

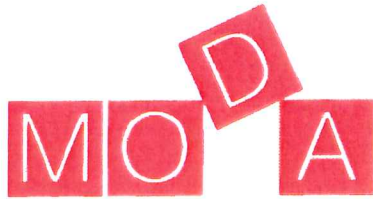
SPONSORSHIP LEVELS

DESIGNER (\$25,000 and above)

- Logo and sponsorship information on **ALL** media (mailings, press, and exhibit materials) pertaining to this major Southeastern museum exhibit.
- Major sponsorship on **ALL** media pertaining to *The Museum of Design Atlanta (MODA)* for the 2009-2010 exhibit year.
- Major sponsorship recognition at exhibition opening reception/parties.
- Exposure to a 10,000+ mailing list composed largely of Metro Atlanta design and business professionals.
- One (1) complimentary *Master* membership PER \$1,000 GIVEN to MODA which include free access to major North American museums (including Washington, DC's *Corcoran Gallery of Art*, Atlanta's *High Museum of Art*, New York's *Museum of Arts & Design*, and Toronto's *Royal Ontario Museum*).
- Fifty (50) one-time "gift passes" for complimentary admission to MODA exhibits
- Six (6) complimentary passes to all MODA-sponsored tours and lectures for one (1) calendar year.
- After-hours opening of MODA exhibition space for private parties/meetings during the exhibition.
- Free parking for all museum functions for your employees.

PATRON (\$10,000-\$24,999)

- Logo and sponsorship information on **ALL** media (mailings, press, and exhibit materials) pertaining to this major Southeastern museum exhibit.
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MUSEUM OF DESIGN ATLANTA

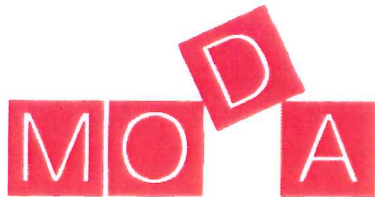
SPONSORSHIP LEVELS

ENTHUSIAST (\$5,000-\$9,999)

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AFICIONADO (\$2,500-\$4,999)

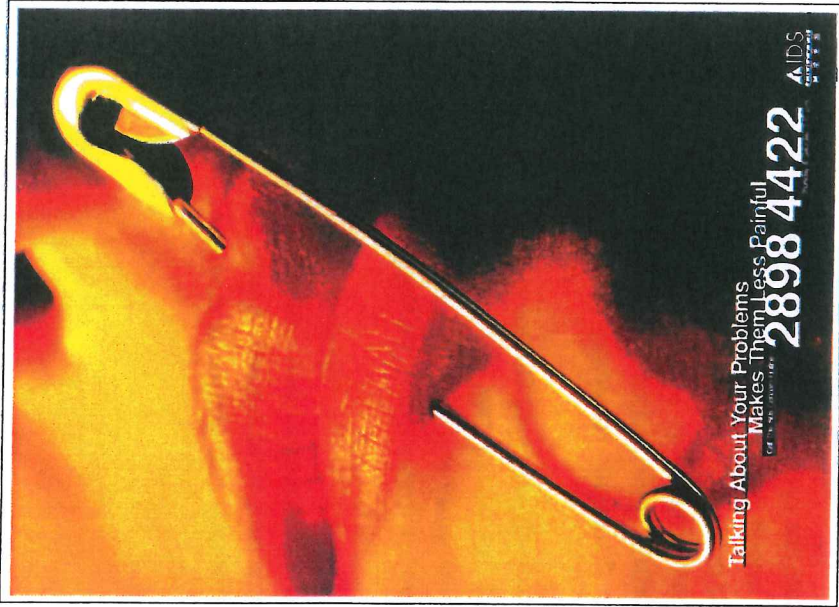
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- Ten (10) one-time "gift passes" for complimentary admission to MODA exhibits
- Two (2) complimentary passes to one (1) MODA-sponsored tour or lectures for one (1) calendar year.
- After-hours opening of MODA exhibition space for private parties/meetings during the exhibition.
- Free parking for all museum functions for your employees.



