

The Museum of Modern Art

MoMA ANNOUNCES NEW PARTNERSHIP WITH WATCHMAKING BRAND RICHARD MILLE

NEW YORK, NY, December 3, 2024—The Museum of Modern Art announces a new partnership with innovative watchmaking brand Richard Mille that will provide key support for MoMA’s contemporary collection installations, and for MoMA’s Media and Performance program, including programming in the Marie-Josée and Henry Kravis Studio.

“We are delighted to partner with Richard Mille, known around the world for innovation, creativity, and the highest caliber of design, to help us create more opportunities for audiences to engage with the art of our time in new and exciting ways,” said Glenn D. Lowry, the David Rockefeller Director, MoMA. “We couldn’t be more thrilled to begin the partnership with their support of a new presentation of Christian Marclay’s *The Clock*, an inspiring artwork that is both a cinematic tour-de-force and a functioning timepiece.”

“This new partnership strengthens our commitment to the world of art. We are thrilled to partner with MoMA, a world-renowned institution that shares our passion for pushing the boundaries of creativity. This collaboration allows us to explore the intersection of art, technology, and design in new and exciting ways, reflecting the very essence of what Richard Mille stands for. Together, we aim to inspire and engage our community to celebrate the spirit of modern artistry,” said Amanda Mille, Global Brand and Partnerships Director, Richard Mille.

The Museum’s contemporary collection galleries and Media and Performance program feature the work of innovative artists of our time.

Christian Marclay’s The Clock (2010) is on view at MoMA in Gallery 212 from November 10, 2024, through February 17, 2025. Encapsulating 100 years of moving-image history, *The Clock* (2010) is a 24-hour montage composed from around 12,000 film and television clips depicting clocks and other references to time.

A full season of performance programs is slated for 2025 in the Marie-Josée and Henry Kravis Studio, a state-of-the-art space in the heart of the Museum dedicated to MoMA’s ongoing presentation of live and experimental works. The dynamic lineup of leading contemporary artists working in media and performance includes ***Mariana Valencia: Jacklean (in rehearsal)*** (March 12–23, 2025), ***Rosa Barba: The Ocean of One’s Pause*** (May 3–July 6, 2025), ***Studio Residency: Jonathan Berger*** (August 2–24, 2025), and ***Stephen Prina: A Lick and a Promise*** (September–December 2025).

The first watch to carry Richard Mille’s name, the RM 001 Tourbillon, launched the millennium: the year was 2001, and the model marked the beginning of a new era in

watchmaking. Today, the collection points resolutely toward the future, while holding steadfast to the time-honored traditions of fine watchmaking. Approaching each timepiece as a three-dimensional kinetic painting, Richard Mille integrates artistic inspiration into every detail, playing up the full possibilities of space, volume, and movement to create revolutionary watches that reconsider the potential of possibilities. Richard Mille endeavored to apply the techniques and materials found in the most innovative sectors, such as the domains of F1 racing car development and the aerospace industry, to watchmaking, with the goal of creating an extreme timepiece, without compromise, without gimmicks.

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