

# MUSEUM OF THE MOVING IMAGE

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## MUSEUM OF THE MOVING IMAGE PRESENTS “MATTHEW WEINER’S *MAD MEN*,” AN EXHIBITION THAT REVEALS THE CREATIVE PROCESS BEHIND ONE OF TELEVISION’S MOST CELEBRATED DRAMAS

March 14–June 14, 2015

Astoria, New York, March 10, 2015—*Mad Men*, one of the most acclaimed television series of all time, will be the subject of a major new exhibition opening at Museum of the Moving Image on March 14, 2015. Just days after opening, Matthew Weiner, the show’s creator, writer, and executive producer, will appear at the Museum for a conversation about the creation and production of the series on March 20. This appearance kicks off ***Required Viewing: Mad Men’s Movie Influences***, a ten-film series featuring movies curated by Weiner—including *The Apartment*, *Les Bonnes Femmes*, and *The Americanization of Emily*—that inspired the series, from March 14 to April 26.

The exhibition, ***Matthew Weiner’s Mad Men***, will feature large-scale sets including Don Draper’s office and the Draper kitchen, 33 memorable costumes, hundreds of props, and advertising art used in the production of the series, and personal notes and research material from Weiner. The exhibition will offer 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 will include 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 will be shown in public on this scale. The exhibition will be on view in the Museum’s third-floor changing exhibitions gallery through June 14, 2015 and coincides with the series’ final seven episodes, which air on AMC beginning Sunday, April 5 at 10:00pm ET/PT.

In May, the Museum will also present panel discussions about advertising past and present. View the schedule at [movingimage.us](http://movingimage.us).

Among the highlights of the exhibition will be:

- A section devoted to the origin of the series, with selections from Weiner’s personal collection of books; clips from films that inspired his approach to story and character; and script pages from Weiner’s early screenplay *The Horseshoe*, where the character who would become Don Draper originated.

- An installation featuring key elements 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 7 listed on white boards and index cards, research material, and other elements created and used by *Mad Men's* writers.
- The set for Don Draper's SC&P office, and for the Draper kitchen in Ossining, NY.
- Iconic costumes and key props from the series, including Don Draper's suit, Joan Holloway's red dress from the SCDP holiday party, Megan Draper's "Zou Bisou Bisou" dress, and Don Draper's box with objects that reveal his true identity.

"We are grateful to AMC, Lionsgate, and the extraordinarily talented team of creative professionals behind *Mad Men* for giving us an unprecedented degree of access to objects that inform and define this landmark television series," said Carl Goodman, Executive Director of Museum of the Moving Image.

"Museum of the Moving Image brings a unique curatorial vision to the making of *Mad Men*, a show whose poetic storytelling and meticulous craftsmanship is unparalleled," said AMC president Charlie Collier. "In addition to putting AMC on the map, *Mad Men* is credited for helping usher in the Second Golden Age of Television. I cannot think of any other television series more worthy of an exhibition of this scale at MOMI."

*Matthew Weiner's Mad Men* is organized by Barbara Miller, the Museum's Curator of the Collection and Exhibitions. The exhibition is designed by Wendell Walker, Deputy Director for Operations, Exhibitions, and Design. Public programs are organized by Chief Curator David Schwartz.

"*Mad Men* is much more than a popular television series, it has become a cultural touchstone inspiring a renewed interest in a critical time in the country's history," said Miller. "With the generous participation of Matthew Weiner and his production team, we are able to reveal how Weiner's profound commitment to exploring cultural history and human relationships informed the production of *Mad Men*, and offer unique insight into the creative process behind the series."

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

The exhibition *Matthew Weiner's Mad Men* will be joined by other initiatives around the country celebrating the final seven episodes of *Mad Men*. For a full listing, visit [AMCTV.com](http://AMCTV.com).

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

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

Museum of the Moving Image ([movingimage.us](http://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.

### **About *Mad Men***

AMC's Emmy® and Golden Globe® Award-winning drama *Mad Men* kicks off its final seven episodes on **Sunday, April 5 at 10:00PM ET/PT**. Created by Emmy® Award winner Matthew Weiner and produced by Lionsgate, *Mad Men*'s highly anticipated series conclusion will, for the last time, follow the complex lives of Don, Peggy, Roger, Joan, Betty and Pete, and their families, colleagues, rivals and love interests, as their stories come to an end.

### **About AMC®**

Whether commemorating favorite films from every genre and decade, or creating acclaimed original programming, AMC brings to its audience something deeper, something richer, Something More. The network reigns as the only cable network in history ever to win the Emmy® Award for Outstanding Drama Series four years in a row with *Mad Men*, and six of the last seven with current back-to-back honoree, *Breaking Bad*. The network boasts the most-watched drama series in basic cable history and the number one show on television among adults 18-49 for the last two years with *The Walking Dead*. AMC's original drama series include *Mad Men*, *Breaking Bad*, *The Walking Dead*, *Hell on Wheels*, *TURN: Washington's Spies*, *Halt and Catch Fire*, and the forthcoming *Breaking Bad* prequel *Better Call Saul*, *Humans*, and *Badlands*. AMC also explores authentic worlds and discussion with original shows like *Talking Dead* and *Comic Book Men*. AMC is owned and operated by AMC Networks Inc. and its sister networks include IFC, SundanceTV, BBC America and WE tv. AMC is available across all platforms, including on-air, online, on demand and mobile. AMC: *Something More*.

### **About Lionsgate**

Lionsgate is a premier next generation global content leader with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, new channel platforms and international distribution and sales. Lionsgate currently has more than 30 television shows on over 20 different networks spanning its primetime production, distribution and syndication businesses, including such critically acclaimed hits as the multiple Emmy Award-winning *Mad Men* and *Nurse Jackie*, the comedy *Anger Management*, the broadcast network series *Nashville*, the syndication success *The Wendy Williams Show* and the critically acclaimed hit series *Orange is the New Black*.

**Press contact:** Tomoko Kawamoto, [tkawamoto@movingimage.us](mailto:tkawamoto@movingimage.us) / 718 777 6830

### **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. **Holiday hours:** The Museum will be open 10:30 a.m. to 5:00 p.m. on Mon. and Tues., Feb. 16 and 17 (Presidents Week).

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. As of March 1, tickets for screenings (unless otherwise noted, \$12 adults / \$9 students and seniors / free for Museum members) will be available for advance purchase online at [movingimage.us](http://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](http://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. For more information, please visit [movingimage.us](http://movingimage.us).

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