

BRANDING DISCUSSION: MoMA

What is branding?

What is branding?

- Distinguishes one thing from another
- Promotes identity and values through communication: Messages, Products, Services

- Design Tools – 2D (logo, palette, typeface, format, images, language)
- Design Tools – 3D
- Design Tools – 4D

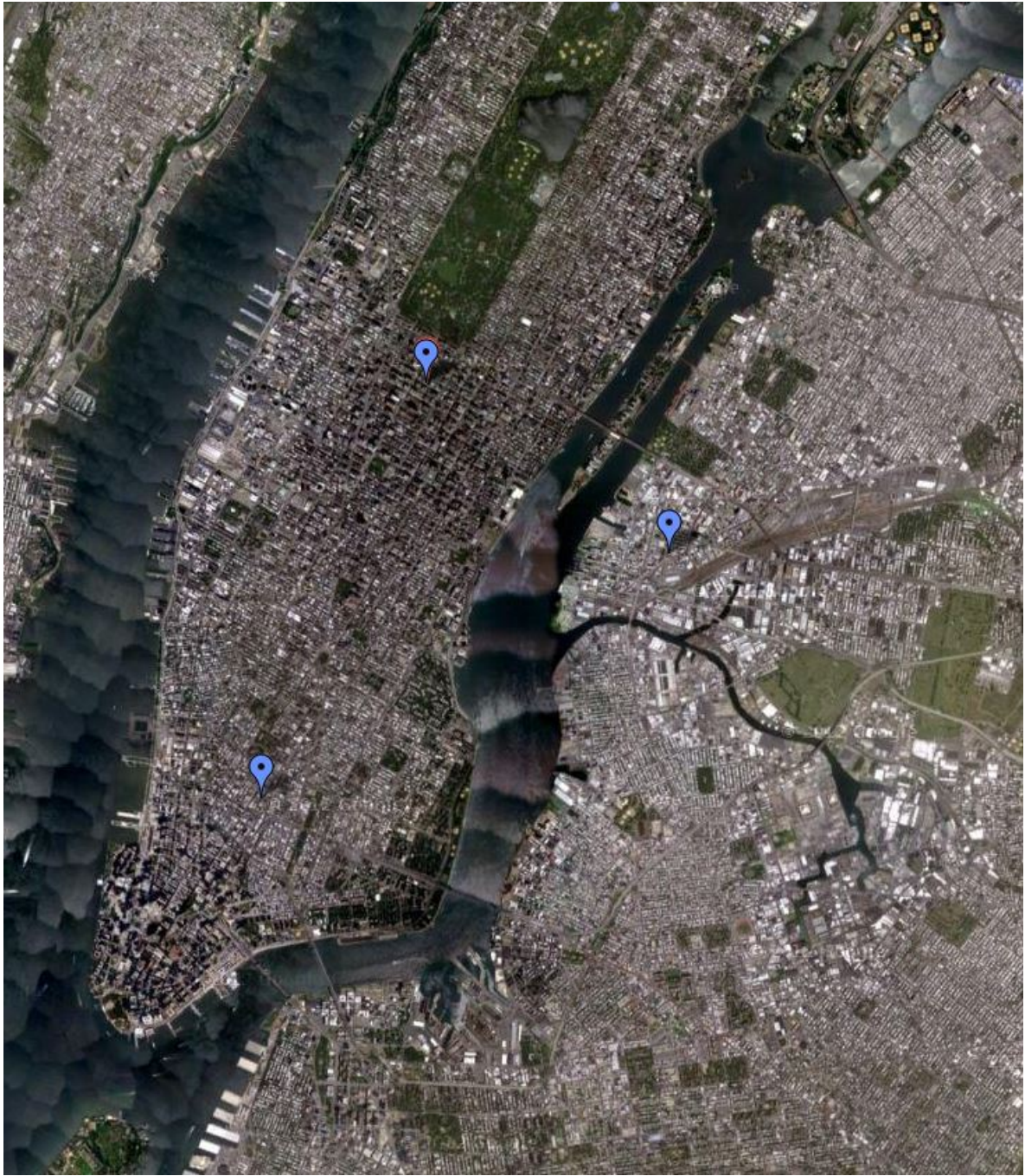
- Go beyond design to create something more abstract
- Brand sets up expectations
- Current audience, future audience
- Brand loyalty

