

The Museum of Modern Art

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

NEW YORK, February 11, 2020 [Updated on September 30, 2020]— The Museum of Modern Art announces *Automania*, an exhibition that will investigate the conflicted feelings—compulsion, fixation, desire, and rage—that developed in response to cars and car culture in the 20th century. On view from July 4, 2021 through January 2, 2022, this two-part exhibition will consist of presentations in the third-floor Philip Johnson Galleries and the Abby Aldrich Rockefeller Sculpture Garden, showcasing a total of seven cars from the Museum's collection. Taking its name from the 1964 Oscar-nominated animation by Halas and Batchelor, *Automania* will examine 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 will explore 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 will bring 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 will 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 photcollage illustrating a dystopic view of environmental destruction in Venezuela, and a 1946 Cisitalia 202 GT Car.

Automania will 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 will be the recently acquired Citroën DS 23 sedan (designed 1954–67) and a Porsche 911 coupé (1965), both of which will be 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."

The exhibition will be accompanied by a fully illustrated catalogue, featuring essays by Juliet Kinchin, Paul Galloway, and Andrew Gardner. Organized into six thematic chapters, the catalogue will present nine cars from the Museum's collection alongside related works.

SPONSORSHIP:



The exhibition is made possible by Allianz, MoMA's partner for design and innovation.

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