

MUSEUM OF SEX

THE MUSEUM OF SEX, NYC'S ICONIC CULTURAL DESTINATION, TO OPEN ITS FIRST AND BIGGEST OUTPOST IN MIAMI IN 2023

The 32,000-square-foot building in Miami will open with the first US solo museum exhibition by pioneering Japanese artist Hajime Sorayama and a retrospective on the design & marketing of sexual health products from the 1920s to today. Visitors will also experience an enhanced edition of the museum's blockbuster installation "Super Funland: Journey into the Erotic Carnival".



Rendering of the Museum of Sex, Miami. Image courtesy of The Museum of Sex.

(December 14, 2022, Miami, Florida) The Museum of Sex, whose flagship location opened its doors 20 years ago in NYC, announces its expansion to Miami in summer 2023. Housed in a 32,000-square-foot converted warehouse in the Allapattah district and designed in collaboration with international design studio Snøhetta, the museum will feature three large exhibition galleries, retail space, and a bar. The Miami location will mark the institution's most ambitious undertaking yet, with the inaugural exhibition program to include **Hajime Sorayama: Desire Machines**; the historical survey **Modern Sex: 100 Years of Design and Decency**; as well as a significantly scaled up interpretation of **Super Funland: Journey into the Erotic Carnival**, the museum's thrilling immersive experience.

Founded in 2002, the Museum of Sex has launched over 40 exhibitions committed to preserving, presenting, and celebrating the cultural significance of human sexuality. Its exhibitions and programs span genres that reflect the vibrant complexity of human sexuality, connecting the present with the past, and balancing the serious and the playful. The Museum of Sex is devoted to bringing the best of current scholarship to the widest possible

audiences and is committed to encouraging public awareness, discourse, and engagement.

Daniel Gluck, Executive Director and Founder of Museum of Sex, commented, *"We are excited to reach this major milestone in our history and to bring our vision to the vibrant cultural landscape of Miami. Our inaugural programming perfectly embodies our ambitions to be a thought-provoking forum around sex and sexuality, and to bring forth a unique, publicly loved, and critically acclaimed cultural offering to Miami."*

Hajime Sorayama: Desire Machines marks the Japanese artist and illustrator's first major solo museum exhibition in the United States. Globally acclaimed for blurring the lines between realism and fantasy, flesh and metal, the human and non-human, Sorayama explores the beauty and eroticism of human bodies and machines through his signature hyperrealist aesthetic. The exhibition will feature four of Sorayama's famous over 9 feet tall "sexy robot" sculptures, which have recently reached pop culture acclaim through partnerships with the likes of Dior and The Weeknd, a bronze "sexy robot walking" sculpture, as well as 20 never-before-seen simultaneously futuristic and nostalgic erotic paintings. *Hajime Sorayama: Desire Machines* is organized by Emily Shoyer, Curator at Large at the Museum of Sex, and Nanzuka Gallery in Tokyo.

Modern Sex: 100 Years of Design and Decency surveys the cultural and societal impact of restriction on the design, marketing, and distribution of sexual health products from the 1920s until today. The exhibition showcases how popular culture, discourse, packaging, and advertisements around sexual health have been debated, experimented with, and controlled for 100 years in an ongoing tension between design and decency. Co-curated in collaboration with Éva Goicochea, Founder of maude, a modern sexual wellness company; and Dakota Johnson, Co-Creative Director of maude and world-known actor, *Modern Sex: 100 Years of Design and Decency* pioneers a one-of-a-kind exhibition featuring over 500 artifacts, historical media, and medical objects such as the carefully-disguised art deco prophylactic envelopes of the 1920s, the coded cure-all vibrator of the 1950s, AIDS-fighting advertisements of the 1980s, and the simplified "sex essentials" of the 2010s.

Super Funland: Journey into the Erotic Carnival is a permanent, immersive installation that has been entertaining visitors in NYC since its launch in 2019. Inspired by the decadent carnal origins of the carnival dating back to the Roman Bacchanal, the multi-layered installation presents an immersive "carnival fairground" featuring dazzling amusements and games that play on sexual thrills, humor, and decadence. *Super Funland: Journey into the Erotic Carnival* in Miami will expand the fantastical carnival experience provided in New York on an even grander scale, bringing together 20 interactive amusements, including four never-before-seen additions: *Devil's Teacup*; *Attack of the 50' Woman*; *the SizeMologist*; and *Merlandia*, a 40-foot-wide rococo-style mermaid tank and performance space, which serves as the centerpiece for the modernized erotic carnival. *Super Funland: Journey into the Erotic Carnival* was designed in collaboration with internationally celebrated artists and designers including Bompas & Parr, Bart Hess, Rebecca Purcell, and RuPaul among others.