- Reputation
- Esteem
- Relevance
- Differentiation

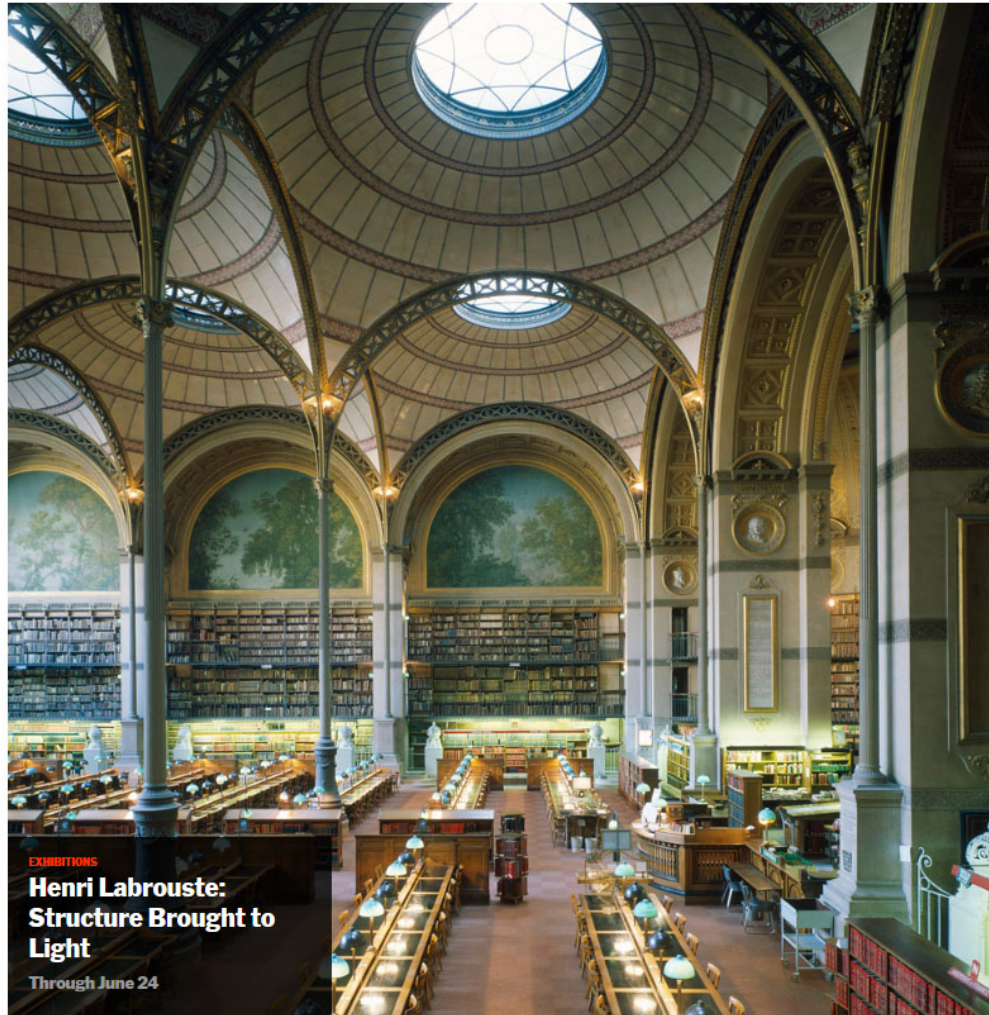
TABLE 2-1

Comparison of Axioms Across Four Branding Models

	Cultural Branding	Mind-Share Branding	Emotional Branding	Viral Branding
Key Words	Cultural icons, iconic brands	DNA, brand essence, genetic code, USP benefits, onion model	Brand personality, experiential branding, brand religion, experience economy	Stealth marketing, coolhunt, meme, grass roots, infections, seeding, contagion, buzz
Brand Definition	Performer of, and container for, an identity myth	A set of abstract associations	A relationship partner	A communication unit
Branding Definition	Performing myths	Owning associations	Interacting with and building relationships with customers	Spreading viruses via lead customers
Required for a Successful Brand	Performing a myth that addresses an acute contradiction in society	Consistent expression of associations	Deep interpersonal connection	Broad circulation of the virus
Most Appropriate Applications	Identity categories	Functional categories, low-involvement categories, complicated products	Services, retailers, specialty goods	New fashion, new technology
Company's Role	Author	Steward: consistent expression of DNA in all activities over time	Good friend	Hidden puppet-master: motivate the right consumers to advocate for the brand
Source of Customer Value	Buttressing identity	Simplifying decisions	Relationship with the brand	Being cool, fashionable
