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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

## Greater New York Artists List as of January 23, 2000

119 artists; possible addition of up to 20 more

Manuel	Acevedo
Ricci	Albenda
Ghada	Amer
Alfredo	Arcia
Michael	Ashkin
Nicole	Awai
Adam	Baer
Tracey	Baran
Aidas	Bareikis
Yael	Bartana
Jane	Benson
Jimbo	Blachly
Jeremy	Blake
Chakaia	Booker
Jennifer	Bornstein
Bob	Braine
Michael	Bramwell
Jesse	Bransford
Steven	Brower
Cecily	Brown
Matthew	Buckingham
Luca	Buvoli
Elisabeth	Campbell
Francis	Cape
Seoungho	Cho
Jennifer	Cho
Peter	Coe
Diana	Cooper

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Jessica	Craig-Martin
E.V.	Day
Lucky	de Bellvue
Robert	De Mar
David	Dupuis
Alexander	Duracevic
Keith	Edmier
Benjamin	Edwards
Inka	Essenhigh
Roe	Ethridge
Rachel	Feinstein
Jonah	Freeman
Tim	Gardner
Jeff	Gauntt
Hope	Ginsburg
Maria Elena	Gonzalez
Sam	Gordon
Tolland	Grinnell
Chris	Hammerlein
Chris & Hendrike	Hanson & Sonnenberg
Sharon	Harper
Jill	Henderson
Arturo	Herrera
Jonathan	Horowitz
Adriana A.	Ilian
Emily	Jacir
Gareth	James
Natalie	Jeremijenko
Ernest	Jolie-Coeur
Brad	Kalhamer

*Handwritten note:*  
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Part 1  
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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Sermin	Kardestuncer
Seth	Kelly
Nina	Khatchadourian
Udomsak	Krisanamis
Alex	Ku
Justine	Kurland
Julian	Laverdiere
Nikki	Lee
Daniel	Lefcourt
Paul Etienne	Lincoln
Pia	Lindman
Mark	Lombardi
Michelle	Lopez
Kristin	Lucas
Giles	Lyon
Johnna	Macarthur
Caitlin	Maisley
Tony	Matelli
Jennifer&Kevin	McCoy
Julie	Mehretu
John	Menick
Deborah	Mesa-Pelly
Sohn	Mi Young
Shirin	Neshat
Olu	Oguiibe
Mick	O'Shea
Roxy	Paine
Eric	Parker
Bruce	Pearson
Sheila	Pepe
David	Perry

Parker  
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Elizabeth	Peyton
Paul	Pfeiffer
Michael	Phelan
John	Pilson
Rob	Pruitt
Nadine	Robinson
Ruth	Root
Alex	Ross
Lisa	Ruyter
Christian	Schumann
Calvin	Seibert
Laurence	Seward
Jocelyn	Shiple
James	Siena
Amy	Sillman
Gwen	Smith
Valeska	Soares
Dylan	Stone
Do-Ho	Suh
Jude	Tallichet
Javier	Tellez
Piotr	Uklanski
Mark Dean	Veca
Anton	Vidokle
Steven	Vitiello
Douglas	Wada
Olav	Westphalen
TJ	Wilcox
Clara	Williams
Karen	Yasinsky
Cynthia	Underwood

park  
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Funds already expended (P.S. 1) 20000

**Exhibition budget**

**Overhead** 41000  
 Security (70% of building) 15000  
 Exhibition/facility Maintenance 12000  
 Fine Arts Insurance/ equipment insurance 9000  
 Special staff 5000

**Installation/deinstallation** 90000  
 Director of installation 8000  
 Registrar/installer 3000  
 Installers 19000

Building materials  
 Sheetrock, framing 5000  
 Paint for special installations 500  
 Build matching reception desk 1,500  
 Pedestals, platforms, shelves, furniture 3,000

Equipment Rental  
 Scaffolding, construction equipment, dumpster 4,000  
 Projectors/AV (video Synchronizer) 2,000

Special Installation Expenses  
 4 Video Projectors, @3250 ea 13,000  
 4 VCRs, @150 ea 600  
 1 DVD player 300  
 2 laser disk players 600  
 1 LCD monitor 1,200  
 ceiling mounts for projectors 300  
 miscellaneous special hardware, parts, props 3,000