SPONSORSHIP LEVELS

VISIONARY (\$1,500-\$2,499)

- Logo and sponsorship information on **ALL** media (mailings, press, and exhibit materials) pertaining to this major Southeastern museum exhibit.
- Sponsorship on **ALL** media pertaining to *The Museum of Design Atlanta (MODA)* for the 2009-2010 exhibit year.
- Exposure to a 10,000+ mailing list composed largely of Metro Atlanta design and business professionals.
- One (1) complimentary *Master* membership PER \$1,000 GIVEN to MODA which include free access to major North American museums (including Washington, DC's *Corcoran Gallery of Art*, Atlanta's *High Museum of Art*, New York's *Museum of Arts & Design*, and Toronto's *Royal Ontario Museum*).
- Five (5) one-time "gift passes" for complimentary admission to MODA exhibits
- After-hours opening of MODA exhibition space for private parties/meetings during the exhibition.
- Free parking for all museum functions for your employees.



Graphic Intervention

25 Years of International AIDS
Awareness Posters 1985 / 2010



the new home of design ::::



The New Home of Design

The Museum of Design Atlanta (MODA) — the Southeast's only museum dedicated solely to the design disciplines — is relocating its galleries and administrative offices to the new Perkins + Will office building at 1315 Peachtree Street, in direct proximity to The High Museum of Art, as well as the rest of the Woodruff Arts Center. With high visibility and street-front access, MODA will become recognizable to patrons taking advantage of the many offerings of the "Midtown Arts Corridor."

With this move, MODA will have higher visibility and will provide Metro-Atlantans and visitors to the city greater access to imaginative and educational exhibitions that convey the influence of design on everyday life. The initial exhibitions and educational programs at 1315 Peachtree will be crucial to establishing MODA as a resource and a destination for quality cultural programming in Atlanta.

MODA's inaugural exhibition at the 1315 Peachtree location will be *Passione Italiana: Design of the Italian Motorcycle*. This exhibition will feature nine masterpieces of Italian motorcycle design borrowed from the Barber Vintage Motorsports Museum.

By bringing to Atlanta an exhibit that discusses the connections between racing heritage, ownership, cultural attitudes, and design, MODA will reach out to a new audience and will raise awareness about design in everyday life.

The second exhibition, opening in March, is *Something Borrowed, Something New: A World of Bridal Attire*, curated by the Trust for Museum Exhibitions in Washington DC. MODA will be the first institution in the country to feature this exhibit.

Following *Something Borrowed, Something New: A World of Bridal Attire*, MODA will partner with Hansgrohe to present *Water Dream*, an exhibition that chronicles the bathroom's transformation from a place of function and hygiene to a place of relaxation and rejuvenation. *Water Dream* will have visitors take inspiration from six of the world's top designers who have reinvented and reimagined the bathroom.

Further exhibits are listed on our [Exhibition Schedule](#) at the back of this booklet.



Graphic Intervention

25 Years of International AIDS Awareness Posters 1985 / 2010

The study of visual form and language is limited if it does not consider the forces of cultural production, which involve a set of relations between producer and audience.

– Andrew Howard, “There is Such a Thing as Society”, *Eye Magazine* 13

Posters have been a powerful force in shaping public opinion because propagandists have long known that visual impressions are extremely strong. People may forget a newspaper article but most remember a picture. A pamphlet or a newspaper can be thrown away, unread; the radio or television turned off; films or political meetings not attended. But everyone at some time or other notices messages when walking or driving, or sees posters on bulletin boards in offices, hospitals, clinics, or pharmacies. The main objective of posters, as with other communications media, is to influence attitudes, to sell a product or service or to change behavior patterns. Public health posters are clearly in the third category, their purpose being to alter the consciousness of the public to bring about an improvement in health practices.¹

The rampant spread of the HIV/AIDS virus over the past 29 years has created the most significant global public health crisis in modern history. Despite the complexity and scale of the epidemic, there is still a lack of worldwide strategies to lead AIDS education. AIDS education in many countries is still shouldered, to a great extent,

by government agencies and grass roots organizations led by community activists who are often motivated local citizens.

Ever since the AIDS epidemic struck, the responsibility of educating the world's public has gained dramatically in significance. In many countries, the poster as a medium of information was unknown before the emergence and identification of the HIV virus. With a disease involving sexuality and sexual behavior deeply rooted in culture and tradition, messages to raise awareness and encourage preventive behavior have varied depending on the intended audience.