Consumers' Role	<ul style="list-style-type: none"> Personalizing the brand's myth to fit individual biography Ritual action to experience the myth when using product 	<ul style="list-style-type: none"> Ensuring that benefits become salient through repetition Perceiving benefits when buying and using product 	<ul style="list-style-type: none"> Interaction with brand Building a personal relationship 	<ul style="list-style-type: none"> "Discovering" brand as their own, DIY Word of mouth







EXHIBITIONS

Henri Labrouste: Structure Brought to Light

Through June 24

TODAY'S HOURS

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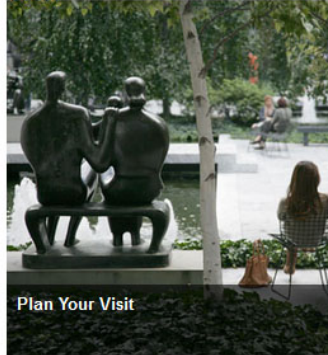
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The post Web Platform Has Launched »
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New Louise Bourgeois Site »
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Inventing Abstraction, 1910–1925
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10:20 AM
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[Face Forward: People](#)

10:20 AM
FAMILY PROGRAMS | TOURS FOR FOURS
[Brush, Pour, Splatter: Looking at Paintings](#)

10:30 AM
FAMILY PROGRAMS | FAMILY ART WORKSHOPS
[Look and Listen](#)

11:00 AM
ACCESS PROGRAMS | CREATE ABILITY
[Pressure and Ink: The Art of Printmaking](#)

11:30 AM
LECTURES & GALLERY TALKS | GALLERY CONVERSATIONS
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Calendar
See what's going on today or in the future

Film Schedule
See what's playing today and in weeks to come

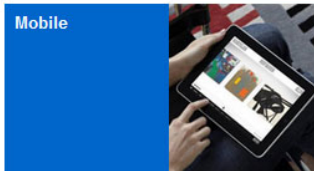
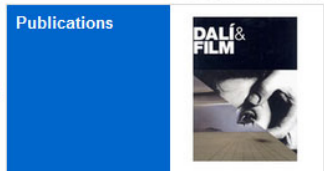
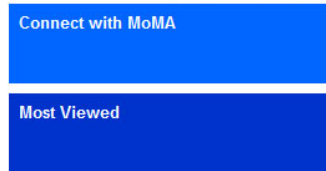
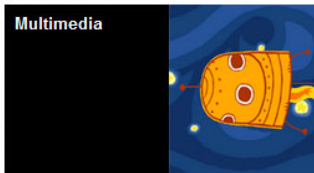
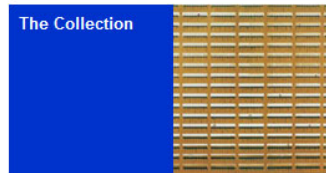
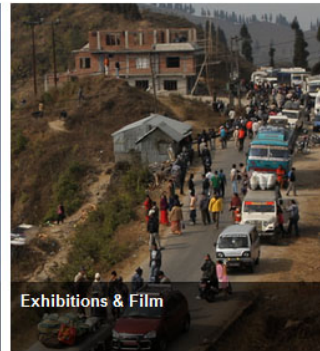
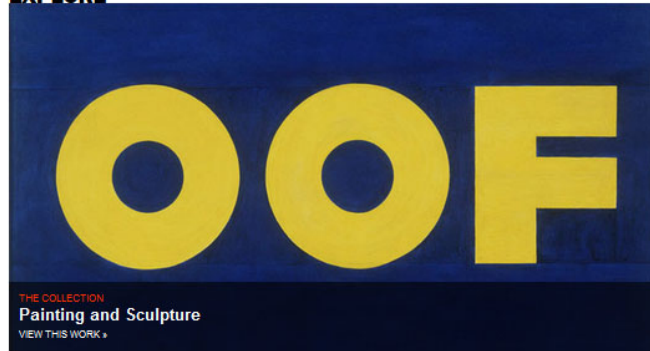
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Post: Notes on Modern and Contemporary Art around the Globe