Production  
 Video duplication/create loops 3,000  
 Framing/mounting 4,000

Truck Rental/Art Pick-up  
 Truck/Van rental 3000  
 Truck Crew (2-3 ea. Vehicle) 3,600  
 Packing/transport supplies/cel phones 400

Lighting  
 Special fixtures, equipment, electrical supplies 2,000  
 Bulbs 2,000

Equipment Purchases  
 Workshop equipment 2000

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

**Greater New York  
PR Budget DRAFT**

*— Above here is an updated version. Juliette*

Printed Matter	quantity	cost
Invitations	28,000	\$1,542
Mailing of invites	16,000 @ \$.169	\$2,704
Posters + Snipes	2200	\$3,876
Snipe Distribution	2 weeks – 4 areas	\$6,840
4 Color Brochures	10,000	\$2,450
Brochure distribution	4000 to clubs/cafes etc.	\$360
Brochure mailing	1500	\$480
www.ps1.org	on-line exhib. w/forum	00
<b>total</b>		<b>\$18,252</b>

In order to have the snipes (posters) to the distributor in time, we need to have the completed design with copy to the printer by February 7. Bus shelter printing deadlines are tighter. This means having the image and written copy to a designer early next week (1/24-1/26).

Press Materials	quantity	cost
Initial mailing of release	350	\$112.
second mailing of release	4000 (approx.)	\$1,280
Original slides – duped	4x50 @ .50	\$100
Installation shots duped	10x30 @ .50	\$150
Photographer	Installation shots	(approx.) \$1200
Release copies – Kinko's	4500 (+ 3 days notice)	\$647
<b>total</b>		<b>\$3489</b>

Advertising	deadlines	rates
Time Out	Feb 16	\$4076 ea. 1x full page color*
Time Out	Feb 9,16, 23	\$3813 3x (\$1271 ea. ¼ page)
Village Voice (4 color)	Feb 17	\$695 1x full page (color)
NY times Sunday		\$13,020 1x 3x7 column inches
Bus Shelter (Queens)	Feb 11	\$845 not including printing
Bus Shelter printing	Feb 4?	Awaiting estimate
New York Magazine		Awaiting rates
<b>total</b>		<b>\$22,449(approximate)</b>

*This seems low. I will check with them*

draft budget total \$44,190  
PR budget goal \$30,000

\*If this advertising order comes through MoMA we would get a discounted rate of \$2425.

*There may be other discounted rates like this. Should I talk with MoMA advertising, or do you want to speak w/ Glenn first? - Juliette*

*CP  
Kerby  
MA*

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

Funds already expended by P.S. 1 = 20000

## Greater New York Exhibition Budget

<b>Overhead</b>		41000
Security (70% of building)	15000	
Exhibition/facility Maintenance	12000	
Fine Arts Insurance/ equipment insurance	9000	
Special staff	5000	
<b>Installation/deinstallation</b>		90000
Director of installation	8000	
Registrar/installer	3000	
Installers	19000	
<b>Building Materials</b>		
Sheetrock/framing	5000	
Paint for special installations	500	
Build matching reception desk	1500	
Pedestals, platforms, shelves, furniture	3000	
<b>Equipment rental</b>		
Scaffolding, construction equipment, dumpster	4000	
Projectors/AV (video synchronizer)	2000	
<b>Special installation expenses</b>		
4 video projectors @ 3250 each	13000	
4 VCR's @150 each	600	
1DVD player	300	
2 Laser disc players	600	
1 LCD monitor	1200	
ceiling mounts fro projectors	300	
miscellaneous special hardware, mounts, etc.	3000	
<b>Production</b>		
Video duplication/create loops	3000	
Framing/mounting	4000	
<b>Special artist installation costs</b>		
<b>Truck rental/ pick-up</b>		
Truck/van rental	3000	
Truck crew (2-3 ea. Vehicle)	3600	
packing/transport supplies/cel phones	400	
<b>Lighting</b>		
Special fixtures, equipment, electrical supplies	2000	
.bulbs	2000	
<b>Equipment purchases</b>		

