



MUSEUM
OF
POP
CULTURE

**CALENDAR ADVISORY
FOR IMMEDIATE RELEASE**

April 6, 2018

***MUSEUM OF POP CULTURE ANNOUNCES OPENING FESTIVITIES
FOR MARVEL: UNIVERSE OF SUPER HEROES – April 20 – 22, 2018***

SEATTLE, WA – The Museum of Pop Culture (MoPOP) announced an action-packed weekend of events to kick off the world-premiere opening of the upcoming exhibition, *Marvel: Universe of Super Heroes*. Highlights include a grand opening party, live performances, official Marvel costumed characters, photo ops, interactive experiences, giveaways, and early access to *Marvel: Universe of Super Heroes*.

GRAND OPENING PARTY – April 20, 2018

Date: Friday, April 20, 2018

Time: 8:00pm – Midnight

Venue: Museum of Pop Culture, Seattle, WA

Program Highlights:

- First look at *Marvel: Universe of Super Heroes* exhibition
- DJ sets by legendary Grammy-winning producer Pete Rock
- Performances by world-champion hip-hop dance crew, The Massive Monkees
- Red carpet photo ops with official Marvel costumed-characters Spider-Man, Iron Man, Black Panther, Thor, Black Widow, and more
- Interactives including DIY cosplay, hero self-portraits, and real-world robotics demos

Tickets: \$11-\$33 Purchase online MoPOP.org/Marvel. All-ages to enter. 21+ to drink.



MUSEUM
OF
POP
CULTURE

OPENING WEEKEND – April 21-22, 2018

Date: Friday and Saturday, April 21-22, 2018

Time: 10:00am-7:00pm (extended hours)

Venue: Museum of Pop Culture, Seattle, WA

Program Highlights:

- Free official *Marvel: Universe of Super Heroes* poster designed by Marvel artist Nick Bradshaw for first 1000 visitors
- Red carpet photo ops with official Marvel costumed characters
- Interactives including DIY cosplay and hero self-portraits
- Super-hero film production for kids with Seattle International Film Festival
- Design, build, and experiment with Marvel-inspired inventions at Pacific Science Center's Tinker Tank hands-on maker space

Tickets: \$25-\$36. All-ages. Buy online and save at MoPOP.org/Marvel. Includes admission to all MoPOP galleries.

###

MEDIA CONTACT:

Anita Woo

206-262-3245

AnitaW@MoPOP.org

ABOUT MARVEL: UNIVERSE OF SUPER HEROES

Organized by the Museum of Pop Culture, SC Exhibitions and Marvel Entertainment, *Marvel: Universe of Super Heroes* will feature more than 300 original artifacts, including some of Marvel's most iconic and sought-after pages, costumes and props, many of which have never-before been seen by the public. The exhibition will tell the Marvel story through comics, film and other media, taking place as it celebrates 10 years of the Marvel Cinematic Universe, and ahead of the 80th anniversary in 2019. The exhibition will trace the story of the company and its influence on visual culture – including how it's responded to historical events and addressed wider issues such as gender, race and mental illness – as well as uncovering the narratives of individual characters such as Captain America, Spider-Man, Black



MUSEUM
OF
POP
CULTURE

Panther and Doctor Strange. Immersive set pieces will bring the comic book world to life, and the exhibition will be accompanied by an immersive soundscape created by acclaimed composers Lorne Balfe and Hans Zimmer. For more information, visit MoPOP.org/Marvel.

ABOUT THE MUSEUM OF POP CULTURE (MoPOP)

MoPOP is a leading-edge, nonprofit museum dedicated to the ideas and risk-taking that fuel contemporary popular culture. With its roots in rock ‘n’ roll, MoPOP serves as a gateway museum, reaching multi-generational audiences through collections, exhibitions and educational programs, and using interactive technologies to engage and empower its visitors. At MoPOP, artists, audiences and ideas converge, bringing understanding, interpretation and scholarship to the popular culture of our time. MoPOP is housed in a 140,000 square foot Frank Gehry-designed building. This spectacular, prominently visible structure has the presence of a monumental sculpture set amid the backdrop of the Seattle Center. For more information, visit MoPOP.org.

ABOUT SC EXHIBITIONS

SC Exhibitions creates exhibitions which travel worldwide, and hosts international exhibitions in Germany, Austria and German-speaking Switzerland. SC Exhibitions is a division of Semmel Concerts, the large German live entertainment producer. Since SC Exhibitions started touring its exhibitions TUTANKHAMUN – HIS TOMB AND HIS TREASURES; THE DISCOVERY OF KING TUT; and recently MAGIC CITY – THE ART OF THE STREET, they have reached an audience of more than seven million people worldwide, and built a strong international network within museums, science centers, cultural venues and the creative industries. The network is the basis for the biennial Touring Exhibitions Meeting, the world’s only conference entirely dedicated to touring exhibitions.

ABOUT MARVEL ENTERTAINMENT, LLC^[L]_[SEP]

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world’s most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over 78 years. Marvel utilizes its character franchises in

MOPPOP

MUSEUM
OF
POP
CULTURE

entertainment, licensing and publishing. For more information, visit www.marvel.com. © 2018 MARVEL