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**New Museum Store Presents
The Privacy Gift Shop
Featuring Countersurveillance Clothing and Accessories**

The Privacy Gift Shop is a pop-up project for the New Museum Store featuring “stealth wear” clothing and accessories that protect against various methods of surveillance, designed by artist **Adam Harvey** and fashion designer **Johanna Bloomfield**. The project addresses the growing international debate about domestic and international surveillance and the threat to citizens' privacy. In addition to providing fashionable solutions for those seeking to protect their personal information, the project primarily encourages and promotes conversation around the urgent topic. The Privacy Gift Shop will offer items that range from tactical to practical, such as a scarf that hides the user's heat signature and a cell phone case that blocks all calls and tracking.

“In 2013, I received an inquiry from an intelligence agency to publish my artwork in a classified document. I obliged, but was frustrated by the odd request. Was I a suspect or an inspiration? And what does it mean for an artwork to become classified intel? Beguiled, I imagined a way to make my work as accessible and unclassified as possible,” says Harvey. “The result of that inquiry is the Privacy Gift Shop. It's my vision to bring privacy and countersurveillance ideas to a wider audience and engage in discussions about how art, design, and creativity can play a role in protecting privacy.”

The Privacy Gift Shop is on display from **August 28 to September 22, 2013**, in the New Museum Store and online at newmuseumstore.org.

PRODUCTS FOR PURCHASE INCLUDE:

Anti-Drone Scarf

A metalized silk scarf that protects against thermal imaging surveillance, a technology used widely by UAVs/drones. The enhanced garments are lightweight, breathable, and safe to wear. They work by using highly metalized fibers to reflect heat, thereby masking the wearer's thermal signature.

OFF Pocket™ Phone Case

The OFF Pocket™ is a privacy accessory for mobile phones that blocks wireless signals. To use the OFF Pocket™, simply place your phone inside the case and close it. Your phone is now OFF. Untrackable. Unhackable. Undistractable. It is flexible, water resistant, and blocks any and all incoming and outgoing phone signals. Available in two sizes: A (for screen sizes up to four inches, e.g., iPhone 4S/5) and B (for screen sizes over four inches, e.g., Samsung Galaxy S3/S4).

Metal Dollar Bill

An insert that shields your wallet and credit cards from RFID skimming. More and more credit cards now have RFID chips—this wallet insert will help shield the data in your cards from hackers and identity thieves. Made of copper fabric and the same size as a US dollar bill, this will fit in most wallets.

IXNY Tee

A redesign of the iconic “I Love NY” T-shirt with OCR-resistant (Optical Character Recognition) font (ZXX) so the NSA can’t read what you wear. Silkscreen on 100% cotton.

ABOUT THE NEW MUSEUM STORE

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 new art and new ideas featuring exhibitions, information, and documentation about living artists from around the world. The New Museum Store has long been considered a premier destination for those seeking a unique and comprehensive selection of contemporary art books and gifts. True to the New Museum’s forward-looking mission, the Store procures and produces the most engaging and thought-provoking books, gifts, art periodicals, CDs and DVDs, as well as two- and three-dimensional art objects. For the past several years, the New Museum Store has also collaborated with artists on special limited editions and projects. Past collaborations include a tarot deck with Dorothy Iannone, a Lawrence Weiner bicycle, a MakerBot holiday window, and a Dzine pop-up nail salon with custom pinky nails. All sales from the New Museum Store support the exhibitions and programs of the New Museum.

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