

# The Museum of Modern Art

## MoMA AND SWATCH COLLABORATE TO LAUNCH SPECIAL-EDITION WATCHES

### From Our Collection to Yours, Swatch X MoMA

**NEW YORK, February 18, 2021** — The Museum of Modern Art (MoMA) announces the launch of special-edition designs by Swatch, the Swiss-made watch brand, as part of their Museum Journey series. The watches will be available at global MoMA Design Stores, [store.moma.org](https://store.moma.org), Swatch stores worldwide, and [swatch.com](https://swatch.com) starting on March 4, 2021.

The assortment features six unique creations inspired by artworks in MoMA's collection, including *The Starry Night* (1889), by Vincent van Gogh; *Hope, II* (1907–08), by Gustav Klimt; *The Dream* (1910), by Henri Rousseau; *Composition in Oval with Color Planes 1* (1914), by Piet Mondrian; *The City and Design, The Wonders of Life on Earth, Isamu Kurita* (1966), by Tadanori Yokoo; and *New York* (1968), by Tadanori Yokoo. These watches can be purchased individually or as a collector's edition. Swatch and MoMA developed a special box for the collector's edition, inspired by the Blade Stair, a prominent architectural feature of the Museum.

Swatch has also collaborated with artist Beatriz Milhazes to include three of her works from MoMA's collection—*Succulent Eggplants* (1996), *The Mirror (O Espelho)* (2000), and *Meu Bem* (2008)—on the Swatch X You platform. Swatch X You allows customers to create their own customized watch style on [swatch.com](https://swatch.com), and in select Swatch stores. Additionally, a limited run of one design from each artwork by Milhazes will be available at the MoMA Design Stores in New York.

"We're proud to continue MoMA's ongoing relationship with Swatch through this new collection of watches inspired by artworks from MoMA's collection. MoMA's commitment to good design as a part of everyday life is exemplified by Swatch watches." said Robin Sayetta, associate director of business development for MoMA.

"Swatch is very happy to celebrate a new step in its rich history with MoMA, which includes several Swatch watches in the Museum's collection. It is a true honor to be able to reinterpret masterpieces by Vincent van Gogh, Gustav Klimt, and Piet Mondrian, and highlights our dedication to art and artists of the 20th century," said Carlo Giordanetti, CEO of the Swatch Art Peace Hotel. "We are also delighted to include watches designed around the works of highly acclaimed contemporary artists Tadanori Yokoo and Beatriz Milhazes, the latter of whom is joining our special Swatch X You program."

MoMA has three Swatch watches in its collection: the [GB100](#) (1983), [GK100 Jellyfish](#) (1983), and [SFK100 Skin Jelly](#) (1998). Swatch watches have been featured in four MoMA exhibitions: [Humble Masterpieces](#) (2004), [Architecture and Design: Inaugural Installation](#) (2004–05), [Standard Deviations: Types and Families in Contemporary Design](#) (2011–12), and, most recently, [Items: Is Fashion Modern?](#) (2017–18).

Swatch X MoMA will be available on March 4, 2021, at MoMA Design Stores and Swatch locations globally. Prices range from \$80 to \$125 for individual watches and \$700 for the collector's set.

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