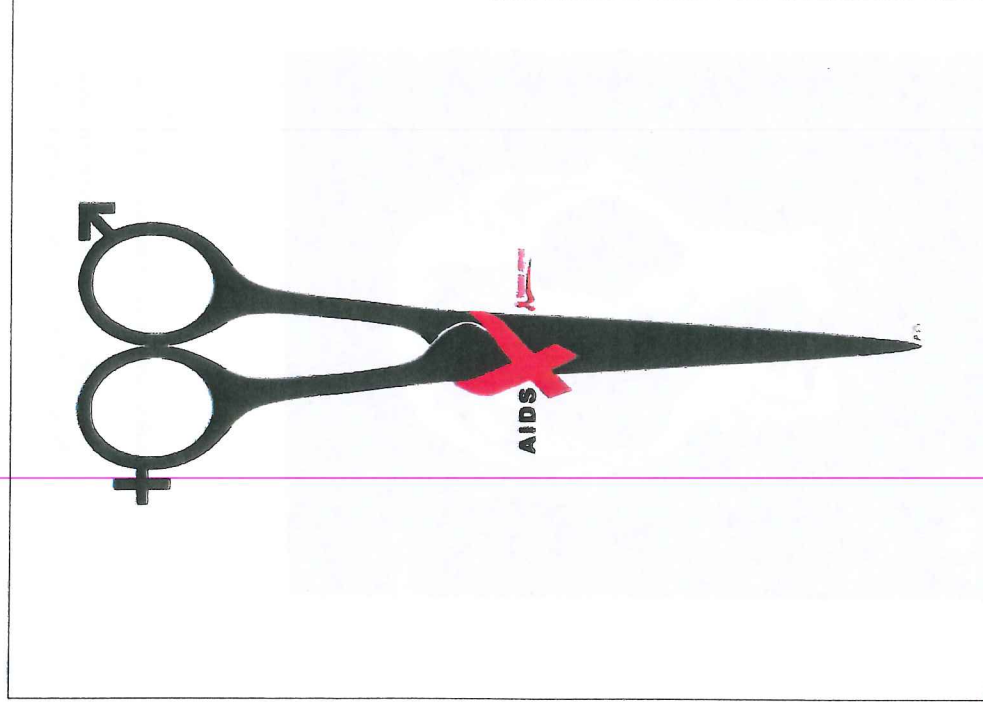
The poster has played a special role in promoting AIDS awareness and safe sex education across cultures—different aims, messages, strategies and visual metaphors, have strongly influenced the content and design of AIDS posters. These messages can successfully reach specific targeted groups because the poster as a medium is cheap and easy to produce locally. Regardless of cultural differences, AIDS posters are meaningful to viewers

because they frequently draw on images from popular culture and express the living habits of people, which can vary in approach and style. As such, the messages in these posters can illuminate how public health educators and activists see themselves and their audiences, and how they conceptualize disease and define 'normal' behavior within each given culture.

Graphic Intervention:

25 Years of International AIDS Awareness Posters 1985–2010 draws upon James Lapid's extensive archive of international AIDS Awareness posters along with posters generously donated to the Massachusetts College of Art and Design. A selection of approximately 150 posters provides an overview of the diverse visual strategies employed by different countries working within their own distinctive cultural/social perspective in response to the subject of AIDS as a public health emergency.

¹ William H. Helfand, *To Your Health: An Exhibition of Posters for Contemporary Public Health Issues*, National Library of Medicine

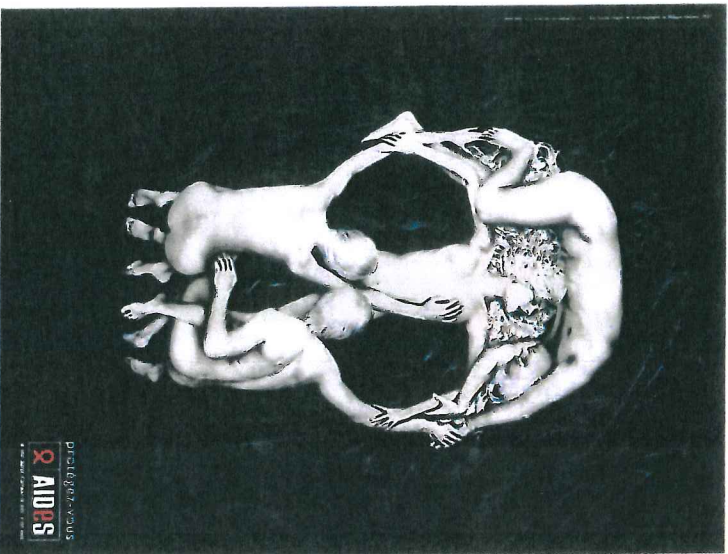


Iran / 2006

Curators

Elizabeth Resnick, Professor, Graphic Design
Massachusetts College of Arts and Design

