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FOR IMMEDIATE RELEASE
November 30, 2017

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THE NEW MUSEUM WITH CREATIVE AGENCY DROGA5 LAUNCHES “NEW MUSEUM LIVE”

To celebrate New Museum’s 40th anniversary, five exhibitions, over 100 artworks, special events and performances will be live streamed online and in diverse locations around New York City



New York, NY... The New Museum has partnered with creative agency Droga5 and media agency Horizon to launch today “**New Museum LIVE**” (newmuseum.live), a campaign that marks the occasion of the museum’s 40th anniversary and continues the museum’s commitment to its mission of “new art, new ideas.”

New York’s premier destination to see the art of today, the New Museum has maintained a bold and experimental spirit for 40 years. As a response to and celebration of that history, “New Museum LIVE” extends its fall season beyond the museum walls, live streaming artworks across the city. Via donated traditional and nontraditional media displays, with Horizon Media and several local businesses across the city, live streams will appear in noted locations such as Times Square, Hotel Indigo, Mr. Purple, Barcade, among other locales. Broadcasting through December 31, “New Museum LIVE” consists of over 20 live streams of exhibitions throughout the museum, including “Trigger: Gender as a Tool and a Weapon.”

Audiences can see “New Museum LIVE” come to life and tune in to key moments starting today and throughout December, including:

- 12/1 – Performances by “Trigger” artists **Nayland Blake** and **Justin Vivian Bond**
- 12/1 – Rebecca Adams, **Refinery29** health and wellness director, in conversation
- 12/2 – 12/3 “**Who’s Afraid of the New Now?**” programming, featuring over 40 artists whose works have been integral in shaping the New Museum over the past 40 years, including **Raymond Pettibon, Carroll Dunham, Sharon Hayes** and **Jeff Koons**
- 12/7 – Sketching in the galleries with illustrator **Jason Polan**

“We are excited to collaborate again with the award-winning firm Droga5 and museum trustee David Droga,” said Karen Wong, New Museum Deputy Director. “And ‘New Museum LIVE’ is only the latest such collaboration. In 2007, Droga5 helped develop a campaign to mark our relocation to the now iconic building on the Bowery. In 2013, Droga5 also partnered with New Museum to reinvent the city’s phone booths with ‘Recalling 1993,’ a campaign to promote the exhibition ‘NYC 1993: Experimental Jet Set, Trash and No Star.’”

Don Shelford, Droga5 Group Creative Director, adds, “‘New Museum LIVE’ takes inspiration from one of the New Museum’s very first exhibitions, the ‘Window Series,’ which invited artists to display their works in street-level windows for the public to see. A definitive moment in the museum’s history, it established their mission as a forward-thinking establishment challenging how the museum should function. ‘New Museum LIVE’ can be viewed as a modern-day interpretation of that series, allowing New Yorkers to view new art in ways they’ve never been able to before.”

For more information about “New Museum LIVE,” please visit newmuseum.live and follow #NewArtLIVE on major social media channels.

ABOUT NEW MUSEUM

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

ABOUT DROGA5

Droga5 is a creative and strategic advertising agency headquartered in New York, with an office in London. Founded in 2006, Droga5’s clients include Ancestry, Belstaff, Blue Apron, Chase, COVERGIRL, Danone, ESPN, Georgia-Pacific, Google, Heineken, IHOP, Johnsonville, LVMH, MailChimp, Mattress Firm, Mondelēz International, The Nature’s Bounty Co., The New York Times, Peroni, Pizza Hut, Prudential, Sprint, Tencent, Under Armour, Unilever, and the Y, among others. Droga5 has won Agency of the Year 13 times in the last 11 years and is the only agency to be named to Advertising Age’s A-List over seven consecutive years. For more information, visit droga5.com.

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