

Media Contact:
Meg Floryan
Communications Manager
mfloryan@thewolf.fiu.edu / 305.535.2622

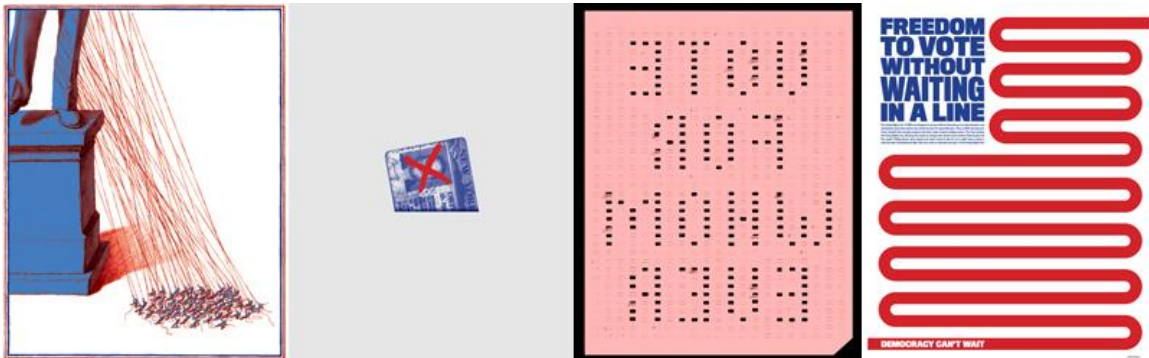


The Wolfsonian
FLORIDA INTERNATIONAL UNIVERSITY

1001 Washington Avenue
Miami Beach, FL 33139

T 305.531.1001 F 305.531.2133

wolfsonian.org



The Wolfsonian–FIU Revisits Blockbuster Exhibition *Thoughts on Democracy* with Graphic Remix Project Tied to the 2016 Presidential Election

Four contemporary designers to re-envision the politics of Norman Rockwell's Four Freedoms paintings with new poster commissions inspired by the theme "Freedom to Vote"

Museum will celebrate with pop-up art installations, nighttime projections, political programming, and more, kicking off August 2016

Turnberry for the Arts will showcase new posters concurrently at Aventura Mall

MIAMI BEACH (July 18, 2016) — Leading up to Election Day (November 8), The Wolfsonian–Florida International University is presenting three months of election-themed programming centered around *Thoughts on Democracy: Freedom to Vote 2016*, a collaboration with contemporary designers Mirko Ilić, Oliver Munday, Paul Sahre, and Bonnie Siegler to create a graphic response to the 2016 presidential race. Using "Freedom to Vote" as a springboard, the four artists will design original posters inspired by some of the chaos and obstacles inherent in the American voting process, regardless of party affiliation or political beliefs. *Thoughts on Democracy: Freedom to Vote 2016* follows the success of *Thoughts on Democracy* (2008)—an installation that featured original work by sixty contemporary artists—eight years and one two-term president later.

The final designs will be on view for free from late August through November 8 in the museum's iconic lobby, and also reproduced large-scale at Aventura Mall in partnership with Turnberry for the Arts, post-Labor Day through the election on the lower level adjacent to Center Court. Like their 2008 counterparts, the 2016 posters are based on Norman Rockwell's Second World War-

era *Four Freedoms* paintings, personifying the “four essential human freedoms” from Franklin Delano Roosevelt’s 1941 speech: Freedom of Speech, Freedom of Worship, Freedom from Want, and Freedom from Fear. Reimagined through the lens of today’s political circus, the new versions are:

Freedom to Vote (and make it count)	Mirko Ilić
Freedom to Vote (and not require ID)	Oliver Munday
Freedom to Vote (for the candidate of your choice)	Paul Sahre
Freedom to Vote (and not wait in a line)	Bonnie Siegler

Reproductions of the Rockwell posters gifted to The Wolfsonian by Leonard A. Lauder will be displayed alongside the four 2016 iterations.

“The only way to insure President Roosevelt’s ‘Four Freedoms’ today is through our Freedom to Vote,” stated designer and author Steven Heller, who is curating *Thoughts on Democracy: Freedom to Vote 2016* along with co-curators Ian Rand, Wolfsonian marketing director, and Meg Floryan, communications manager. “Without exercising our responsibility, everything is in jeopardy. As Norman Rockwell’s posters reminded us of these ‘Four Freedoms,’ our designers remind us that the fifth holds everything together.”

"*Thoughts on Democracy* is an important collaboration that we are proud to showcase to our local and international visitors," said Jackie Soffer, co-chairman and CEO of Turnberry Associates, owner and manager of Aventura Mall. "It's another example of Turnberry for the Arts' promise to share world-class contemporary art with the community."