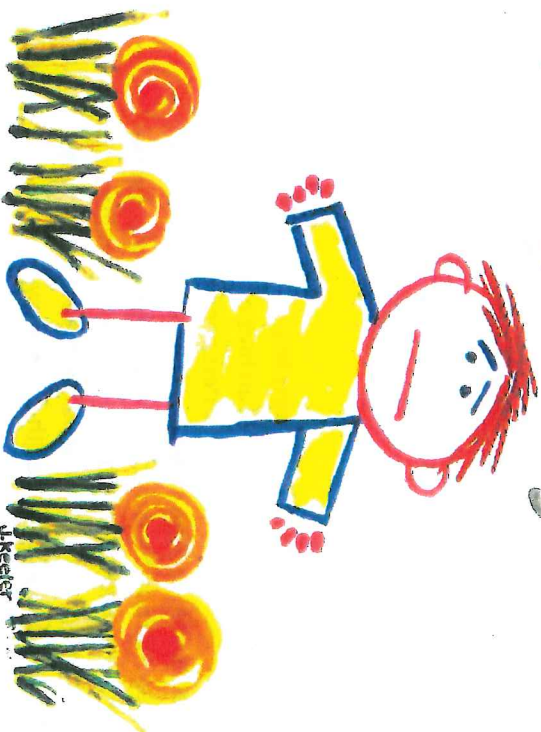
Javier Cortes, Principal and Creative Director
Korn Design



