

## MUSEUM OF CHINESE IN AMERICA CELEBRATES 40<sup>th</sup> ANNIVERSARY AND RETURN OF ARTIFACTS WITH OPENING OF TEMPORARY COLLECTIONS CENTER AND EXHIBITION SPACE

- Artifacts recovered from January 23, 2020 5-alarm fire at 70 Mulberry Street return home to MOCA after nearly nine months of stabilization and treatment
- Ribbon-cutting ceremony to open MOCA's new temporary collections center called MOCA Workshop that will serve as a model for public accessibility and engagement in the areas of archive maintenance and collections conservation
- New and innovative exhibit *Windows for Chinatown* opens to serve as MOCA's first 'responsive' exhibition in the era of COVID-19

[New York, NY] October 15, 2020 – Due to inclement weather, the Museum of Chinese in America (MOCA) now invites media to attend a **Press Preview** on **Saturday, October 17, 2020 from 9 A.M. to 10 A.M. EDT** that will showcase the opening of its *Windows for Chinatown* exhibition and its new temporary space **MOCA Workshop** replacing the MOCA Collections and Research Center that was destroyed in the 70 Mulberry Street fire.

Media should RSVP to Edward Cheng at [press@mocanyc.org](mailto:press@mocanyc.org) or call 855.955.6622 ext. 4143 to attend the Press Preview that will feature:

- An outdoor curator-led tour by **Herb Tam**, MOCA Curator and Director of Exhibitions, of MOCA's new exhibition *Windows for Chinatown* that transforms the Museum's exterior window bays along Centre Street and Lafayette Street into exhibition spaces safely viewable from the outside

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- An exhibition of selected stories and images submitted by the public via social media for MOCA's **OneWorld COVID-19 Special Collection** documenting acts of activism, generosity, and creative and artistic expression in response to increased racism against Asian American Pacific Islanders (AAPI) and Asians, the coronavirus pandemic and current issues around social justice
- Ribbon-cutting ceremony to open the new **MOCA Workshop**, designed by multi-disciplinary design and concept firm Atelier Cho Thompson, followed by a guided tour by **Yue Ma**, MOCA Director of Collections and Research, of this new space for MOCA's collections, archive and library. MOCA Workshop is located at 3 Howard Street around the block from 215 Centre Street (social distancing guidelines will be followed)
- Exclusive first look at artifacts, documents, sculptures and other historical objects from MOCA's archives recovered from the 70 Mulberry Street fire.



“MOCA has had a long journey to this day. The outpouring of support after the fire at 70 Mulberry Street remains the stabilizer and catalyst for MOCA to continue. In the past nine months, MOCA has not missed a beat. In addition to extracting more than 85,000 items out of the fire-torn building, the team has worked ceaselessly to create a plan for full recovery. We hope that the MOCA Workshop will serve as a light during these times—one that shines brightly as MOCA continues to tell the untold stories in the making of America. We are heartened and grateful for the acts of courage amidst a rampant escalation of anti-Asian/Asian

American racism. *Windows for Chinatown* is a fully-accessible illumination of the stories we have heard during this time,” said **Nancy Yao Maasbach**, President of the Museum of Chinese in America.

MOCA's physical museum space at 215 Centre Street remains temporarily closed until further notice. Reporters should register in advance and assemble outside the Museum of Chinese in America's front entrance at 215 Centre Street. Social distancing guidelines will be followed. Reporters and camera crews should wear masks.

MOCA's 40<sup>th</sup> anniversary comes in a year when the Museum's resilience has been tested by a five-alarm fire on January 23, 2020 at its Collections and Research Center that has left its archive of nearly 200 years of irreplaceable Chinese American history in need of years of repair, rehousing, and conservation; over 2,000 reports of hate crimes against Asian American Pacific Islanders and Asians; a substantial loss of revenue from the Museum's shuttered operations due to COVID-19; and fraught U.S.-China relations and its impact on people of Chinese descent in America.

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Despite these challenges, MOCA has been encouraged by the vote of confidence and transformative **\$3 million grant from the Ford Foundation** and other leading U.S. foundations and donors (read the full press announcement [here](#)) that have selected MOCA as one of 20 “**America’s Cultural Treasures**” for their role as significant national anchors for artistic and cultural diversity in America.

MOCA has been encouraged and moved by the unity and outpouring of community support shown by donors, members, artists, and volunteers near and far during this tumultuous year.

To service the needs of its community during COVID-19, the Museum has successfully pivoted to providing its curatorial, collections, and educational content via digital, online and social media platforms, as well as offering live-streamed public programs, masterclasses and tours of MOCA to hundreds of virtual attendees.

MOCA’s 40<sup>th</sup> Anniversary celebration is accompanied by a newly launched companion website at <https://moca40.mocanyc.org> showcasing MOCA’s 40 years of history, stories submitted by the public to the MOCA OneWorld COVID-19 special collection, and images of new acquisitions of artifacts donated by the public post-fire.