MoMA Learning

Upcoming in Learn

SUNDAY, APR 7

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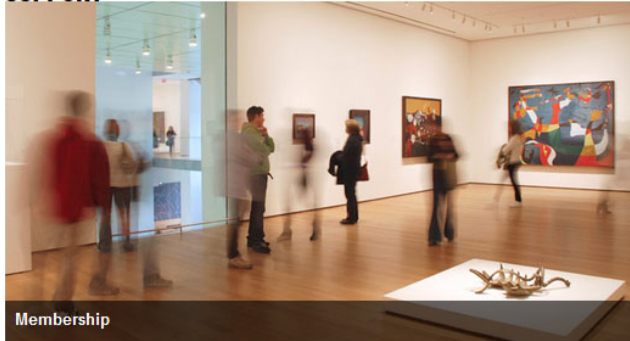
The MoMA Art Lab iPad app

Create artworks using shapes, lines, and colors.

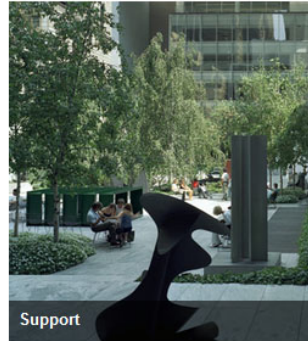
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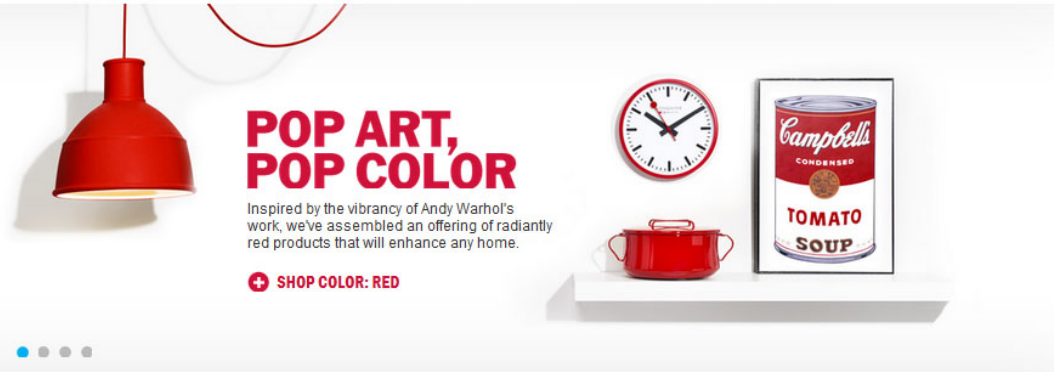


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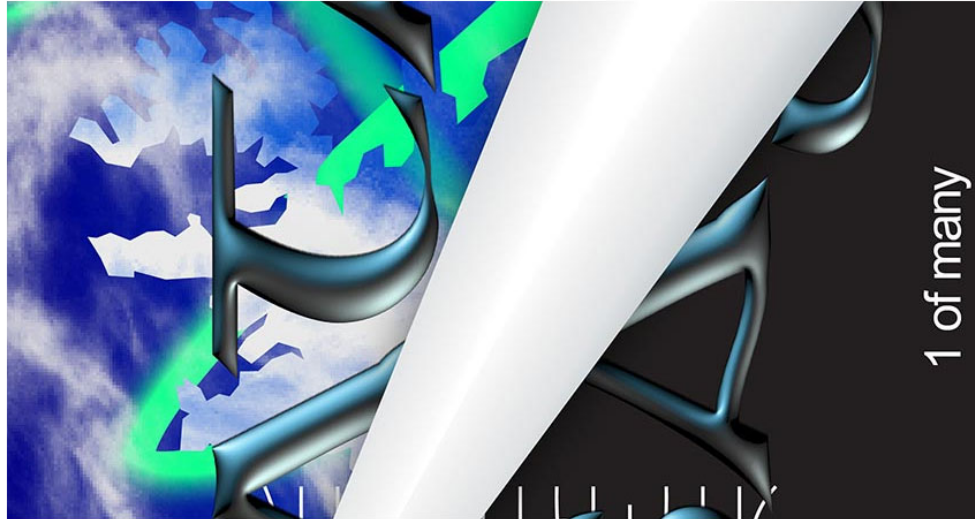