France / 2003



I HAVE AIDS
Please hug me



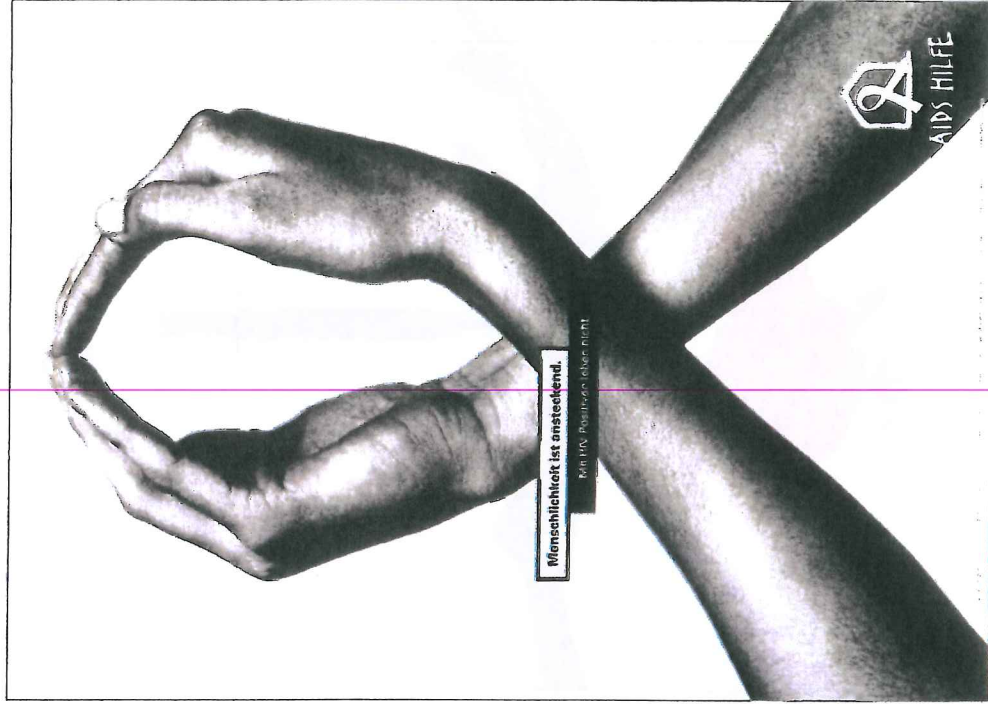
I can't make you sick

AIDS HOT LINE FOR KIDS
CENTER FOR ATTITUDINAL HEALING
19 MAIN ST., TIBURON, CA 94920, (415) 435-5022

USA / 1987

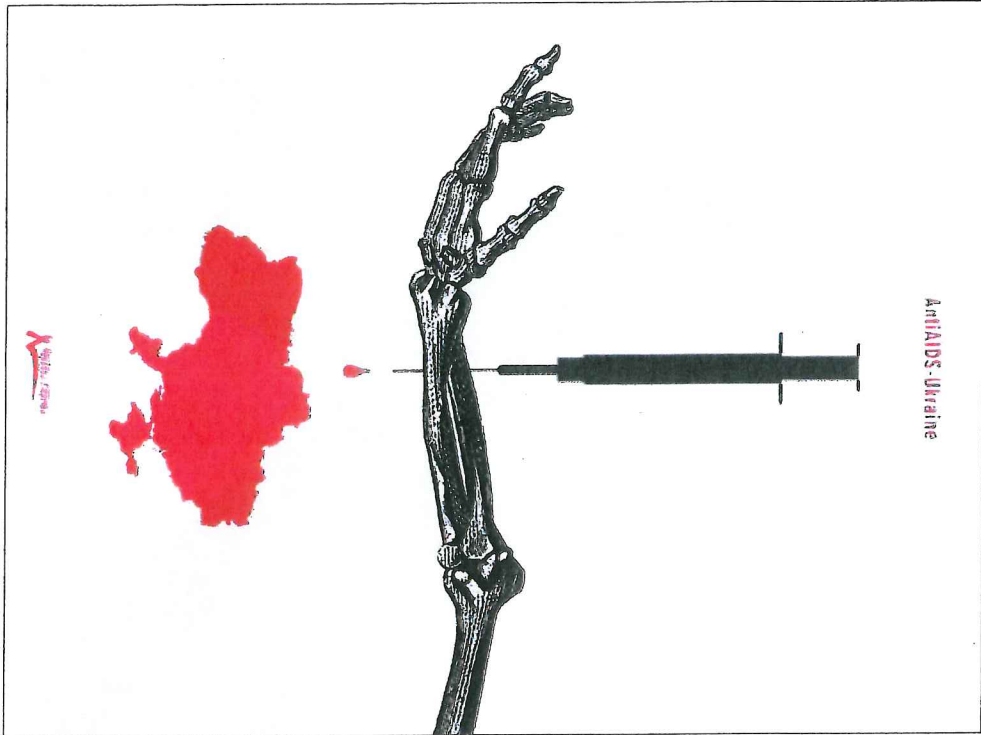


Denmark / 1995

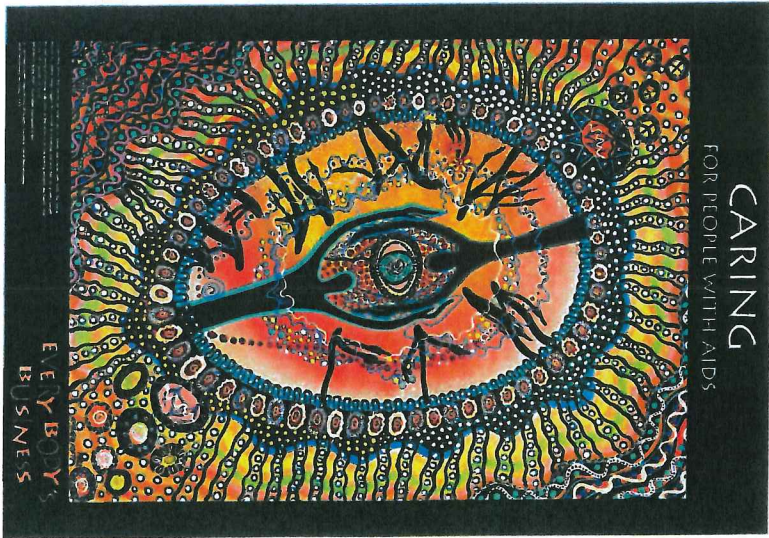


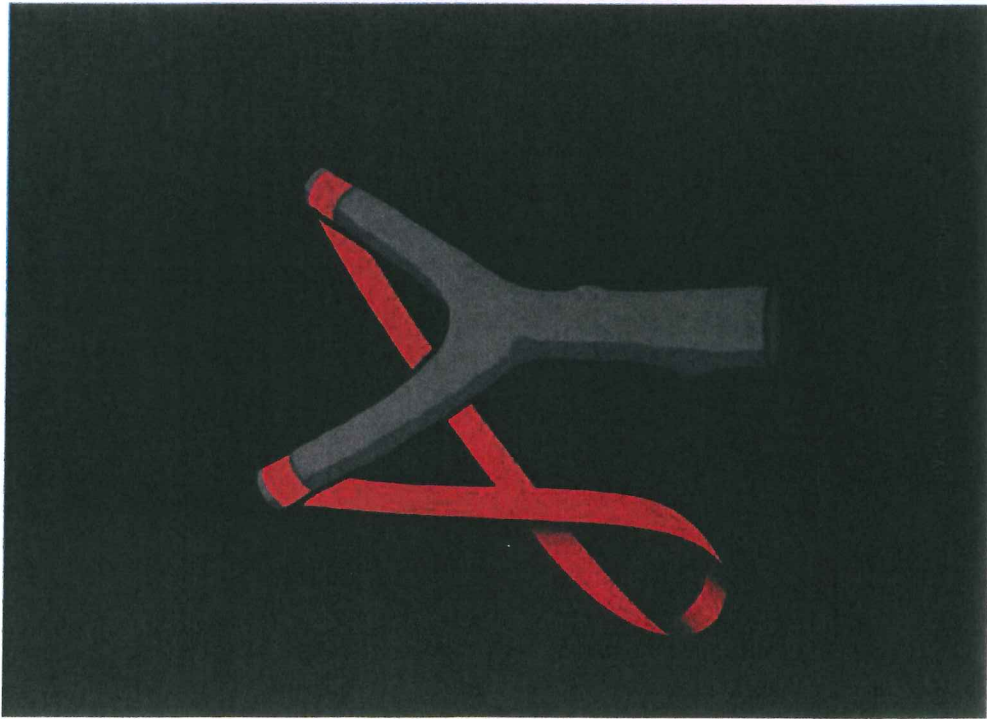
Austria / 1995

USA / 2007

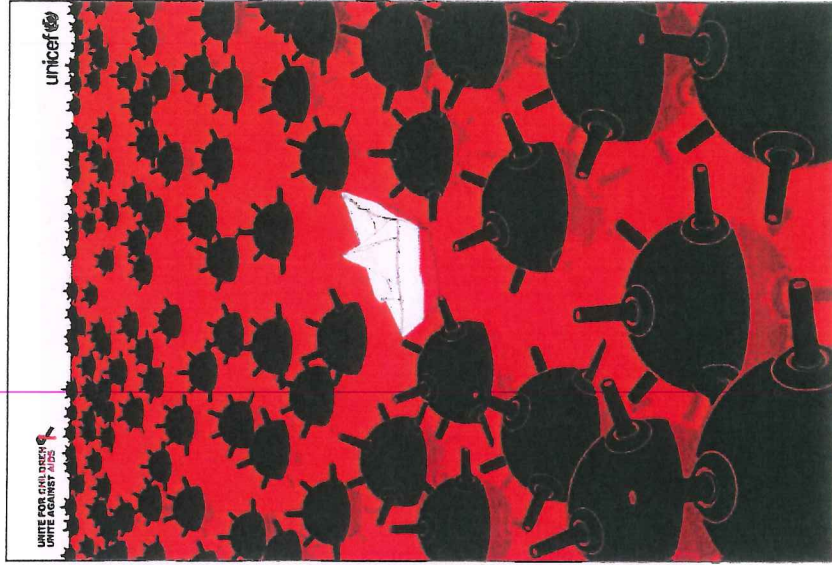


Australia / 1992





Zimbabwe / 2007



Mexico / 2006

Graphic Intervention

25 Years of International AIDS Awareness Posters 1985 / 2010

The following cost estimates are for budgeting purposes only. The figures are based upon past exhibition costs at MODA and may not represent the actual final costs.

| | |
|-----------------------------------|----------------------|
| Curation | \$ 5,000.00 |
| Installation Fee | \$ 15,000.00 |
| Graphic Exhibit Printing | \$ 3,000.00 |
| Exhibit Titling Graphics | \$ 1,500.00 |
| Gallery Modifications | \$ 5,000.00 |
| Misc. Installation Costs | \$ 5,000.00 |
| MODA Operational Costs & Overhead | \$ 90,000.00 |
| Opening Event | \$ 10,000.00 |
| Educational Programming | \$ 10,000.00 |
| Marketing and Promotion | \$ 10,000.00 |
| Insurance Coverage | \$ 1,000.00 |
| Local Shipping and Storage | \$ 5,000.00 |
| TOTAL | \$ 160,500.00 |

MODA is currently seeking individual sponsorships and corporate partnerships to fund this exciting exhibition at our location at 1315 Peachtree Street, directly across from the High Museum.

If you are interested in joining the team, please contact Dr. Brenda Galina, Executive Director of MODA, to explore the different sponsorship opportunities available. bgalina@museumofdesign.org | 404.979.6455



Become a Part of Something Great!