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Workshop equipment	2000	
Installation Contingency	5000	
<b>Graphics</b>		3000
Wall text and signage	3000	
<b>Printed material</b>		61000
Opening invitation	4000	
Catalogue	35000	
Brochure printing	3000	
Brochure distribution	2000	
Poster printing	4000	
Poster Sniping	4000	
Design for poster, brochure, catalogue	6000	
Visitor floorplan	2000	
Family guides	1000	
<b>PR and Marketing</b>		27000
Advertising	22000	
Documentation	3000	
Press mailings	2000	
<b>Opening celebration/party</b>	15000	15000
<b>Public Programming</b>		13000
Seminars, artists dialogues	5000	
Guided tours, children's programs	3000	
Web project/writers' response	5000	
<b>Total</b>		250000
Moon over P.S. 1		

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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NICK STONE

PAGE 06

# PS1

## A MoMA Affiliate

Fonts: BureauGrotasque Five Three for "a MoMA affiliate"

Concept: to be consistent with PS1's identity; using upper & lower case for "A" and "Affiliate" to correspond with MoMA's identity

Not Recommended: MoMA's identity is distorted when using BureauGrotasque Five Three for "MoMA"; upper & lower case "A" and "Affiliate" diminishes MoMA's identity and creates a negative blend-in result

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 05

# PS1

a MoMA affiliate

Fonts: BureauGrottesque Five Five for "a affiliate" and FranklinGothic No.2 for "MoMA"

Concept: To be consistent with PS1's and to preserve MoMA's identity

Recommended: MoMA's identity is not only preserved when using FranklinGothic for "MoMA" but also embraced by PS1's identity when applying BureauGrottesque Five Five lower case for "a" and "affiliate"; this presents an image of joint effort between two institutions (see next page for color version)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 07

# PS1

## A MOMA AFFILIATE

Fonts: BureauGrottesque Five Five for "A MOMA AFFILIATE"

Concept: To be consistent with PS1's identity; using all caps for "A" and "Affiliate" to correspond with PS1's all caps identity

Not Recommended: MoMA's identity is lost and distorted when using BureauGrottesque Five Five for "A MOMA AFFILIATE"

*Handwritten note on a yellow sticky tab:*  
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MoMA

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 04

# PS1

## a MoMA affiliate

Fonts: BureauGrottesque Five Five for "a" and "affiliate" and FranklinGothic No.2 for "MoMA"

Concept: To be consistent with PS1's and to preserve MoMA's identity

Recommended: MoMA's identity is not only preserved when using FranklinGothic for "MoMA" but also embraced by PS1's identity when applying BureauGrottesque Five Five lower case for "a" and "affiliate"; this presents an image of joint effort between two institutions; PMS 485 red for "a MoMA affiliate" creates the spark and embraces both identities

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 08

# PS1

## A MOMA Affiliate

Fonts: BureauGrotesque Five Five for "A MOMA Affiliate"

Concept: To be consistent with PS1's identity; using upper & lower case for "A" and "Affiliate" to correspond with MoMA's identity

Not Recommended: MoMA's identity is lost and distorted when using BureauGrotesque Five Five for "MoMA"; upper & lower case "A" and "Affiliate" diminishes MoMA's identity and creates an unwanted blend—in result

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 09

# PS1

a MoMA affiliate

Fonts: BureauGrotesque Five Five for "a MoMA affiliate"

Concept: To be consistent with PS1's identity; using lower case for "a" and "affiliate" to avoid the conflict and to increase the visibility for "a," "affiliate," and "MoMA"

Not Recommended: MoMA's identity is lost and distorted when using BureauGrotesque Five Five for "MoMA"

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 03

# PS1

a MoMA affiliate

Font: FranklinGothic No.2 for "a MoMA affiliate"

Concept: To be consistent with MoMA's identity

Recommended: MoMA's identity is preserved when using FranklinGothic for "MoMA"; PS1's identity is preserved as well; using lower case for "a" and "affiliate" preserve MoMA's visibility

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 02

# PS1

## A MoMA Affiliate

Fonts: FranklinGothic No.2 for "a MoMA affiliate"

Concept: To be consistent with MoMA's identity

Not Recommended: MoMA's identity is lost when using FranklinGothic for "A MoMA Affiliate"; upper & lower case "A" and "Affiliate" diminishes MoMA's identity and creates a negative blend-in result

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

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PAGE 02

# PS1

## A MoMA Affiliate

Fonts: FranklinGothic No.2 for "a MoMA affiliate"

Concept: To be consistent with MoMA's identity

Not Recommended: MoMA's identity is lost when using FranklinGothic for "A MoMA Affiliate"; upper & lower case "A" and "Affiliate" diminishes MoMA's identity and creates a negative blend-in result

