

# MUSEUM OF THE MOVING IMAGE

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***SPECTACLE: THE MUSIC VIDEO*, FIRST MUSEUM EXHIBITION  
TO EXPLORE THE ART, HISTORY, FUTURE, AND INFLUENCE  
OF THE ART FORM, OPENING AT MOVING IMAGE**



THE MUSIC VIDEO

**April 3–June 16, 2013**

New York, NY, March 14, 2013 (revised April 1, 2013)—Museum of the Moving Image is pleased to announce the opening of ***Spectacle: The Music Video*** on April 3, 2013. This groundbreaking exhibition explores music video as an important and influential art form in contemporary culture and is the most comprehensive museum exhibition on music videos presented to date.

*Spectacle* highlights the form's place at the forefront of creative technology, its role in pushing the boundaries of innovative production, its important role as an experimental sandbox for filmmakers, and its lasting effects on popular culture globally. The exhibition features more than 300 videos, presented alongside artifacts and interactive experiences, and will be installed in the Museum's 4,000 sq.-ft. changing exhibitions gallery, amphitheater gallery, and other spaces.

*Spectacle: The Music Video*, on view through June 16, 2013, is curated by Jonathan Wells and Meg Grey Wells of Flux, a global creative community and collective that programs film and art events around the world, and was organized by the Contemporary Arts Center in Cincinnati, where it debuted in March 2012.

Through a mixture of interactive installations, projections, video, objects, and immersive environments, *Spectacle* takes the visitor behind the scenes of seminal moments in music video history—from the early pioneers and MTV masters who expertly used the medium to define their public identities, like Devo, Beastie Boys, David Bowie, and Madonna, to artists like OK Go and Lady Gaga who follow in their footsteps today. The exhibition, designed by Alexei Tylevich and his team at Logan, an award-winning New York- and Los Angeles-based creative studio and production company, is presented thematically and features original objects and

ephemera that have never before been seen outside of the videos themselves.

"Music and the moving image have been linked since the dawn of sound, from Vitaphone shorts and concert documentaries to MTV and the web. Today, when the success of a viral video can make a hit song, the power and cultural significance of the music video are as strong as ever," said Carl Goodman, the Museum's Executive Director.

### ***Spectacle: The Music Video Exhibition Highlights***

- An original Residents eyeball and top hat created by artist Homer Flynn for the music video pioneers
- MTV-era iconic videos including Devo's "Whip It" (directed by Gerald Casale), Peter Gabriel's "Sledgehammer" (Stephen R. Johnson), Madonna's "Like a Prayer" (Mary Lambert), Talking Heads "Once in a Lifetime" (Toni Basil and David Byrne), Nine Inch Nails, "Closer" (Mark Romanek), Beastie Boys's "Sabotage" (Spike Jonze), and more
- Exclusive art photography from Floria Sigismondi, Stephane Sednaoui, Andreas Nilsson, Melodie McDaniel, Martin de Thurah, Arni & Kinski, Chris Milk shot on the sets of their videos
- Original paint-splattered OK Go jump suits and paint guns from the award-winning "This Too Shall Pass" video, co-directed by James Frost and the band
- Original drawings by animation directors Michael Patterson and Candace Reckinger for A-ha's groundbreaking "Take On Me" video, directed by Steve Barron
- The "Tonight, Tonight" ship from Jonathan Dayton and Valerie Faris's award-winning Smashing Pumpkins video
- Special presentation of "Power," a collaboration between Kanye West and artist Marco Brambilla
- A human-size Milky from Garth Jennings's Blur video "Coffee and TV," recreated especially for the exhibition
- Michel Gondry's original yarn props from his Steriogram video "Walkie Talkie Man"
- Interactive installations by Vincent Morisset, Chris Milk, James Frost, and Aaron Koblin for Arcade Fire, Johnny Cash, and Radiohead
- Original art and objects from Björk's "Wanderlust," directed by Encyclopedia Pictura, and with the music video presented in stereoscopic 3-D
- For the New York engagement of *Spectacle*, a new section highlighting hip-hop and how New York-based television shows *Video Music Box* and *Yo! MTV Raps* were instrumental in giving hip-hop artists mainstream exposure
- Music video remixes from artists including EBN, Dustin McLean, "Weird Al" Yankovic, Austin Hall, Michael Bell-Smith, and Hexstatic
- An historic look at the origins of music and the moving image, from 1920s era Vitaphone shorts and Fleischer Brothers's cartoons, through filmed music of the 1950s and 1960s

"Music videos have never properly been recognized or celebrated as an art form. It is such an important medium of creative expression. With *Spectacle* we are celebrating its value and its profound cultural influence," said Jonathan Wells, co-curator of *Spectacle*.