MODA invites you to become a partner in bringing *Graphic Intervention: 25 Years of International AIDS Awareness Posters 1985–2010* to Atlanta. This important exhibition can only take place with your help. To bring *Graphic Intervention: 25 Years of International AIDS Awareness Posters 1985–2010* to the largest possible audience in 2011, MODA requires a total commitment of \$160,500, which includes overhead and operations (\$90,000), an opening event (\$10,000), educational programming (\$10,000), and marketing and promotional costs (\$10,000).

MODA is asking you to consider becoming a Sponsor of the *Graphic Intervention: 25 Years of International AIDS Awareness Posters 1985–2010* exhibition or a general corporate sponsor of the Museum. If you are interested in joining the team, please contact Dr. Brenda Galina, Executive Director of MODA, to explore the different sponsorship opportunities available. bgalina@museumofdesign.org | 404.979.6455

Sponsorship Levels for the Graphic Intervention Exhibit

DESIGNER - \$25,000 AND ABOVE

- Logo and sponsorship information on all exhibition-specific media including but not limited to mailings, press, and exhibit materials pertaining to this major Southeastern museum
- Major sponsorship recognition at exhibition opening reception and additional exhibition-specific parties
- Exposure to a 10,000+ mailing list composed largely of metro Atlanta design and business professionals
- One (1) complimentary Master membership per \$1000 given to MODA which includes free access to major North American museums
- Fifty (50) one-time "gift passes" for complimentary admission to MODA exhibits
- Six (6) complimentary passes to all MODA-sponsored tours and lectures for one (1) calendar year
- After-hours opening of MODA exhibition space for private parties or meetings during the exhibition
- Free parking for all museum functions for your employees

PATRON - \$10,000 - \$24,999

- Logo and sponsorship information on all exhibition-specific media including but not limited to mailings, press, and exhibit materials pertaining to this major Southeastern museum
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ENTHUSIAST - \$5,000-\$9,999

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AFICIONADO - \$2,500-\$4,999

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Sponsorship Levels for MODA

DESIGNER - \$25,000 AND ABOVE

- Logo and sponsorship information on all general (excluding exhibitions-specific collateral) including but not limited to mailings, press, and exhibit materials pertaining to this major Southeastern museum
- Major sponsorship recognition at exhibition opening receptions
- Exposure to a 10,000+ mailing list composed largely of metro Atlanta design and business professionals
- One (1) complimentary Master membership per \$1000 given to MODA which includes free access to major North American museums
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AFFICIONADO - \$2,500-\$4,999

- Logo and sponsorship information on all general media (excluding exhibitions-specific collateral) including but not limited to mailings, press, and exhibit materials pertaining to this major Southeastern museum
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Mission + History

MODA is the only museum in the Southeast devoted exclusively to the study and celebration of all things design. MODA examines how design affects our daily lives through engaging exhibitions, K-12 educational outreach, and exciting adult programming. MODA regularly features exhibitions on architecture, industrial and product design, interiors and furniture, graphics, fashion and more.

The Museum of Design Atlanta (MODA) was originally founded as the Atlanta International Museum of Art and Design in 1989, by an optimistic and energetic group of people who, a few previous, had formed the Atlanta Committee for the Olympic Games, an organization that was successful in bringing the 1996 Summer Olympic Games to Atlanta.

At the time, the city of Atlanta was growing rapidly and immigrant communities from diverse countries and cultures were thriving. The Atlanta International Museum was created to reflect and to celebrate these changes, as well as to provide educational opportunities for greater Atlanta.

As the Atlanta International Museum matured, it became apparent that financial stability was going to depend upon a regular membership and a consistent audience base, as well as patron support. In charting a course for the future, the Board of Directors looked closely at the museum's exhibition history and noted that the thread that ran through all of the exhibitions was DESIGN. Thus, in 2004, the Board of Directors officially changed the name of the Atlanta International Museum to the Museum of Design Atlanta (MODA) in order to better reflect its focus.

MODA holds the distinction of being the Southeast's only museum dedicated solely to the design disciplines, including (but not limited to) architecture, fashion, furniture, graphics, jewelry, and media design. The Museum's mission is to study design disciplines as a method of advancing the positive influence of design on the lives of residents of metro-Atlanta and the southeastern United States.

The Museum of Design became a Smithsonian Affiliate in 1999 after a two-year application process. In order to cement that relationship, the then Executive Director Angelyn Chandler curated an exhibit titled *Treasures of the Smithsonian: A First Look*, with objects borrowed from the Sackler Museum of the Smithsonian. A few years later, Design Art came to MODA in the spring of 2005 from the Cooper-Hewitt National Design Museum of the Smithsonian Institution.

