

MUSEUM OF THE MOVING IMAGE

EXHIBITION FACT SHEET

Matthew Weiner's Mad Men

March 14–September 6, 2015 (third-floor changing exhibitions gallery)

Overview

This new exhibition, about the creative process behind the television series *Mad Men*, features large-scale sets, memorable costumes, hundreds of props, advertising art used in the production of the series, and personal notes and research material from Matthew Weiner, the show's creator, head writer, and executive producer. 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. ***Matthew Weiner's Mad Men*** marks the first time objects relating to the production of the series will be shown in public on this scale.

The exhibition was accompanied by a film series, ***Required Viewing: Mad Men's Movie Influences***, which featured ten films selected by Matthew Weiner that inspired the show. It ran March 14 through April 26, 2015.

The exhibition coincides with the series' final seven episodes, which aired on AMC from April 5–May 17, 2015.

Highlights include:

- Two large-scale sets, including Don Draper's SC&P office and the Draper family kitchen from their Ossining home. These sets were transported from Los Angeles where *Mad Men* was shot, and installed at the Museum using the original props from the show. Ellen Freund, who served as property master on *Mad Men* for seasons four through seven, dressed the sets for the Museum's installation.
- A recreation of the writers' room where Weiner and his team crafted story ideas and scripts for the series, complete with story notes for the first half of season seven listed on a white board, and index cards, research material, and other elements created and used by *Mad Men*'s writers.
- Matthew Weiner's script for "The Wheel" (episode 113, season 1 finale), which shows an alternate ending than the one that was broadcast.
- Original video interview with Matthew Weiner in which he introduces a clip from each of *Mad Men*'s seven seasons. Additional video clips are presented throughout the exhibition.

- Thirty-three memorable costumes, including those worn by key characters Don Draper, Peggy Olson, Joan Holloway/Harris, Roger Sterling, Betty Draper/Francis, Henry Francis, Sally Draper, Pete Campbell, Stan Rizzo, and Megan Draper, as well as by two secretaries. Costumes include Megan's dress worn as she sang "Zou Bisou Bisou," Joan's green dress stained by blood from an office accident involving a lawn mower, Sally's first mini-dress, Don's defining suit and Fedora, and more. Also on view: mood boards created by the show's costume designer Janie Bryant to define each character's look and personality.
- A section contrasting the lifestyles and personalities of Megan and Betty, presented with costumes and props used in specific party scenes.
- Hundreds of props, including such significant objects as Don's shoebox that holds family photos and the secret to his true identity, the drink cart from Don's office, Betty's cigarettes, the key ad art used in the pitch for Belle Jolie lipstick.
- A music listening station featuring songs selected for use in *Mad Men*, with commentary by Matthew Weiner about each song's significance to the series.

Following the exhibition, a number of significant props and costumes will be added to the Museum's permanent collection.

Exhibition credits:

- Exhibition curator: **Barbara Miller**, Curator of the Collection and Exhibitions
- Exhibition designer: **Wendell Walker**, Deputy Director for Operations, Exhibitions, and Design
- Public programs: **David Schwartz**, Chief Curator

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

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