

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128

PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

MEDIA ONLY

LAURIE BOHLK
212.849.8420
BOHLKL@SI.EDU

JENNIFER NORTHROP
212.849.2954
NORTHROPJ@SI.EDU

SI-148-2015

COOPER HEWITT LAUNCHES NEIGHBORHOOD-SPECIFIC ADVERTISING CAMPAIGN TO CELEBRATE ITS REOPENING ON THE UPPER EAST SIDE

APRIL 7, 2015

Cooper Hewitt, Smithsonian Design Museum has collaborated with Wieden+Kennedy New York on a new advertising campaign to celebrate its recent reopening in the landmark Andrew Carnegie Mansion on the Upper East Side of Manhattan. The out-of-home advertising campaign will run in design-centric neighborhoods throughout New York City, as well as on social media platforms through the month of April.

“When Cooper Hewitt reopened its doors for the first time in three years following its massive transformation, we set out to remind the nation that its design museum is open again on Manhattan’s Upper East Side,” said Caroline Baumann, director of the museum. “Through engaging copy and bold graphic design that utilizes the museum’s striking new identity, the campaign underscores our message that the new Cooper Hewitt is now open, social and playful. One of our goals is to encourage engagement and we want the public to view Cooper Hewitt as the exciting design destination, a place to return to again and again.”

The campaign uses vibrant graphic design and witty copy lines specific to the Upper East Side, Upper West Side, Lower East Side, Chelsea, Meatpacking, West Village and SoHo neighborhoods in Manhattan and in the Williamsburg, Greenpoint and Bushwick neighborhoods in Brooklyn.

Highlights of the lines include:

- **Upper East Side:** Sure, the Guggenheim is exceptional design, but it’s also a museum that can’t fit in our museum; otherwise, it would definitely be in our museum.
- **Bushwick:** Converted factory spaces are great, but we’re pretty stoked about our converted 51,163-square-foot Georgian Revival mansion.
- **Meatpacking:** When the thrill of fashion models finally wears off, we’ve got this enameled porcelain collection you should probably come see.

“The Upper East Side is an incredible area and within it Cooper Hewitt is one of many exceptional cultural institutions,” said David Kolbusz, executive creative director of Wieden+Kennedy New York. “We took the occasion of its re-opening as an opportunity to drive foot traffic to the neighborhood by playfully highlighting the broad cultural and sociological characteristics of other ones. Put simply: leave your neighborhood and come to ours!”

ABOUT COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM

Founded in 1897, Cooper Hewitt is the only museum in the United States devoted exclusively to historic and contemporary design. On Dec. 12, 2014, Cooper Hewitt opened in the renovated and restored Carnegie Mansion, which offers 60 percent more exhibition space to showcase one of the most diverse and comprehensive collections of design works in existence. Currently on view are 10 inaugural exhibitions and installations featuring more than 700 objects throughout four floors of the mansion, many of which draw from the museum's permanent collection of more than 210,000 objects that span 30 centuries. For the first time in the museum's history, the entire second floor is dedicated to showcasing the permanent collection through a variety of exhibitions. Visitors can experience a full range of new interactive capabilities, including the opportunity to explore the collection digitally on ultra-high-definition touch-screen tables, draw their own designs in the Immersion Room and solve real-world design problems in the Process Lab.

Cooper Hewitt is located at 2 East 91st Street at Fifth Avenue in New York City. Hours are Sunday through Friday, 10 a.m. to 6 p.m., and Saturday, 10 a.m. to 9 p.m. The new Tarallucci e Vino café opens daily at 8 a.m. and is accessible without an admissions ticket. The museum is closed on Thanksgiving Day and Christmas Day. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street stations) and the Fifth and Madison Avenue buses. Adult admission, \$18; seniors, \$12; students, \$9. Cooper Hewitt members and children younger than age 18 are admitted free. Pay What You Wish every Saturday, 6 to 9 p.m. The museum is fully accessible.

For further information, call (212) 849-8400, visit Cooper Hewitt's website at www.cooperhewitt.org and follow the museum on www.twitter.com/cooperhewitt, www.facebook.com/cooperhewitt and www.instagram.com/cooperhewitt.

ABOUT WIEDEN+KENNEDY

Wieden+Kennedy, founded in Portland, Oregon, in 1982, is an independent, privately held international advertising agency with offices in Amsterdam, Delhi, London, New York City, Portland, São Paulo, Shanghai and Tokyo. A full-service, creatively led communications company, Wieden+Kennedy has helped build some of the strongest global brands, including Brown-Forman, Coca-Cola, Chrysler, Delta Air Lines, ESPN, Facebook, Gap, Heineken, Honda, Nike and Procter & Gamble. www.wk.com

###