MODA is in the process of making history in Atlanta. In 2006, MODA was named the Best Museum in Atlanta by Creative Loafing and an exhibition created in conjunction with the Cartoon Network, *Design at Play*, was given the 2007 AIGA Southeastern Excellence in Design Award for exhibition design.

MODA continues to garner national press by featuring design retrospectives on prolific 20th-century designers like Marcel Breuer, while its recent traveling exhibit, *ATLANTA: Beyond Bricks and Sticks*, was celebrated for its attention to Atlanta's place in sustainable design.

Notable Exhibitions

The Furniture of Eero Saarinen:

Designs for Everyday Living, the first exhibition to examine the complete range of furniture designs of Eero Saarinen

Marcel Breuer: Design and Architecture

an exhibition of the Vitra Design Museum shown jointly at MODA and the Atlanta-Fulton Public Library

ATLANTA: Beyond Bricks and Sticks

MODA's newest traveling exhibit examining Atlanta's place in "green design"

Love Nests: Photographs and Objects

an experiment in portraiture featuring notable Atlantans and the objects that define them

Exhibit Schedule

Passione Italiana: Design of the Italian Motorcycle

02.01.11 - 02.28.11

Something Borrowed, Something New: A World of Bridal Attire

03.15.11 - 06.11.11

Water Dream: Experience the Bathroom like Never Before

06.28.11 - 09.24.11

Graphic Intervention: 25 Years of International AIDS Posters

10-01-11 - 01.01.12

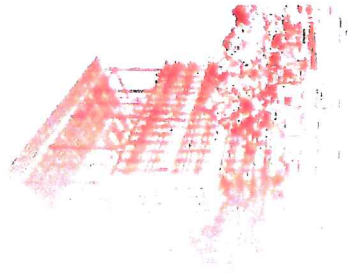
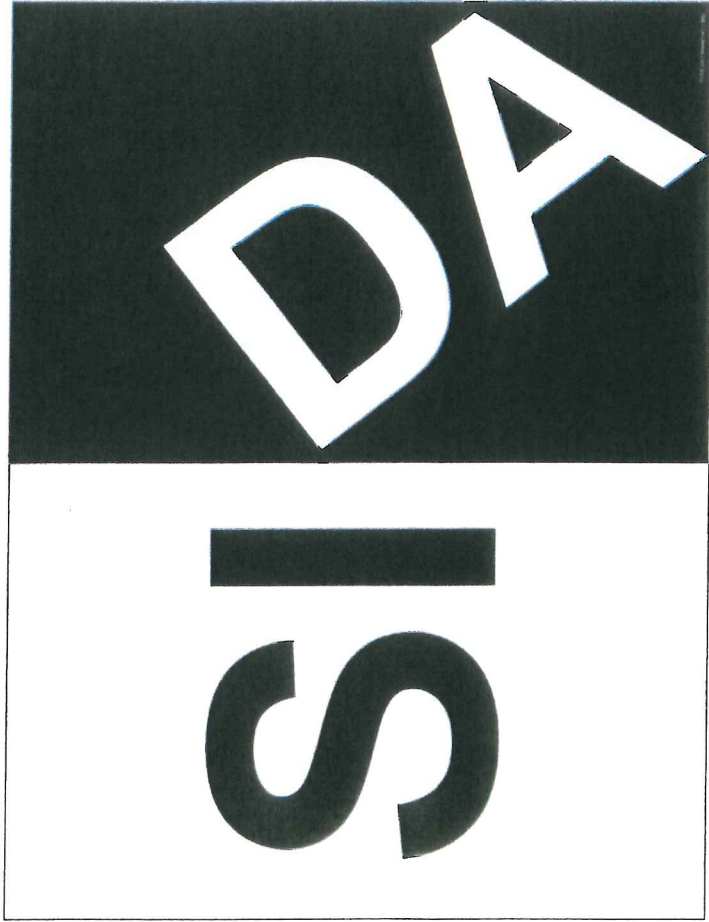
The Opulent Object in Wood, Metal and Fiber:

Richard Matong, Mike Harris, and Jon Eric Riis

10.01.11 - 01.01.12

A World of Paper: Isabelle de Borchgrave's Paper Collections

01.15.12 - 04.15.12



M O D A
MUSEUM OF DESIGN ATLANTA

the new home of design :: 1315

