

The Museum of Modern Art

MoMA AND MATTEL CREATIONS ANNOUNCE MULTI-YEAR GLOBAL PARTNERSHIP

Initial capsule inspired by iconic artworks from the Museum's collection

NEW YORK, October 7, 2025 — The Museum of Modern Art (MoMA) and Mattel, Inc. (NASDAQ: MAT) today announced a multi-year global partnership to connect audiences with art in a new way. In celebration of the partnership, MoMA and Mattel Creations, the company's design-driven, direct-to-consumer platform, have collaborated on a first capsule of seven products inspired by MoMA's Collection this holiday season. In addition, Mattel will sponsor the Museum's Samuel and Ronnie Heyman Family Art Lab, an interactive space where kids and adults experiment, play, and create as they explore the ideas, tools, and techniques of modern and contemporary art.

"MoMA has long championed the transformative power of art and design as a catalyst for education and creativity," said Jesse Goldstine, Chief Retail Officer, MoMA. "By joining forces with Mattel Creations, we are inviting a generation of new audiences to experience the Museum's collection in ways that merge contemporary art with creative play and design innovation and allow them to spend time with artworks from the collection in new and interactive ways."

"This collaboration is more than a product launch, it is a global design partnership," said Nick Karamanos, SVP of Entertainment Partnerships, Mattel. "Through Mattel Creations, we have been reimagining our brands as collectible, design-led experiences. Partnering with MoMA enables us to translate some of the world's most iconic artworks and artists into amazing expressions of culture, design, and storytelling that will resonate with collectors and fans for years to come."

The capsule collection will debut on November 11, on store.moma.org, at MoMA Design Stores in New York and Japan, and on Mattel Creations. This initial launch spans Mattel's most iconic brands, each reinterpreting masterpieces from MoMA's renowned collection:

- **Barbie® x Vincent van Gogh** — A collectible Barbie doll inspired by *The Starry Night*, featuring a gown patterned after the painting's swirling skies, a crescent moon detail in her curls, and sculpted heels inspired by the landscape's rolling hills.
- **Hot Wheels® x Jaguar E-Type Roadster** — A die-cast replica of the "most beautiful car ever made," honoring the aerodynamic design that stunned the world in the 1960s and cemented its place in MoMA's collection.
- **Hot Wheels® x Citroën DS 23 Sedan** — A die-cast inspired by the iconic French vehicle, celebrated for its futuristic body and groundbreaking suspension system.
- **UNO® Canvas x MoMA** — A first-ever MoMA Edition of the classic card game, featuring six iconic artworks from the collection, including works by Sonia Delaunay,

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Henri Matisse, Piet Mondrian, Claude Monet, Liubov Popova and Vincent van Gogh each tied to UNO's signature colors and gameplay.

- **Magic 8 Ball® x Alma Woodsey Thomas** — A reimagined Magic 8 Ball inspired by Thomas's vibrant abstract work, *Untitled*, and nine custom inspirational phrases such as "Color is Life!"
- **Little People Collector™ x Salvador Dalí** — A surrealist-inspired figure set, including a playful self-portrait of Dalí and a piece inspired by *The Persistence of Memory*.
- **Little People Collector™ x Claude Monet** — A set inspired by Monet's *Water Lilies*, including one figure of Claude Monet himself and the other figure a canvas that puts Monet into the vibrant piece of art that he's created.

This capsule invites a new generation to engage with art in MoMA's collection in a fun and interactive way, furthering MoMA's and Mattel's commitment to design-focused innovation. For more information and to learn more about the collaboration, visit [Mattel Creations](https://www.moma.org/store/moma) and store.moma.org.

About MoMA

Founded in 1929 by three progressive women under an educational charter, The Museum of Modern Art connects people from around the world to the art of our time. MoMA aspires to be a catalyst for experimentation, learning, and creativity, a gathering place for all, and a home for artists and their ideas. MoMA realizes its mission by establishing, caring for, and presenting a dynamic collection of the highest order that reflects the vitality and complexity of modern and contemporary art; by welcoming millions of people every year to explore its exhibitions and participate in onsite and online programs; by sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and by supporting innovative scholarship and publications.

About MoMA Design Store

Every visit to MoMA Design Store is an opportunity for discovery, delight and inspiration. With a mission to bring Good Design into people's lives, MoMA Design Store seeks out artists, designers and manufacturers all over the globe, selecting objects that meet carefully considered design criteria. It's the only place in the world where everything you'll find is approved by MoMA curators — the same experts responsible for what's on view in the Museum. Every purchase supports groundbreaking exhibitions, collection preservation and a wide range of educational programs at MoMA. Shop online at store.moma.org or locations in Soho, Midtown and inside The Museum of Modern Art (MoMA) in New York, as well as international locations in Japan and Seoul.

About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas &

MoMA

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Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, Polly Pocket®, and Barney®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com

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