

Press Release



July 2016

The Brooklyn Museum and Opening Ceremony Team Up to Present a Pop-Up Shop in *Who Shot Sports: A Photographic History, 1843 to the Present*

The Brooklyn Museum will house a special Opening Ceremony pop-up shop in the exhibition *Who Shot Sports: A Photographic History, 1843 to the Present*. The space will be open from July 15, 2016, to January 8, 2017.

The shop, built to mimic a boxing ring, will offer products from Opening Ceremony's new CLUB USA capsule collection, including unisex tanks and tees, a T-shirt dress, caps, and souvenir pins. The collection draws inspiration from 1980s and 1990s sportswear, featuring block logos, composition book prints, and summer colors. CLUB USA prices range from \$65 to \$125. The shop will also include the exhibition's accompanying monograph *Who Shot Sports: A Photographic History, 1843 to the Present* by curator and author Gail Buckland, and other exhibition-related products.



Photo courtesy of Opening Ceremony

Who Shot Sports, one of the first museum exhibitions to put sports photographers in the forefront, is the most comprehensive presentation of sports photography ever organized. It gathers together approximately 230 works—from daguerreotypes and salted paper prints to digital images—that capture the universal appeal of sports, highlighting unforgettable moments of drama and athletic excitement from around the globe.

Who Shot Sports, a ticketed exhibition, will cost \$16 for adults; \$10 for students with valid I.D. and adults 62 and over; and \$10 for Corporate Members. The exhibition is free for Individual Members and above, and for youth aged 19 and under. On *Target First Saturdays* and *Thursday Nights* hosted by Squarespace, admission to *Who Shot Sports* will cost \$10. Tickets, which also include general Museum admission, will be available at www.brooklynmuseum.org and at the Admissions Desk in the Museum's lobby.

Brooklyn Museum

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www.brooklynmuseum.org

The exhibition is organized by guest curator Gail Buckland. The Brooklyn presentation is coordinated by Lisa Small, Curator of Exhibitions, Brooklyn Museum.

About Opening Ceremony

Opening Ceremony was founded in September 2002 in New York by Carol Lim and Humberto Leon, with the idea of bringing their love of travel, culture, and fashion to a retail environment. The company has grown to encompass multi-brand stores in New York, Los Angeles, Nagoya, and Tokyo; the Opening Ceremony ready-to-wear, accessories, and footwear collections for men and women; and an e-commerce and online editorial platform at *openingceremony.com*.

#whoshotsports

Press Contact:

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GENERAL INFORMATION

Admission:

Contribution: \$16; students with valid I.D. and seniors \$10. Ages 19 and under FREE. Also FREE: Thursday nights, 6–10 pm, and first Saturday of the month (except September), 5–11 pm. Group tours or visits must be arranged in advance by calling extension 234.

Museum Hours:

Wednesday and Friday, 11 am to 6 pm; Thursday 11 am to 10 pm; Saturday and Sunday, 11 am to 6 pm; first Saturday of each month (except September), 11 am to 11 pm. Closed Monday, Tuesday, Thanksgiving, Christmas, and New Year's Day.

Directions:

Subway: Seventh Avenue express (2 or 3) to Eastern Parkway/Brooklyn Museum stop; Lexington Avenue express (4 or 5) to Nevins Street, cross platform and transfer to the 2 or 3. Bus: B41, B69, B48. On-site parking available.