

Mastercard Debuts the 'Taste of Priceless,' an Immersive, Multisensory Exhibition Featuring Artists Monika Bravo, Raphaël Castoriano, Daniel Lismore, Marilyn Minter, and Jennifer Rubell

*Located at Spring Studios, the three-day exhibition offers a dynamic exploration of the senses and culminates in the unveiling of Mastercard's latest multisensory move*



Image captions (L-R); Jennifer Rubell, Excerpt from *Happy Birthday* (2019), Courtesy of the artist; Daniel Lismore, Credit: Colin Douglas Gray; Monika Bravo, stills from animation *timeless* (2019); Marilyn Minter, *Green Pink Caviar* (2009) Film still, Courtesy Marilyn Minter Studio

**NEW YORK – September 19, 2019** – Commissioned by Mastercard, the 'Taste of Priceless,' is an immersive exhibition that brings together new and existing works by artists **Monika Bravo, Daniel Lismore, Marilyn Minter, and Jennifer Rubell** from October 4–6, 2019 at Spring Studios. Exploring the role of identity through taste, the multisensory experience will invite guests on an artist-led journey and culminate in the unveiling of the first taste of *Priceless*, two bespoke macarons conceived by **Raphaël Castoriano** and crafted by Ladurée, which encapsulate Mastercard in two custom flavors: Passion and Optimism.

Highlights will include a commissioned site-specific installation by multidisciplinary artist Monika Bravo, who is known for her hyper-sensorial interventions informed by color, texture and abstract forms, as well as a newly commissioned immersive video work from American conceptual artist Jennifer Rubell. These new works will engage in a dialogue with internationally renowned artist Marilyn Minter's celebrated video work *Green Pink Caviar* (2009), and London-based artist Daniel Lismore who will be present as a "living sculpture" and activate an artwork first inspired by Mastercard in 2018.

"We're thrilled to be bringing together such passionate and talented artists to celebrate the introductory taste of *Priceless*," said Raja Rajamannar, chief marketing and communications officer, Mastercard. "Exploring the boundaries of our own brand identity has been a remarkable and energizing effort - sometimes it's what you don't expect that matters most."

Designed to prime one's senses, the exhibition conveys taste via a periscope of presence, movement, color, energy and nature. The experience begins with Monika Bravo's multi-layered animation, which is projected onto a soft wall that winds through the gallery space in a snake-like formation. The multiplicity of colors, shapes and vibrating frequencies in the work evoke a physiological response and awakening of the senses in response to the exhibition's theme of Passion and Optimism.



"For me taste relates to the senses, to the way I connect to my physical existence yet it provides insights into how to stay in tune with the source of all things," said Monika Bravo. "In my work, my aim is to produce an environment which is conducive to providing the viewers with a new and mesmerizing interaction with the space leading them to a new state of awareness, it is a metaphor to understanding who we are in relationship to the whole. By evoking sensations, I provide an experience that transcends the space, the geometry, and hues."

Visitors will be guided by Bravo's projection, which is punctuated at select intervals with five video works, including the premiere of Jennifer Rubell's *Happy Birthday* (2019), a film-based multisensory exploration of the classic birthday-cake ritual.

"When we think of celebration, we can close our eyes and taste the birthday cake, smell the candles being blown out. We can feel both the joy of the moment and the deeply meaningful and moving quality of memory over time," said Jennifer Rubell. "Every time we blow out candles, we blow out every candle we've ever blown out for every birthday we've ever had. The wishes of a lifetime are in every exhale, and the deep satisfaction of a life of wishes fulfilled — a satisfaction that transcends momentary joy — is in the smell of the candle smoke that lingers in the air and the taste of birthday cake on our tongues."

Within the exhibition, there will be three videos created by Castoriano and Kreëmart that playfully express the creative process that led to the development of the two original taste macarons. Visitors will be invited to feel, smell, and savor the fruits of custard apple and yuzu at their peak - the starting point for the taste of Passion and Optimism respectively - before finally tasting each macaron at the conclusion of the experience.

"I am honored to be a part of Mastercard's multisensory evolution in developing the original taste of Passion and Optimism. Mastercard is the first brand in the world to put the taste of *Priceless* in one's mouth," said Raphaël Castoriano, founder and creative director of Kreëmart.

This first taste of *Priceless*, Passion and Optimism, perfectly embody key attributes of Mastercard's personality as well as its symbol - those world renowned red and yellow interlocking circles. Passion represents the company's energy and commitment to helping people get closer to the things that they love. And Optimism signifies its confidence and efforts to making the world a better place. Together, they champion the brand's platform to Start Something *Priceless*.

Mastercard's move into taste serves as the latest brand expression in its multisensory evolution. In 2019, Mastercard removed its name from the logo, leaving only the iconic symbol of two overlapping red and yellow circles; debuted a global sonic identity that's being heard around the world; and reimagined its culinary strategy by opening PRICELESS restaurant in NYC with a pioneering, fully immersive restaurants-in-residence model.

'Taste of Priceless' will be open to the public on Friday, October 4 from 6-9 p.m., Saturday, October 5 from 12-11 p.m., and Sunday, October 6 from 12-7 p.m. at Spring Studios (50 Varick Street, New York, NY 10013). Guaranteed session times are available on [priceless.com](https://priceless.com) for \$10, with all proceeds



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### **Press contact:**

Blaise Marshall | FITZ & CO | [bmarshall@fitzandco.art](mailto:bmarshall@fitzandco.art) | 646.589.0926

Jennifer Stalzer | Mastercard | [jennifer.stalzer@mastercard.com](mailto:jennifer.stalzer@mastercard.com) | 914.249.5325