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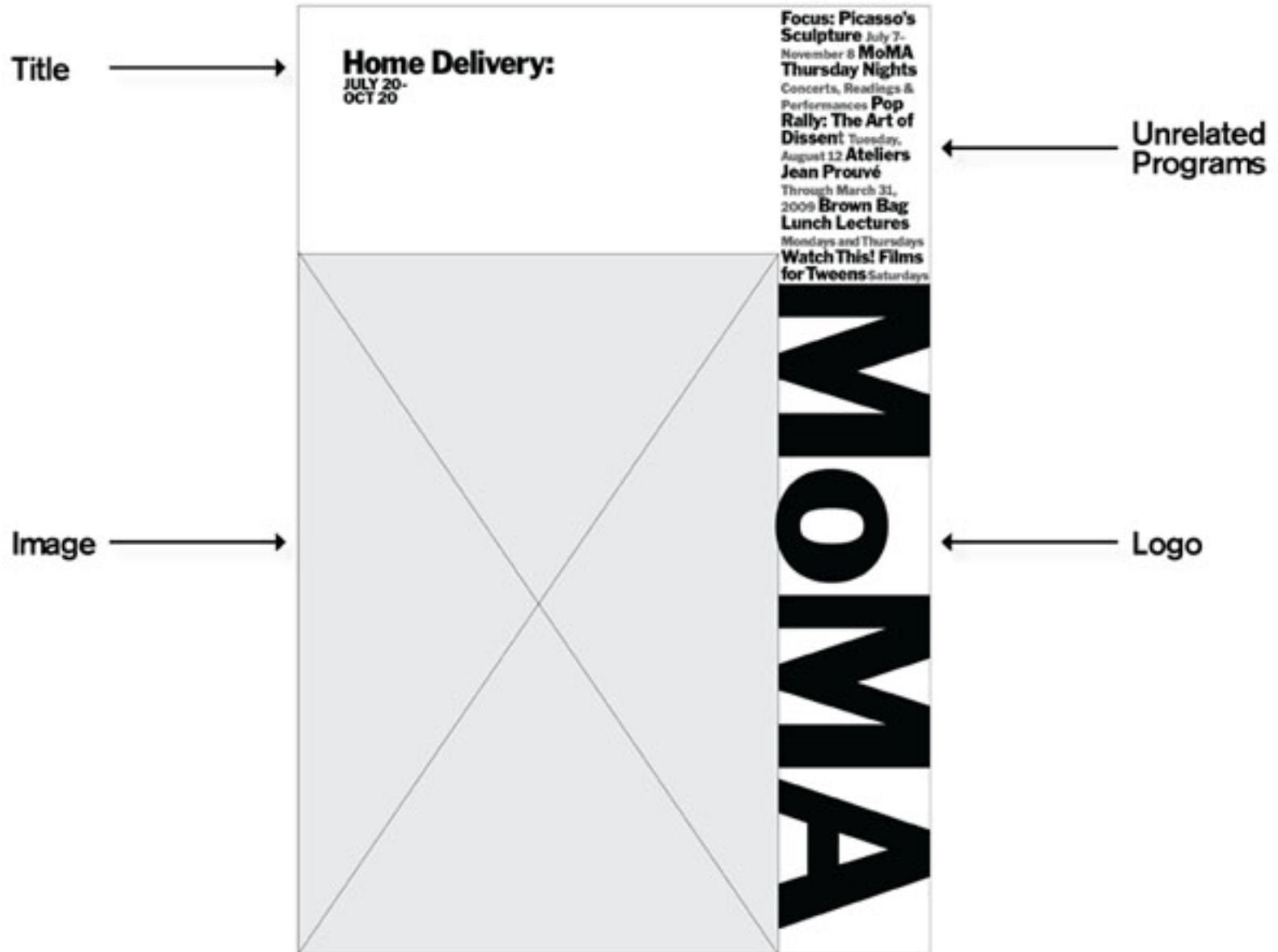