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**GREATER NEW YORK (February 27 - May 14)**  
Advertising Placement Considerations

**PRINT Monthly**

*Paper* [circ. 70,000; 82% under 34 (57,400)]

April Issue (mtls due 2/8)

FP-BW \$ 3,530.00

1/2P-4C \$ 3,070.00

1/2P-BW \$ 1,930.00

*Artforum* [circ. 32,000; 48% under 34 (15,360)]

April (mtls due Feb 18)

FP-4C \$ 2,900.00

FP-BW \$ 2,125.00

**PRINT Weekly**

*Time Out NY* [circ. 95,000; 54% under 34 (51,300)]

March 2 (mtls due 2/24)

FP-4C \$ 2,073.00

FP-BW \$ 1,617.00

1/2P-BW \$ 1,244.00

*Village Voice* [circ. 242,249; 61% under 34 (147,771)]

March 1 (mtls due 2/23)

1/2P-BW \$ 1,745.00

1/4P-BW \$ 909.00

*New York* [circ. 450,000; 27% under 34 (121,500)]

March 2 (mtls due 2/8)

1/2P-4C \$ 11,789.00

1/3P-4C \$ 9,672.00

**PRINT Daily**

*New York Times* [circ. M-F 1,088,128; S 1,638,908; under 35: 78% M-F(847,000); 56% S(918,000)]

F 3 col. X 10.5" \$ 13,136.00

S 3 col. X 10.5" \$ 16,916.00

F 4 col. X 14" \$ 23,352.00

S 4 col. X 14" \$ 30,072.00

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**PRINT Other**

BAMBill (now w/ Stagebill -- inc. Lincoln Center, Public Theater, etc.) [circ.400,000+; demos TK]

1P-4C \$ 15,000.00

1P-BW \$ 9,900.00

**DISTRIBUTION**

Streetwise postcards/flyers

25,000 dist \$ 1,750.00

Print \$ 1,200.00

**OUTDOOR**

TDI Phone kiosks, wallscapes, etc. (if avail)

\$ 30,000.00 per month, neg.

Capital, Metrolights, other (if avail)

\$ 25,000.00 per month, neg.

**RADIO**

WFUV-FM [cume TK; demos TK]

**WEB**

collegeclub.com (Ranked #1 12-34; 497,000 uv)

artistdirect.com (Ranked #7 12-34; 435,000 uv)