## **Additional Programs**

In conjunction with the exhibition, the Museum will present a series of screenings and personal appearances by directors, education programs, and special events, to be announced. The music film series ***Play This Movie Loud*, from May 3 through June 16**, will include big-screen concert films, documentaries, and fiction films. Museum educators will lead workshops relating to music videos.

*Spectacle: The Music Video* at Museum of the Moving Image is presented in partnership with Sonos, the leading manufacturer of wireless audio systems, and VEVO, the world's leading all-premium music video and entertainment platform, with additional support from Adobe and SOL REPUBLIC.

In conjunction with *Spectacle*, and in partnership with Sonos, there will be two additional Museum installations. First is *SONOS PLAYGROUND*, an immersive music visualizer inspired by Sol Lewitt wall drawings and the room-flooding sound of the Sonos PLAYBAR, by Aramique, Red Paper Heart, and Fake Love. Second, *Sonos and VEVO Present*, a series of special events with invited artists, including music video releases and conversations, will be featured in the Museum's Fox Amphitheater.

## **About Museum of the Moving Image**

Museum of the Moving Image is the only institution in the United States that explores the art, industry and innovation of screen culture in all its forms. Embracing topics that range from nineteenth-century optical toys to the latest Internet developments, it provides insight into every phase of the production, promotion and exhibition of moving images. Engaging an international audience of all ages, Museum of the Moving Image offers a distinctive, highly interactive core exhibition; contemporary and retrospective programs of films from around the world; public discussions with leading figures in film and television; a unique collection; inspiring education programs; stimulating changing exhibitions; and groundbreaking online projects. More information at <http://movingimage.us>

## **About the Contemporary Arts Center**

Founded in November 1939 as the Modern Art Society by three visionary women in Cincinnati, the Contemporary Arts Center was one of the first institutions in the U.S. dedicated to exhibiting the art of our time. In May 2003, the CAC relocated to its first free-standing home, the Lois & Richard Rosenthal Center for Contemporary Art, designed by Zaha Hadid. Throughout its distinguished history, the CAC has earned a reputation for stimulating thought and introducing new ideas by presenting the work of diverse artists from around the world, including hundreds of now-famous artists such as Laurie Anderson, Jasper Johns, Louise Nevelson, Nam June Paik, I.M. Pei, Pablo Picasso, Robert Rauschenberg, Kara Walker and Andy Warhol. The CAC focuses on new developments in painting, sculpture, photography, architecture, performance art and new media, presenting six to 12 exhibitions and over 20 performances and events annually.

The CAC receives ongoing support from: ArtsWave; Macy's; Ohio Arts Council; The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation; The National Endowment for the Arts; the generous contributions of individuals, corporations and foundations; CAC memberships, facility rentals, special events and sales from the CAC Store. UnMuseum programs and artists are sponsored in part by Duke Energy; the Charles H. Dater Foundation; Josephine Schell Russell Charitable Trust, PNC Bank, Trustee; Scripps Howard

Foundation; The Ladislav and Vilma Segoe Foundation; and U.S. Bancorp Foundation.  
The Contemporary Arts Center is located in the Lois & Richard Rosenthal Center for Contemporary Art /  
44 East 6th Street, Cincinnati, Ohio / [513.345.8400](tel:513.345.8400) / [www.contemporaryartscenter.org](http://www.contemporaryartscenter.org)

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#### MUSEUM INFORMATION

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. Closed Monday and Tuesday except for select holiday openings and special programs.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults (18+); \$9.00 for senior citizens and for students (13+) 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. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

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](http://movingimage.us)

Membership: 718 777 6877, [members@movingimage.us](mailto:members@movingimage.us)

The Museum is housed in a building owned by the City of New York and 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. For more information, please visit [movingimage.us](http://movingimage.us).

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