currently open from 10:30 a.m. to 5:30 p.m. daily and until 7:00 p.m. on Saturdays. Monday mornings from 10:30 a.m. to 1:00 p.m. are reserved exclusively for members and their guests. All visitors (ages 5+) to The Museum of Modern Art and its Stores must show proof of COVID-19 vaccination authorized by the United States Food and Drug Administration or by the World Health Organization. Visit the Key to NYC for dosage requirements and timeline details. We continue to require masks for visitors (ages 2+) and staff in all indoor areas of the Museum; complimentary face masks are available.

#### **SPONSORSHIP:**



UNIQLO is MoMA’s proud partner of #ArtForAll.

UNIQLO’s sponsorship of NYC Nights at MoMA reflects UNIQLO’s commitment to design and to making art more accessible to people all over the world.

#### **PRESS CONTACTS:**

Meg Montgoris, [meg\\_montgoris@moma.org](mailto:meg_montgoris@moma.org)

Olivia Oramas, [olivia\\_oramas@moma.org](mailto:olivia_oramas@moma.org)

Press Office, [pressoffice@moma.org](mailto:pressoffice@moma.org)

**For downloadable high-resolution images, visit [moma.org/press](https://moma.org/press).**