In addition to its rotating special exhibitions and *Super Funland: Journey into the Erotic Carnival*, the Museum of Sex also houses and preserves a permanent collection of more than 20,000 artifacts and artworks, including photographs, clothing and costumes, technological inventions, historical ephemera, and archival objects that would typically not be preserved and displayed by other institutions due to their sexual nature.

Fueled by Miami's vibrant arts community and unique position as a cultural epicenter, the Museum of Sex's new outpost will offer Miami locals and visitors a destination unlike any other they have been offered before. Additional information and details about the opening will be available in the coming months.

NOTES TO EDITORS

For interviews and image requests, please contact ttrauner@fitzandco.com.

About Museum of Sex

The Museum of Sex preserves and presents the history, evolution, and cultural significance of human sexuality. Since opening in 2002, the museum has collaborated with world-renowned cultural institutions, artists, and academics to create exhibitions and interactive programs that explore the best in current scholarship in the arts, sciences, and humanities. Recent exhibition highlights include *Porno Chic to Sex Positivity*, *The Incomplete Araki: Sex, Life, and Death in the Works of Nobuyoshi Araki*, and *Leonor Fini: Theatre of Desire, 1930-1990*, among others. From fine art to historical ephemera, its permanent collection is comprised of more than 20,000 sexually significant artifacts. For more information, please visit www.museumofsex.com.

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About Hajime Sorayama

Hajime Sorayama (b. 1947, Takamatsu, Ehime, Japan) is a legendary artist both within Japan and abroad, armed with an astounding sense of realistic expressional techniques. Sorayama's extensive oeuvre that centers on an ongoing pursuit for beauty of the human body and the machine has continued to receive high international acclaim. Sorayama's signature body of work entitled the "Sexy Robot" series (1978-) solidified his world-wide reputation. In 1999, he won the Good Design Award (Ministry of Trade and Industry) and the Media Arts Festival Grand Prize (Agency of Cultural Affairs) for his work with Sony on the concept design for their entertainment robot 'AIBO.' In 2001 the first generation 'AIBO' was added to the permanent collections of the Smithsonian National Museum of American History and the Museum of Modern Art (MoMA). In 2018, Sorayama collaborated with Dior Homme for its 2019 Pre-Fall collection in Tokyo that marked the Artistic Director of Menswear Kim Jones' inaugural show with the house, presenting a 12-meter-high gigantic "Sexy Robot" which gained global recognition. In recent years, Sorayama's works have been presented in exhibitions including *Unorthodox* at The Jewish Museum, New York (2015); *Desire* by Larry Gagosian and Jeffery Deitch at the Moore Building, Miami (2016); *The Universe and Art* at Mori Art Museum, Tokyo (2016) and Art Science Museum, Singapore (2017), and *Cool Japan* at the Tropen Museum, Amsterdam (2018) and Museum aan de Stroom, Antwerp (2019). For more information, please visit <http://sorayama.jp/>.

About Éva Goicochea and maude

In 2015, Éva Goicochea converged her passion for healthcare and brand to begin the development for maude, a modern sexual wellness company built to challenge a legacy industry and serve the customer through quality, simplicity, and inclusivity. Through a holistic approach to intimacy, maude creates body-safe and mood-setting essentials for before, during, and after sex. To further their mission of making sexual wellness accessible for all people, maude works closely with Peer Health Exchange, Advocates for Youth, and SIECUS (Sexuality Information and Education Council of the United States). For more information, please visit <https://getmaude.com/>.

About Snøhetta

For more than 30 years, Snøhetta has designed some of the world's most notable public and cultural projects. Snøhetta kick-started its career in 1989 with the competition-winning entry for the new library of Alexandria, Egypt. This was later followed by the commission for the Norwegian National Opera and Ballet in Oslo, and the National September 11 Memorial Museum Pavilion at the World Trade Center in New York City, among many others. Since its inception, the practice has maintained its original transdisciplinary approach, and integrates architectural, landscape, interior, product, graphic, digital design and art across its projects. The collaborative nature between Snøhetta's different disciplines is an essential driving force of the practice. The practice has a global presence, with offices spanning from Oslo, Paris, and Innsbruck, to New York, Hong Kong, Adelaide, and San Francisco. For more information, please visit <https://snohetta.com/>.

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