Added Tim Rodgers, Wolfsonian director, “With propaganda as the bedrock of our collection, The Wolfsonian is uniquely equipped to tackle these issues. We’re excited to frame the politics of today in relation to the past, and create this forum for provocative conversation—the power of messaging has been, after all, part of our DNA since day one.”

In tandem with the lobby installation, the museum will echo the themes on Washington Avenue, giving a vibrant street presence to the project in the heart of South Beach. Images of the original batch of posters from *Thoughts on Democracy* (2008) will be exhibited in the windows of The Wolfsonian’s historic Bridge Tender House in front of its flagship building, effectively wrapping the structure in over 80 contemporary designs. In addition, projections of these images will activate the exterior of the Mediterranean Revival-style building’s north façade after sunset. Together, these displays establish an outdoor component to the installation that will be accessible to all passersby.

The Wolfsonian will also delve deeper into the history of U.S. elections and tactics of persuasion with free programming and *The Politics of -isms*, a library installation drawing from the museum’s extensive collection of American political ephemera. Designed to ground today’s combative political rhetoric—with labels such as “fascist” and “socialist” used casually by candidates’ campaigns and supporters—in its historical context, these supplements will attempt to clarify what the terms actually mean and how they originally arose and functioned in decades past. Events will range from intimate, salon-style tours to town hall debates and will be added as confirmed to wolfsonian.org/calendar.

In keeping with the project’s spirit of voter empowerment, visitors will be invited to participate in museum matters large and small, significant and insignificant, through September and October. Surprise ballot questions will be unveiled as the year progresses and may touch upon curatorial,

educational, and shop/café offerings—giving both Miami locals and out-of-town tourists a direct hand in guiding the future of The Wolfsonian.

###

Project Support

Thoughts on Democracy: Freedom to Vote 2016 is supported by Turnberry for the Arts and Aventura Mall.

About the Artists

Mirko Ilić is a designer and illustrator with a multi-disciplinary studio, Mirko Ilić Corp., based in New York City. A former art director for the international edition of *TIME Magazine* and for *The New York Times'* Op-Ed section, Ilić has written co-authored several books with Steven Heller (including *Genius Moves: 100 Icons of Graphic Design* and *The Anatomy of Design*) and Milton Glaser (*The Design of Dissent*) and taught advanced design classes at Cooper Union and illustration at the School of Visual Arts. Mirko Ilić Corp. specializes in graphic design, 3D animation, motion picture titles, and illustration, and has earned accolades from the Society of Illustrators, the Society of Publication Designers, the Art Directors Club, and others. mirkoilic.com

Oliver Munday is a New York City-based graphic designer. Along with his studio OMG, he co-founded Piece, a socially based design collaborative, with Bernard Canniffe and Mike Weikert. Munday's work has been recognized by many major design publications including *Communication Arts*, *TDC*, and *STEP magazine*, which featured him as one of the "25 freshest minds in design." In 2010, he was also named among *PRINT magazine's* "20 under 30." omunday.tumblr.com

Paul Sahre is an award-winning author, lecturer, and graphic designer who has operated his own independent practice in New York City, Paul Sahre Inc., since 1997. He is a frequent visual contributor to *The New York Times* and has taught graphic design at the School of Visual Arts for the past 13 years. Sahre's designs have been featured in *The Atlantic*, *Newsweek*, and on book covers for authors such as Rick Moody, Ben Marcus, and Ernest Hemingway. Some of his work can be found in the permanent collection of the Smithsonian's Cooper-Hewitt, National Design Museum. paulsahre.com

Bonnie Siegler, founder of the multi-disciplinary design studio Eight and a Half, previously co-founder of Number 17, has been voted one of the 50 most influential designers working today by Graphic Design USA. Clients include HBO, StoryCorps, National Archives, Criterion Collection, Frank Lloyd Wright Foundation, Warner Brothers Television and served as creative director of *Newsweek*, overseeing its redesign. She has served as chairman of the 2013 AIGA national design conference; and creator and producer of AIGA's Command X, a live competition featuring up-and-coming designers. Siegler's work has been recognized by the AIGA, Art Directors Club, Type Directors Club, the Society of Publication Design, the Webby Awards, and the Broadcast Design Association. 8point5.com

About Norman Rockwell's Four Freedoms Paintings

Norman Rockwell's *Four Freedoms* paintings, completed in 1943, visualize Freedom of Speech, Freedom of Worship, Freedom from Want, and Freedom from Fear—the "four essential human freedoms" mentioned in Franklin Delano Roosevelt's impassioned speech to Congress and the American people in 1941. Meant to rally the country in defense of the democratic way of life during the Second World War, the images were widely circulated, first on the cover of the popular *Saturday Evening Post* and later as posters for the U.S. Office of War Information to promote the sale of war bonds. Rockwell's straightforward renderings of complex ideas—represented by ordinary American families and communities—struck a chord in a society struggling to make sense of the world at war and America's place in it.