For MOCA’s 40<sup>th</sup> Anniversary celebration, the public is invited to follow the Museum on social media where a “**MOCA 40 Stories**” educational campaign will be launched on Facebook, Twitter, and Instagram at #moca40stories. For this social media campaign, the Museum will tell 40 stories over the course of 40 days about the untold history of MOCA using iconic archival images from MOCA’s Collections.

### **Windows for Chinatown**

MOCA has transformed its windows on Centre and Lafayette streets into exhibition spaces that reflect on Chinatown history, anti-Asian racism during the COVID-19 pandemic, and the recent uprisings for racial justice. *Windows for Chinatown* will draw from MOCA’s storied national archive of Chinese American history, in addition to highlighting new acquisition projects such as the OneWorld COVID-19 Collection.

### **MOCA Workshop: Collections and Research Center**

The MOCA Workshop is the Museum’s new Collections and Research Center, which was previously located at 70 Mulberry Street. Nine months after a devastating five-alarm fire at 70 Mulberry Street in January 2020, MOCA has opened a new home for its extensive archive of over 85,000 artifacts that document the Chinese experience in America. As the name implies, the MOCA Workshop, located

at 3 Howard Street one block away from the Museum, will be a publicly accessible research space that invites hands-on engagement with MOCA's Collections.

The MOCA Workshop's storefront space will serve as a reading room featuring the Museum's extensive library of Chinese and Asian American history and literature. The remainder of the ground floor and the MOCA Workshop's second floor will house MOCA's Collections and institutional archives, which were retrieved from 70 Mulberry Street after the fire. Additionally, the MOCA Workshop will be equipped with a triage space to conserve materials, a digitization station, and an oral history recording station.

### Public viewing hours of *Windows for Chinatown* and MOCA Workshop

The *Windows for Chinatown* exhibition and the MOCA Workshop space will be accessible to the public for free between Friday, October 16, 2020 and Sunday, October 18, 2020. Access will be by advance timed ticket only.

The hours of 12:00 P.M. – 6:00 P.M. EDT on Friday, October 16, 2020 are reserved for MOCA members only. MOCA members should reserve their free timed tickets at [www.mocanyc.org](http://www.mocanyc.org)

The hours of 10:00 A.M. – 6:00 P.M. EDT on Saturday, October 17, 2020 and 10:00 A.M. – 6:00 P.M. EDT on Sunday, October 18, 2020 will be open to the general public, with a maximum of 4 tickets for each 15-minute timeslot.

Tickets for MOCA members and the general public are free and will be available online. Tickets must be reserved online and will not be available at the Museum. For more information on reserving a timed ticket, go to [www.mocanyc.org](http://www.mocanyc.org)

MOCA is following procedures and guidelines laid out by the Centers for Disease Control and Prevention (CDC) and local health officials, including practicing social distancing for all activities, and masks are required for all adults and children over the age of 2.

For media inquiries, email [press@mocanyc.org](mailto:press@mocanyc.org).

Experience the best of MOCA's content available digitally, online or on social media through:

- [Digital Tours and Audio Guides](#)
- [Live-streamed and on-demand videos of public programs](#) such as the newly launched **MOCA Spotlight** leadership series of off-the-record conversations with Chinese American icons, and **MOCA Treasures on the Road** featuring members of MOCA's community sharing the history behind distinct artifacts, antiques and collectibles in their personal collections.

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- [Oral History Archive](#) of video interviews and [Collections Online](#) with 35,000 digitized images from MOCA's Collections
- Digital educational resources such as [MOCA Heroes](#) magazines
- [LISTEN with MOCA](#), a website that tells the history of Chinese in America through music, sound, playlists, and virtual cassettes.

Email [oneworld@mocanyc.org](mailto:oneworld@mocanyc.org) to submit a story, images, videos or text to the **MOCA OneWorld COVID-19 special collection** documenting stories of Chinese Americans and the Chinese diaspora resisting coronavirus-fueled hate with incredible acts of compassion, generosity, and creative and artistic expression.

Stay up to date at MOCA's website [www.mocanyc.org](http://www.mocanyc.org) or [sign up](#) for MOCA's monthly e-newsletter.

Follow MOCA on Instagram, Facebook, Twitter and TikTok at @mocanyc; and WeChat at MOCANYC\_USA.

### **About Atelier Cho Thompson**

ATELIER CHO THOMPSON is a multi-disciplinary design and concept firm with offices in San Francisco and New Haven, Connecticut. They are engaged in the art of architecture, interiors, graphics, brand strategy, furniture, installations, and exhibitions. Their expertise and passions transcend the conventional boundaries between these disciplines, resulting in a richness borne of the cross-pollination of ideas and strategies from across this spectrum of design.

### **About the Museum of Chinese in America (MOCA)**

The Museum of Chinese in America (MOCA) aims to engage audiences in an ongoing and historical dialogue, in which people of all backgrounds are able to see American history through a critical perspective, to reflect on their own experiences, and to make meaningful connections between: the past and the present, the global and the local, themselves and others.

### **Hours**

MOCA's main museum space at 215 Centre Street is temporarily closed until further notice.