

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

‘MATTHEW WEINER’S *MAD MEN*,’ AN EXHIBITION THAT EXPLORES THE CREATIVE PROCESS BEHIND THE CELEBRATED TV SERIES WHICH JUST COMPLETED ITS SEVEN-SEASON RUN, EXTENDED THROUGH SEPT. 6

On view are large-scale sets, hundreds of props, 33 costumes, and production material from *Mad Men*, plus personal notes, books, and research material from series creator Matthew Weiner

Astoria, New York, May 26, 2015—The exhibition *Matthew Weiner’s Mad Men*, which opened March 14 at Museum of the Moving Image, will be extended through the summer, closing on Sunday, September 6, it was announced by Carl Goodman, the Museum’s Executive Director. “A landmark TV series, *Mad Men* will continue to be watched, discussed, and studied for years to come. Given the extraordinary popularity of the exhibition, which has attracted a broader public beyond fans of the show, the Museum is very pleased to extend its run,” said Goodman.

Matthew Weiner’s Mad Men features large-scale sets including Don Draper’s office and the Draper family kitchen from their Ossining, New York home—both decorated with many of the original props from the show—33 memorable costumes, hundreds of props, advertising art used in the production of the series, and personal notes and research material from Weiner. The exhibition offers unique insight into the series’ origins, and how its exceptional storytelling and remarkable attention to period detail resulted in a vivid portrait of an era and the characters who lived through it. In addition, it includes original interviews with Weiner and an installation of elements from the writers’ room where he and his team crafted story ideas and scripts for the series. *Matthew Weiner’s Mad Men* marks the first time objects relating to the production of the series have been shown in public on this scale. The exhibition was initially scheduled to close on June 14.

In addition to the sets, other highlights in the exhibition include:

- Iconic costumes from the series, including Don Draper’s suit, Joan Holloway’s green dress stained with the blood of a coworker (lawnmower accident), Megan Draper’s “Zou Bisou Bisou” dress, Stan Rizzo’s fringe jacket, and more.
- Mood boards created by costume designer Janie Bryant for the characters of Peggy Olson, Don Draper, Roger Sterling, Betty Draper, Joan Holloway/Harris, and Pete Campbell

- Significant props including Don Draper’s box with objects that reveal his true identity, his office bar cart, and Lucky Strikes; the full-page ad featuring Don’s letter “Why I’m Quitting Tobacco”; Sally Draper’s letter to Santa; Megan Draper’s wedding ring; Joan Holloway’s pen necklace; and more.

Matthew Weiner’s Mad Men was organized by Barbara Miller, the Museum’s Curator of the Collection and Exhibitions. The exhibition was designed by Wendell Walker, Deputy Director for Operations, Exhibitions, and Design.

Matthew Weiner’s Mad Men is presented with generous support from AMC and Lionsgate.

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Press images available upon request.

MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets for screenings are \$12 (\$9 students and seniors / free for Museum members at the Film Lover level and above) will be available for advance purchase online at movingimage.us. Screening tickets include same-day admission to the Museum’s galleries.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3–12. Children under 3 and Museum members are admitted free.

Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals.