

MUSEUM OF THE OBJECT OF THE OBJECT -

<p>What is the MODO?</p>	<p><i>The Museum of the Object (purpose)of the Object</i>, MODO, is the latest and unique addition to the range of museums on offer in Mexico City. It is the first space dedicated to the collection, preservation, exhibition and propagation of diverse expressions of design and communication.</p> <p>While on the one hand, its aim is to generate projects in education, research and documentation, building on its own collection, it also seeks to promote the production of a culture of design, as well as the analysis and in-depth study of the field of communication, with particular emphasis on new media and technology.</p> <p>The MODO seeks to position itself as a new emblem within the present cultural scene, representing the unexpected and the uncommon.</p>
<p>Its Collections</p>	<p>It has a collection of more than 50,000 <i>Objects</i>, dating back to 1810, up to the present day, providing brilliant examples of design in packaging, bottling, advertising and the graphic arts as well as photographs, political propaganda and a wide variety of objects and documents with historical value.</p> <p>All of these <i>Objects</i> represent various aspects of everyday life and tell the history of a society since the beginning of the 19th century. Through this collection, it is possible to understand the phenomenon of design and creation, through brands, their promotion and development along the years, and how all of this influences everyday life. It is, therefore, a living record of the evolution of industrial and graphic design over the last two hundred years. Each of the <i>Objects</i> can be seen as being part of an enormous jigsaw, together forming a wide, diverse and remarkable panorama, made up of fragments of daily life that help us to examine ourselves, in what we are, what we consume, what we remember, and how we make sense of all this in terms of communication.</p> <p><i>While most people will find the Objects in these collections remarkable, some will be filled with a sense of nostalgia that awakens memories from the past, and others will receive an esthetic and intellectual stimulus inspired by discovery.</i></p>
<p>Its Exhibitions</p>	<ul style="list-style-type: none"> • The Manner of..... Tassier (September 2011- February 2012) • A Collection of Collections (May 2011 - February 2012) • Nostalgia for the Everyday. The first reading of MODOS Collections (October 2010 - April 2011) • <i>Od_a a la mujer</i> by Carlos Aguirre (October 2010 - April 2011)
<p>Its history</p>	<p>More than 40 years ago, Bruno Newman, founder of the MODO, started to gather and collect a series of <i>Objects</i>, some of which were beautiful, others original, but all of them interesting. Unique artifacts that were produced as perishables, such as packages, containers, displays, advertisements, typefaces and other items related to the graphic arts, are today part of the MODO's central collection.</p> <p>In 2004, the work of preparing an inventory, cataloging and photographically recording each of these <i>Objects</i> was begun, in order to ensure their preservation and conservation, as well as to facilitate the access to them, in physical and electronic form. This is how the collection has come to be divided into more than 30 categories, thus making it easier for them to be understood and studied.</p>
<p>The space</p>	<p>MODO's headquarters, built in 1906, is located in the Colonia Roma, and is one of eight properties classified as examples of the <i>Art Nouveau</i> style still preserved in Mexico City. Located close to the city centre, la Roma is a residential neighborhood built at the start of the 20th century.</p>

	<p>Now, in the 21st century, the colonia Roma has become a neighborhood housing artistic spaces, cultural centers, commercial galleries, designer stores, artists' and designers' studios, as well as restaurants and bars, each space with an atmosphere of its own. The amount of young people interested in art and design has grown considerably over the last few years in this area. The important work of restoring heritage, in addition to other initiatives, particularly in the commercial-cultural corridor of Colima street, covering a series of stores, galleries and museums, has converted the old colonia Roma into an important centre for cultural representation in Mexico City.</p>
MODO's Activities	<p>Aside from exhibits—which are always temporary—inspired by the Museum's collection, and through the work of invited artists and creators, exhibitions are organized in the field of design and communication, with the aim of making it an open forum for those disciplines and the people involved in them.</p> <p>The MODO invites experts to conduct workshops, seminars, conferences and activities that promote quality expression in its fields of interest. It will also produce and screen documentaries, videos and all kinds of representations relating to design and communication.</p>
Its publishing arm La Gunilla Editores	<p>La Gunilla Editores is the publishing arm of the MODO, dedicated to research and publication of the most relevant aspects of design and communication, as well as artistic representations in these fields.</p> <p>This publishing house complements the work of the Museum in presenting a new cultural offering. La Gunilla Editores opens new and vast possibilities of expression, through books and magazines, in print as well as electronic form, of anything that is of value to artists, researchers, students and scholars interested in the fields of design and communication. La Gunilla Editores has already published eight books, which can be viewed in its web page lagunillaeditores.com.mx</p>
MODO store	<p>The MODO store is a platform where designers, mainly Mexican, can market their creations and reach a public interested in quality design. This includes the MODO line, made up of a vast series of designer products inspired by the <i>Objects</i> in the Museum's collections as well as its temporary exhibitions.</p> <p>At the Museum store, one can also find an impressive collection of objects selected for their quality and innovation.</p>
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Museum Hours and Fees	<p>Wednesday to Sunday, from 10:00 AM to 06:00 AM Closed on Mondays and Tuesdays Entry Fee General public \$40.00 Seniors, students and teachers, Residents of la Roma with IFE (voter's ID) \$20.00 Children 12 years and under, free</p>
Managing Team	<p>Bruno Newman, Founder of MODO Lourdes Garduño, Managing Director of MODO Paulina Newman, Digital Development and New Projects Director</p>
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