



COMME DELL'ARTE

CLOWNS, COSTUME, COUTURE



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Nicole Rosky
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Dear Nicole,

We are reaching out today to share the upcoming Met Gala theme/exhibition for Spring 2025. We would like to graciously invite you to share with your team to potentially contribute to the publication and sharing of the event. In Spring 2025, The Met will be exhibiting Comme Dell'arte: Costumes, Clown, Couture. Highlighting the history of theatre in the 17th-19th centuries and exhibiting a variety of objects from costumes to paintings.

As always, Vogue will assist in the facilitation and production of the Gala, but we would be overjoyed to extend the invitation to assist in being apart of the interviewing process on the carpet as well as livestream it from your personal accounts.

With an exhibit highlighting the history of theatre and having several Broadway alumni hosting and interviewing at the gala, it was no question that we would love to have Broadway World associated for this event.

Thank you for the consideration and I will follow up for any questions and comments!
Happy Holidays!

Press Release

FOR IMMEDIATE RELEASE

The Metropolitan Museum of Art

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Comme dell'arte *Clowns, Costume, Couture*

The Metropolitan Museum of Art is happy to announce our upcoming exhibition at The Costume Institute for Spring 2025 and the theme of the Met Gala. *Comme dell'arte: Clowns, Costume, Couture*, will highlight the history of those noted from the 17th to 19th century through the exploration of garments, paintings, and more.

The Met Gala will be on its assumed date on the first Monday in May and will be broadcasted amongst several channels and social pages. We are happy to announce our hosts for this season will be: Helena Bonham Carter, Jonathan Groff, Daniel Radcliffe, and Florence Pugh. Join us on an extravagant night to raise money for The Met and celebrate the rich history of theatre.

The exhibition will open on May 8th 2025 with early access for museum members on the 5th, 6th and 7th. Located in the Iris and B. Gerald Cantor Exhibition Hall. There will be an accompanied exhibition book for sale both in store at The Met and online. We look forward to seeing you there!

The Met: The Costume Inst.

"The Costume Institute's collection of more than thirty-three thousand objects represents seven centuries of fashionable dress and accessories for men, women, and children, from the fifteenth century to the present.

The redesigned Costume Institute space reopened in May 2014, after a two-year renovation, as the Anna Wintour Costume Center with the exhibition Charles James: Beyond Fashion. The complex includes the Lizzie and Jonathan Tisch Gallery, the main showcase space with a flexible design that lends itself to frequent transformation with video, sound, and wireless technology. The Center also includes the Carl and Iris Barrel Apfel Gallery to orient visitors to The Costume Institute's exhibitions. Behind the scenes is a state-of-the-art costume conservation laboratory; a study/storage facility to house the combined holdings of The Costume Institute and Brooklyn Museum Costume Collection; and The Irene Lewisohn Costume Reference Library, one of the world's foremost fashion libraries.

The Costume Institute began as the Museum of Costume Art, an independent entity formed in 1937 and led by Neighborhood Playhouse founder Irene Lewisohn. In 1946, with the financial support of the fashion industry, the Museum of Costume Art merged with The Metropolitan Museum of Art as The Costume Institute, and in 1959 became a curatorial department. The legendary fashion arbiter Diana Vreeland, who served as special consultant from 1972 until her death in 1989, created a memorable suite of exhibitions, including *The World of Balenciaga* (1973), *The Glory of Russian Costume* (1976), and *Vanity Fair* (1977), galvanizing audiences and setting the standard for costume exhibitions globally.

In 1989, Richard Martin took the helm, with the support of Harold Koda, and began a rotating cycle of thematic exhibitions including *Infra-Apparel*, *Waist Not*, *The Four Seasons*, and *Cubism and Fashion*. Martin's tenure culminated in *Rock Style*, the last exhibition before his death in 1999. Mr. Koda, who had previously departed from the Museum, rejoined The Met in 2000 as curator in charge, hiring Andrew Bolton in 2002. Upon Mr. Koda's retirement in January 2016, Mr. Bolton became curator in charge, and in March 2018, upon the endowment of the position, he was named the Wendy Yu Curator in Charge.

The Met Gala

"The Met Gala, or Met Ball, formally called the Costume Institute Gala or the Costume Institute Benefit, is an annual fundraising gala held for the benefit of the Metropolitan Museum of Art's Costume Institute in New York City. It is popularly regarded as the world's most prestigious fashion event, and an invitation is highly sought after. Celebrities from various professional spheres, including fashion, film, television, theater, music, business, sports, social media, and politics, are invited to the gala,[4] organized by the fashion magazine Vogue.

The Met Gala is an event held annually on the first Monday of May, which is the opening of the Costume Institute's annual fashion exhibit hosted on the Upper East Side of Manhattan.[5] Many of the attendees are depicted on the covers and pages of Vogue. Each year's event celebrates the specific theme of that year's Costume Institute exhibition, which sets the tone for the formal attire of the night. Guests are expected to curate their fashion to match the theme of the exhibit, which is generally haute couture. British-American journalist Anna Wintour, who is the editor-in-chief of Vogue, has chaired or co-chaired the Met Gala since 1995.

The Met Gala was established in 1948 by fashion publicist Eleanor Lambert as a fundraiser for the newly founded Costume Institute to mark the opening of its annual exhibit. The first gala was a dinner and tickets were fifty dollars each.[6] Over the first few decades of its existence, the Gala was simply one of many annual benefits held for New York charitable institutions. Accordingly, the attendees of the early galas were almost entirely members of New York high society or the city's fashion industry. From 1948 to 1971, the event was held at venues including the Waldorf Astoria, Central Park, and the Rainbow Room.[7]

The Gala is widely regarded as among the most prominent and most exclusive social events in the world. It is also one of the biggest fundraising nights in New York City, with US\$9 million raised in 2013, \$12 million the following year, and a record \$17.4 million in 2022.[9][10][11][12] The Met Gala is one of the most notable sources of funding for the Institute,[13] with total contributions surpassing \$200 million for the first time after the 2019 event. Anna Wintour, the chairperson of the event, assumed the chairmanship of the Institute in 1995. Also, The Met Gala is held on the first Monday in May, according to Wintour. Her guest list grew to include celebrities globally from the worlds of fashion, entertainment, business, sports, and politics who would eventually grace the pages of Vogue.[4]

The Metropolitan Museum of Art