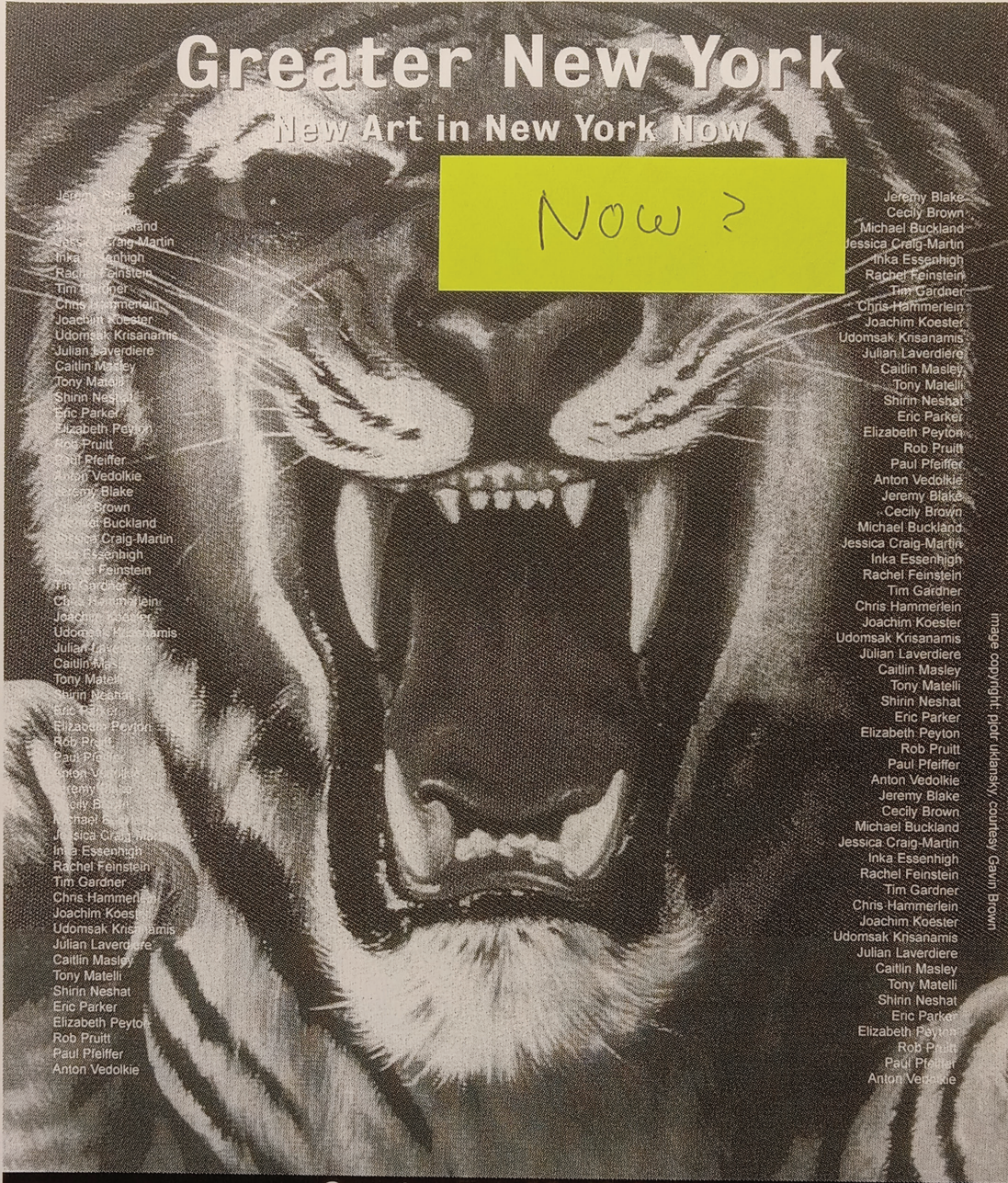
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# Greater New York

## New Art in New York Now

Now ?

Jeremy Blake  
Cecily Brown  
Michael Buckland  
Jessica Craig-Martin  
Inka Essenhigh  
Rachel Feinstein  
Tim Gardner  
Chris Hammerlein  
Joachim Koester  
Udomsak Krisanamis  
Julian Laverdiere  
Caitlin Masley  
Tony Matelli  
Shirin Neshat  
Eric Parker  
Elizabeth Peyton  
Rob Pruitt  
Paul Pfeiffer  
Anton Vedolkie  
Jeremy Blake  
Cecily Brown  
Michael Buckland  
Jessica Craig-Martin  
Inka Essenhigh  
Rachel Feinstein  
Tim Gardner  
Chris Hammerlein  
Joachim Koester  
Udomsak Krisanamis  
Julian Laverdiere  
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Udomsak Krisanamis  
Julian Laverdiere  
Caitlin Masley  
Tony Matelli  
Shirin Neshat  
Eric Parker  
Elizabeth Peyton  
Rob Pruitt  
Paul Pfeiffer  
Anton Vedolkie

image copyright: pdr. iklanaky, courtesy Gavin Brown

**P.S.1**

22-25 Jackson Ave at 46th Ave  
Long Island City, Nyc 11101  
t: 718.784.2084 f: 718.482.9454  
www @ps1.org

Opening Feb 27, 12-6 pm  
Hours: Wed - Sun, 12-6 pm

This P.S.1 project has been organized  
in collaboration with

a P.S.2 project  
opening in collab  
with the museum of

opening at P.S.2

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Installation Contingency	5000	
<b>Graphics</b>		3000
Wall text and signage	3000	
<b>Printed material</b>		61000
Opening invitation	4000	
Catalogue	35000	
Brochure printing	3000	
Brochure distribution	2000	
Poster printing	4000	
Poster Sniping	4000	
Design for poster, brochure, catalogue	6000	
Visitor floorplan	2000	
Family guides	1000	
<b>PR and Marketing</b>		27000
Advertising	22000	
Documentation	3000	
Press mailings	2000	
<b>Opening celebration/party</b>	15000	15000
<b>Public Programming</b>		13000
Seminars, artists dialogues	5000	
Guided tours, children's programs	3000	
Web project/writers' response	5000	
<b>Total</b>		<b>250000</b>
<b>Additional promotional items</b>		
Tiger tee shirts		
Tiger postcards		
Billboards		
Times advertisements		

from 2

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**GREATER NEW YORK (February 27 - May 14)**  
Advertising Placement Considerations

