

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

THE EXHIBITION 'MATTHEW WEINER'S MAD MEN' CLOSES ON SEPTEMBER 6

Last day for viewing is Sunday, September 6, 2015

Astoria, New York (August 27, 2015)—The popular exhibition [*Matthew Weiner's Mad Men*](#) is in its final days on view at Museum of the Moving Image, closing on Sunday, September 6, 2015. The exhibition, which opened March 14 and was extended beyond its original June 14 closing date, drew more than 100,000 visitors to the Museum in 23 weeks, or through August 16 (the latest date for which data is available).

"The *Mad Men* exhibition contributed to the 50% rise in overall attendance at the Museum over the same period last year," said Carl Goodman, the Museum's Executive Director. "We are thrilled by how positively the public has reacted, both to the show and to the Museum as a whole."

Devoted to exploring the creative process behind one of television's most celebrated dramas, *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 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 accompanied by programs including a personal appearance by Matthew Weiner in conversation with Anthony Mason of CBS News, a screening series featuring ten movies selected by Weiner which he considered "required viewing" for his cast and crew, and a members-only live viewing of the final episode of *Mad Men*.

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. Public programs were organized by Chief Curator David Schwartz.

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

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Press contact: Tomoko Kawamoto: tkawamoto@movingimage.us / 718 777 6830
New press images are available.

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. For more information, please visit movingimage.us.