

FOR IMMEDIATE RELEASE

## ***PERSOL MAGNIFICENT OBSESSIONS: 30 STORIES OF CRAFTSMANSHIP IN FILM* EXHIBITION EXPLORES THE ARTISTRY AND OBSESSIVE CRAFT BEHIND THE SCENES OF TEN ACCLAIMED FILMS**

**The work of Ed Harris, Todd Haynes, Alfred Hitchcock, Jean-Pierre Jeunet, Ennio Morricone, Arianne Phillips, Vittorio Storaro, Hilary Swank, Dean Tavoularis, and Douglas Trumbull is on view at Museum of the Moving Image from June 14–August 19, 2012**

*PERSOL MAGNIFICENT OBSESSIONS: 30 stories of craftsmanship in film*, a three-year exhibition series presented by Persol, celebrates stories of obsessive workmanship behind some of cinema's most iconic and compelling on-screen moments. The second installment of the exhibit will be on view from June 14 through August 19 at Museum of the Moving Image and will explore the work of ten esteemed filmmakers, designers, and technicians through a presentation of rarely seen props and costumes, behind-the-scenes research notes, sketches, video interviews, and materials used in the pre-production process.

The opening event, presented by Persol at the Museum on Wednesday, June 13 (by invitation only) will honor director Todd Haynes (*Far from Heaven*) and costume designer Arianne Phillips (*W.E.*), both of whom are featured in the exhibition. In addition to Haynes and Phillips, the artists celebrated will include actor and director Ed Harris (*Pollock*), actress Hilary Swank (*Million Dollar Baby*), director Jean-Pierre Jeunet (*Amélie*), cinematographer Vittorio Storaro (*The Last Emperor*), director Alfred Hitchcock (*North by Northwest*), production designer Dean Tavoularis (*One from the Heart*), special effects supervisor and technical innovator Douglas Trumbull (*2001: A Space Odyssey*), and composer Ennio Morricone (on his collaborations with director Sergio Leone).

The exhibition explores the many steps—from an actor's immersion in character research to the precise detailing of a costume designer—that go into creating an iconic film. Among the objects on exhibit will be paintings created by Ed Harris in character as Jackson Pollock, costumes designed by Arianne Phillips for *W.E.*, and storyboards by Alfred Hitchcock that map all the camera angles in the iconic crop-dusting scene in *North by Northwest*. All will be on view in the Museum's 4,000 square-foot exhibitions gallery.

Curator Michael Connor stated, "The film artists featured in *PERSOL MAGNIFICENT OBSESSIONS: 30 stories of craftsmanship in film* represent disparate genres and styles, but they are united by their fierce passion, artistic integrity, and commitment to excellence. This exhibition pays tribute to their work and to the ineffable human drive to create—the magnificent obsession at the heart of cinema itself."

"We are proud to partner with Persol by serving as the host venue for this new and expanded edition of *PERSOL MAGNIFICENT OBSESSIONS: 30 stories of craftsmanship in film*," said Carl Goodman, the Museum's Executive Director. "With its focus on the vision and perseverance of our most inventive filmmakers and their collaborators, the exhibition illuminates the creative process and attention to detail that is central to filmmaking as an art form. We value the opportunity to showcase them and their stories to the many thousands of visitors of all ages who visit the Museum each year."

"The exhibition takes inspiration from Persol's handcrafted 30-step process that is synonymous with the steps taken to deliver great filmmaking. The exhibition is hosted by Museum of the Moving Image, the ideal venue given its dedication to the art of the moving image. It is truly a pleasure to be partnering with the Museum," commented Chiara Bernardi, Persol Brand Director.

In conjunction with the exhibition, the Museum will also present a special tenth anniversary screening of *Far from Heaven* with Todd Haynes in person on Thursday, June 14th (open to the public) as well as additional special screenings.

### **About Persol**

[www.persol.com](http://www.persol.com)

### **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 January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

### **Museum Information**

Hours: Tuesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 10:30 a.m. to 7:00 p.m. Closed Monday.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-18. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

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: 718 777 6888 / [movingimage.us](http://movingimage.us)

Membership: 718 777 6877 / [members@movingimage.us](mailto:members@movingimage.us)

The Museum is housed in a building owned by the City of New York and 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).

### **Press Contacts**

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