

Madison Museum of Contemporary Art Ad Campaign

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After a distinguished 105-year history in borrowed and refurbished spaces, the Madison Museum of Contemporary Art (MMoCA) opened—as part of Overture Center for the Arts—in a brand new facility. The museum's new, soaring glass home at the triangular corner of North Henry and State Streets was designed by world-renowned architect Cesar Pelli. By the time it opened, there were few in the community who hadn't seen The Hiebing Group's creative print campaign. Consisting of dual teaser and announcement pieces, it translated the museum's "Inside Out" construction theme in a dynamic and unpretentious way. The campaign appeared in newspaper and full-page magazine ads, bus signs, posters and an eight-by-nine-foot graphic on the museum's expansive window wall facing Madison's renowned pedestrian mall.

