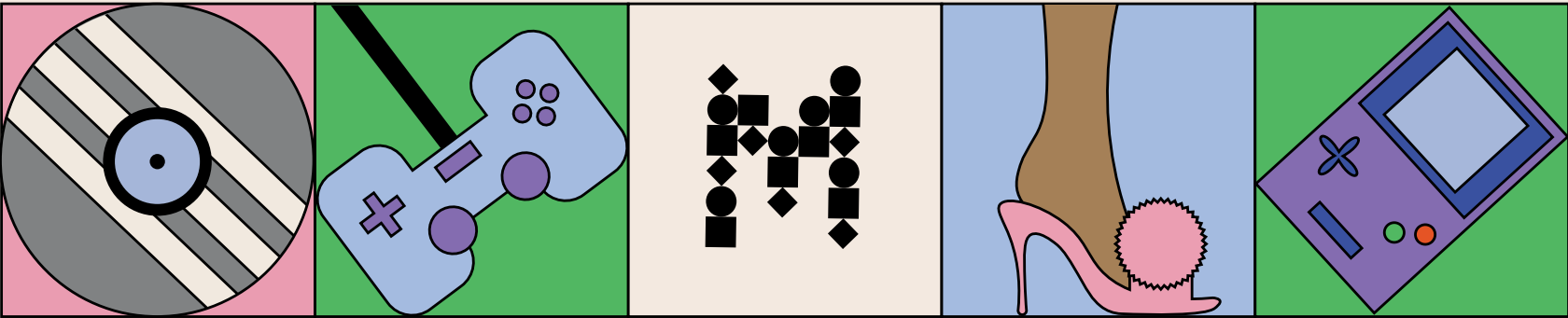


MASSIVE

THE POWER OF POP CULTURE

MoPOP
MUSEUM OF
POP CULTURE



ON VIEW March 16, 2024

Pop culture is powerful. It shapes the way we see, introduces us to new ideas, and impacts everything we consume, from the shows we watch to the books we read, the video games we play, the music we listen to, and the clothes we wear. Pop culture helps us define ourselves – now more than ever as technology has made everyone a pop culture creator with the potential for global impact.

Massive will explore pop culture's remarkable ability to shape our perceptions, influence our choices, and connect us through shared enthusiasm by inviting visitors to experience pop culture both in the present moment and through the lens of history. Showing approximately 85 artifacts, interactives, films, and immersive components ranging from Star Wars to Beyoncé to the rise of K-Pop, this long-term exhibition will provide visitors with a dynamic exploration of the global influence of pop culture and its profound impact on our daily lives.

MEDIA CONTACT

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EXHIBITION HIGHLIGHTS

Explore 2,400 sq. ft. of stunningly designed exhibit space spanning the spectrum of pop culture from Woodstock to *The Wizard of Oz* to Kim Kardashian's shoes.

Immerse yourself in 80+ curator-selected artifacts from MoPOP's historic permanent collection such as the Jose Fernandez-designed Batman costume worn by George Clooney in the 1997 classic *Batman & Robin*.

Dive into on-the-street interviews about what YOU and your neighbors had to say about pop culture, bringing the global local and vice versa.

Customize your experience with multiple interactives within the exhibition allowing visitors to react to pop culture moments and events in a way that directly affects the gallery environment.

MORE INFO



For more information and to download press images, visit MoPOP.org/massive-press-downloads