

PRESS RELEASE



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May 19, 2014

Notice on the Opening of the Special Exhibition “Marilyn and Einstein — In Praise of Mythical Icons”

In June, the JP Tower Museum INTERMEDIATHEQUE (IMT) is opening the special exhibition “Marilyn and Einstein — In Praise of Mythical Icons.”

The present exhibition aims to retrace how *mythical icons* having earned popular success have developed in the realms of jewelry, art, design, magazines, film and fashion, and how they have contributed to the constitution of the massive postwar consumer culture. We will thus reflect on the heritage of the postwar Pop era, starting with the gorgeous pearl necklace cherished by Marilyn Monroe, which we exhibit with the cooperation of K.Mikimoto & Co. Ltd.

The University of Tokyo also holds numerous items related to scholars having achieved an iconic status. In particular, the so-called “Einstein elevator” from the former first building of the Faculty of Science is interestingly shrouded in legendary mystery. Since Albert Einstein, most popular as a representative of 20th Century science, visited the University of Tokyo in 1922, this elevator has indeed been linked with the memory of the visit by the advocate of the theory of relativity. Parts of this elevator, which crystallizes the image of a science superstar, will be set up anew within the Intermediatheque and presented to the public for the first time.

Key Information

[Title] “Marilyn and Einstein — In Praise of Mythical Icons”

[Dates] June 7 – October 5, 2014

[Opening Hours] 11:00-18:00 (open until 20:00 on Thursday and Friday; last entry 30 minutes before closing) *Opening hours may change.

[Closed on] Mondays (or the following Tuesday if Monday is a National Holiday) and Year-end holidays. May close irregularly.

[Venue] FIRST SIGHT, Intermediatheque 2nd floor

[Organizer] The University Museum, The University of Tokyo (UMUT)

[Cooperation] K.Mikimoto & Co. Ltd.

[Support] Champagne Piper Heidsieck

[Address] JP Tower 2/3F, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, JAPAN

[Admission] Free of charge

[Access] JR lines and Tokyo Metro Marunouchi line Tokyo Station. Direct access from the Marunouchi Underground Pathway.

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