Source for Branding Images: Pentagram

System



THROUGH
JAN 12 **Joan Miró**
Painting and Anti-Painting
1927-1937



**New Photography
2008** THROUGH
JAN 5 **Pirelli Rist**
THROUGH FEB 2
Howard Gardner
NOV 25, DEC 2 & 9
**David Bowie: Music
Videos** DEC 1 **MoMA
Monday Nights**
DEC 8 & JAN 12

MOMA

THE MUSEUM OF
MODERN ART
SUZAN COPEL

The exhibition is supported by the Institute of Culture and the Ministry of Culture and the Ministry of the Environment of Catalonia, and the Joan and Olga Miró Foundation. Major support is provided by an anonymous donor. The exhibition is part of the Miró and the Humanities, the accompanying activities is made possible by the Independent Council of The Museum of Modern Art. The accompanying educational programming is made possible and the generous support of the Creative Council of New York University, an affiliate of the Institute of Cultural Studies.

Joan Miró: 1927-1937. Joan Miró (1893-1983) was a Spanish painter, sculptor, and architect. He is considered one of the most important artists of the 20th century.



THROUGH FEB 23
Marlene Dumas
Mounting Your Desires



MOMA

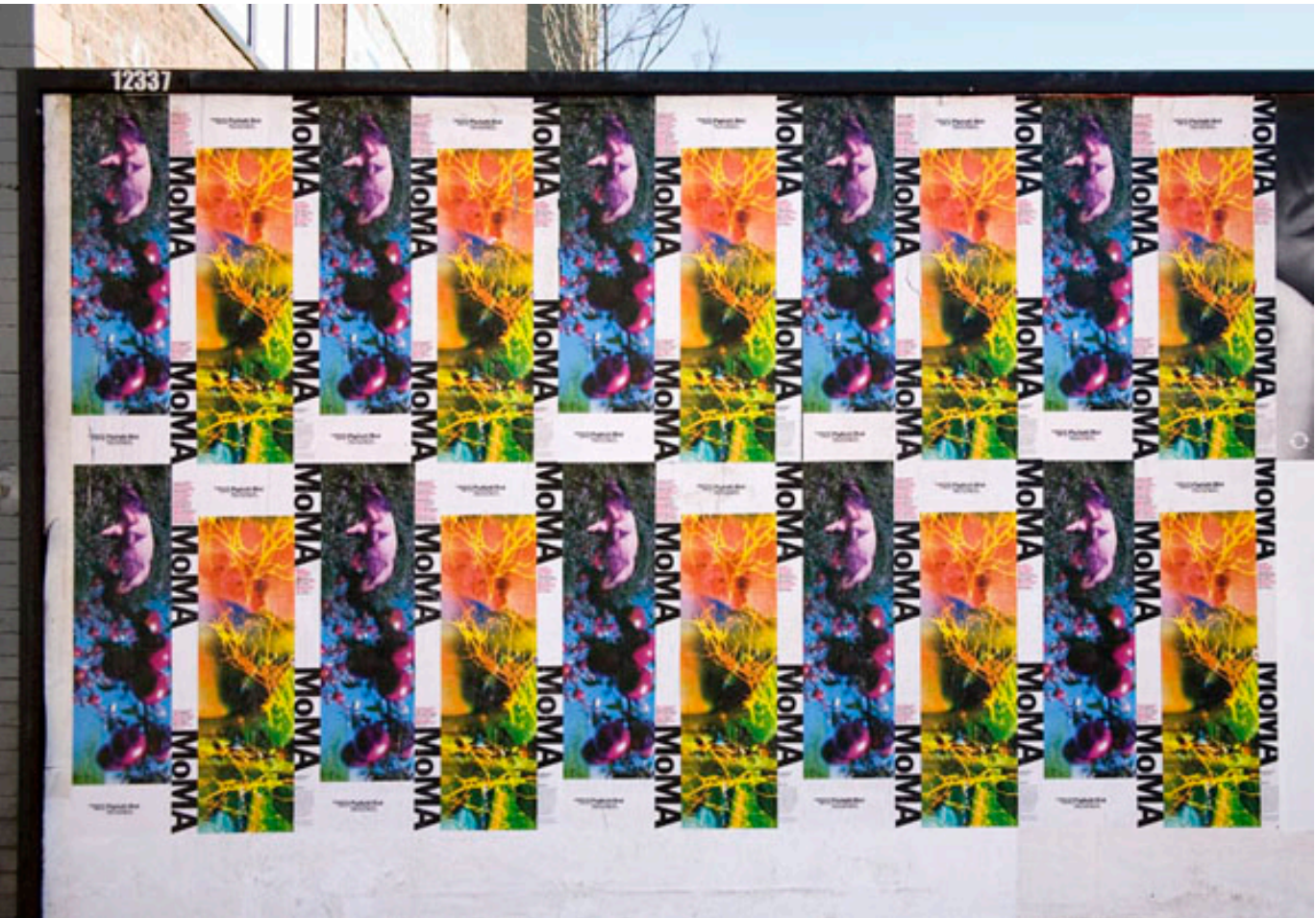
Marlene Dumas, *Portrait of a Woman*, 1998. Oil on canvas. MOMA, New York. Photo: MOMA.