ELIST

**PRINT Monthly**

*Paper* [circ. 70,000; 82% under 34 (57,400)]

April Issue (mths due 2/8)

FP-BW	\$ 3,530.00
1/2P-4C	\$ 3,070.00
1/2P-BW	\$ 1,930.00

*Artforum* [circ. 32,000; 48% under 34 (15,360)]

April (mths due Feb 18)

FP-4C	\$ 2,900.00
FP-BW	\$ 2,125.00

**PRINT Weekly**

*Time Out NY* [circ. 95,000; 54% under 34 (51,300)]

March 2 (mths due 2/24)

FP-4C	\$ 2,073.00
FP-BW	\$ 1,617.00
1/2P-BW	\$ 1,244.00

*Village Voice* [circ. 242,249; 61% under 34 (147,771)]

March 1 (mths due 2/23)

1/2P-BW	\$ 1,745.00
1/4P-BW	\$ 909.00

*New York* [circ. 450,000; 27% under 34 (121,500)]

March 2 (mths due 2/8)

1/2P-4C	\$ 11,789.00
1/3P-4C	\$ 9,672.00

**PRINT Daily**

*New York Times* [circ. M-F 1,088,128; S 1,638,908; under 35: 78% M-F(847,000); 56% S(918,000)]

F 3 col. X 10.5"	\$ 13,136.00
S 3 col. X 10.5"	\$ 16,916.00
F 4 col. X 14"	\$ 23,352.00
S 4 col. X 14"	\$ 30,072.00

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	MoMA PS1	I.A. 2706

**PRINT Other**

BAMBill (now w/ Stagebill -- inc. Lincoln Center, Public Theater, etc.) [circ.400,000+; demos TK]

1P-4C \$ 15,000.00

1P-BW \$ 9,900.00

**DISTRIBUTION**

Streetwise postcards/flyers

25,000 dist \$ 1,750.00

Print \$ 1,200.00

**OUTDOOR**

TDI Phone kiosks, wallscapes, etc. (if avail)

\$ 30,000.00 per month, neg.

Capital, Metrolights, other (if avail)

\$ 25,000.00 per month, neg.

**RADIO**

WFUV-FM [cume TK; demos TK]

**WEB**

collegeclub.com (Ranked #1 12-34; 497,000 uv)

artistdirect.com (Ranked #7 12-34; 435,000 uv)

citysearch.com

salon.com

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA PS1	I.A. 2706

LISA

**GREATER NEW YORK (February 27 - May 14)**  
Advertising Placement Considerations

**PRINT Monthly**

*Paper* [circ. 70,000; 82% under 34 (57,400)]

April Issue (mtls due 2/8)

FP-BW	\$ 3,530.00
1/2P-4C	\$ 3,070.00
1/2P-BW	\$ 1,930.00

*Artforum* [circ. 32,000; 48% under 34 (15,360)]

April (mtls due Feb 18)

FP-4C	\$ 2,900.00
FP-BW	\$ 2,125.00

**PRINT Weekly**

*Time Out NY* [circ. 95,000; 54% under 34 (51,300)]

March 2 (mtls due 2/24)

FP-4C	\$ 2,073.00
FP-BW	\$ 1,617.00
1/2P-BW	\$ 1,244.00

*Village Voice* [circ. 242,249; 61% under 34 (147,771)]

March 1 (mtls due 2/23)

1/2P-BW	\$ 1,745.00
1/4P-BW	\$ 909.00

*New York* [circ. 450,000; 27% under 34 (121,500)]

March 2 (mtls due 2/8)

1/2P-4C	\$ 11,789.00
1/3P-4C	\$ 9,672.00

**PRINT Daily**

*New York Times* [circ. M-F 1,088,128; S 1,638,908; under 35: 78% M-F(847,000); 56% S(918,000)]

F 3 col. X 10.5"	\$ 13,136.00
S 3 col. X 10.5"	\$ 16,916.00
F 4 col. X 14"	\$ 23,352.00
S 4 col. X 14"	\$ 30,072.00

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