About Thoughts on Democracy (2008)

Thoughts on Democracy (2008) was comprised of graphic works that express ideals at the core of American democracy. Invited by The Wolfsonian, sixty leading contemporary artists and designers were asked to reconsider Norman Rockwell's 1943 paintings, and create new works reflecting contemporary ideas about democracy. The final works were shown in the museum's lobby and large-scale at Aventura Mall. Participating artists included Neville Brody, Seymour Chwast, Wim Crouwel, Elliott Earls, Richard Tuttle, Lawrence Weiner, Paula Scher, Francesco Vezzoli, Chip Kidd, and Italo Lupi, among others.

Thoughts on Democracy (2008) was supported by the Knight New Work Award from the Funding Arts Network (FAN), in partnership with the John S. and James L. Knight Foundation; American Express;

The Miami Herald, and Continental Airlines. Additional support provided by Turnberry for the Arts exhibited at Aventura Mall.

About Aventura Mall

Miami's premier fashion destination and one of America's most visited shopping centers according to *Travel + Leisure* magazine, Aventura Mall features a collection of upscale boutiques and more than 300 of the world's most iconic retailers. Anchored by Bloomingdale's, Nordstrom and Macy's, the shopping center includes luxury retailers Givenchy, Gucci, Louis Vuitton, Cartier, Tiffany & Co., Fendi, Burberry, Bally, Emilio Pucci, Omega and Brooks Brothers, as well as Apple, Michael Kors, H&M, Tory Burch, Sam Edelman, Microsoft Store, Urban Outfitters and other shopper favorites. Visitors also enjoy nearly a dozen restaurants, an artist-designed interactive playground, a 24-screen AMC Movie Theatre with IMAX, and a taste of South Florida's thriving arts scene with *Turnberry for the Arts*, featuring contemporary installations by renowned international and local artists. Aventura Mall is open Monday through Saturday, 10:00 a.m. to 9:30 p.m., and Sunday, 12:00 p.m. to 8:00 p.m. Call (305) 935-1110 or visit online at aventuramall.com.

About The Wolfsonian—Florida International University

The Wolfsonian—FIU is a museum, library, and research center that uses objects to illustrate the persuasive power of art and design, to explore what it means to be modern, and to tell the story of social, historical, and technological changes that have transformed our world. The collection comprises approximately 180,000 objects from the 1850s to the 1950s—the height of the Industrial Revolution through the aftermath of the Second World War—in a variety of media including furniture; industrial-design objects; works in glass, ceramics, and metal; rare books; periodicals; ephemera; works on paper; paintings; textiles; and medals.

The Wolfsonian is located at 1001 Washington Avenue, Miami Beach, FL. Admission is \$10 for adults; \$5 for seniors, students, and children age 6–12; and free for Wolfsonian members, State University System of Florida staff and students with ID, and children under six. The museum is open Monday, Tuesday, Thursday, and Saturday, 10am–6pm; Friday, 10am–9pm; Sunday, noon–6pm; and is closed on Wednesday. Contact us at 305.531.1001 or visit us online at wolfsonian.org for further information.

The Wolfsonian receives generous and ongoing support from the John S. and James L. Knight Foundation; Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners; State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture; and City of Miami Beach, Cultural Affairs Program, Cultural Arts Council.

About Florida International University

Florida International University is classified by the Carnegie Foundation for the Advancement of Teaching as R1: Doctoral Universities - Highest Research Activity and recognized as a Carnegie engaged university. It is a public research university with colleges and schools that offers 196 bachelor's, master's and doctoral programs in fields such as engineering, computer science, international relations, architecture, law and medicine. As one of South Florida's anchor institutions, FIU contributes almost \$9 billion each year to the local economy. FIU is Worlds Ahead in finding solutions to the most challenging problems of our time. FIU emphasizes research as a major component of its mission. FIU has awarded more than 220,000 degrees and enrolls more than 54,000 students in two campuses and three centers including FIU Downtown on Brickell, FIU@I-75, and the Miami Beach Urban Studios. FIU's Medina Aquarius Program houses the Aquarius Reef Base, a unique underwater research facility in the Florida Keys. FIU also supports artistic and cultural engagement through its three museums: Patricia & Phillip Frost Art Museum, The Wolfsonian—FIU, and The Jewish Museum of Florida—FIU. FIU is a member of Conference USA and more than 400 student-athletes participating in 18 sports. For more information about FIU, visit fiu.edu.

Images (from left to right)

Mirko Ilić, *Freedom to Vote (and make it count)*, 2016

Oliver Munday, *Freedom to Vote (and not require ID)*, 2016

Paul Sahre, *Freedom to Vote (for the candidate of your choice)*, 2016

Bonnie Siegler, *Eight and a Half*, *Freedom to Vote (and not wait in a line)*, 2016