MOMA

THROUGH FEB 23
ARTIST'S CHOICE
Vik Muniz, Rebus

Vik Muniz, *Rebus*, 2005. Photograph. MOMA, New York. Photo: MOMA.



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ARCHITECTURAL CHRONOLOGY

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1929 | The Museum of Modern Art opens in the Heckscher Building (corner of Fifth Avenue and 57 Street). Six rooms rented for galleries and offices.

1932 | Museum moves to townhouse at 11 West 53 Street (part of present site).

1939 | International Style building, designed by Philip L. Goodwin and Edward Durell Stone, opens at 11 West 53 Street location. The building is the Museum's first permanent home.

1951 | Grace Rainey Rogers Annex, designed by Philip Johnson, opens at 21 West 53 Street, adjacent to the original 1939 building (razed in 1979 to make room for the new west wing).

1953 | The Abby Aldrich Rockefeller Sculpture Garden, designed by Philip Johnson, is dedicated. Acquisition of building at 27 West 53 Street.

1956 | Acquisition of building at 23 West 53 Street for use as offices. Becomes Museum Bookstore II in 1972 (later razed to build 1984 west wing).

1960 | Two townhouses, Nos. 5-7 West 53 Street, donated to the Museum (later razed to make room for the east wing).

1963 | Acquisition of the Whitney Museum building at 20 West 54 Street (known as north wing).

1964 | Opening of east wing and garden wing and enlarged sculpture garden. Project designed by Philip Johnson.

1980 | Construction begins on the west wing and Museum Tower, built over parcel formerly occupied by 21-35 West 53 Street.

1984 | New west wing, designed by Cesar Pelli & Associates, and renovated and improved Museum facilities open. West wing doubles exhibition space and adds a new film theater and two floors of offices. Other improvements include a four-story, glass-enclosed garden hall overlooking the sculpture garden and housing Museum circulation; two new restaurants in the expanded garden wing; and a completely refurbished sculpture garden.

1989 | Museum Design Store opens (in leased property) at 44 West 53 Street.

1996 | Acquisition of the Dorset Hotel at 30 West 54 Street and two adjacent townhouses at 42 West 54 Street and 41 West 53 Street for future expansion.

Celeste Bartos Film Preservation Center dedicated in Hamlin, PA.

1997 | Yoshio Taniguchi selected as architect for the new Museum of Modern Art.

1999 | Purchase of Swingline Staple Factory in Long Island City, Queens.

2000 | Demolition begins for building project.

2001 | Construction on new Museum of Modern Art begins. MoMA opens The MoMA Design Store, Soho, at 81 Spring Street.

2002 | The Museum opens MoMA QNS, its temporary new home in Long Island City. Designed by Cooper, Robertson & Partners of New York. Lobby and roofscape designed in collaboration with Michael Maltzan Architecture of Los Angeles.

2004 | The new Museum of Modern Art opens in Manhattan.

Works from the Collection
Architecture and Design

Ludwig Mies van der Rohe.
Reclining Chair with and without Arms. early 1930s

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