

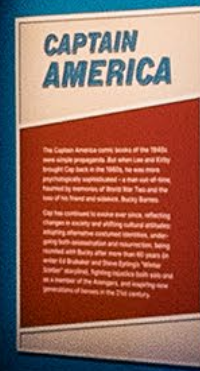


MARVEL

THE EXHIBITION

UNIVERSE OF SUPER HEROES

PARTNER BROCHURE



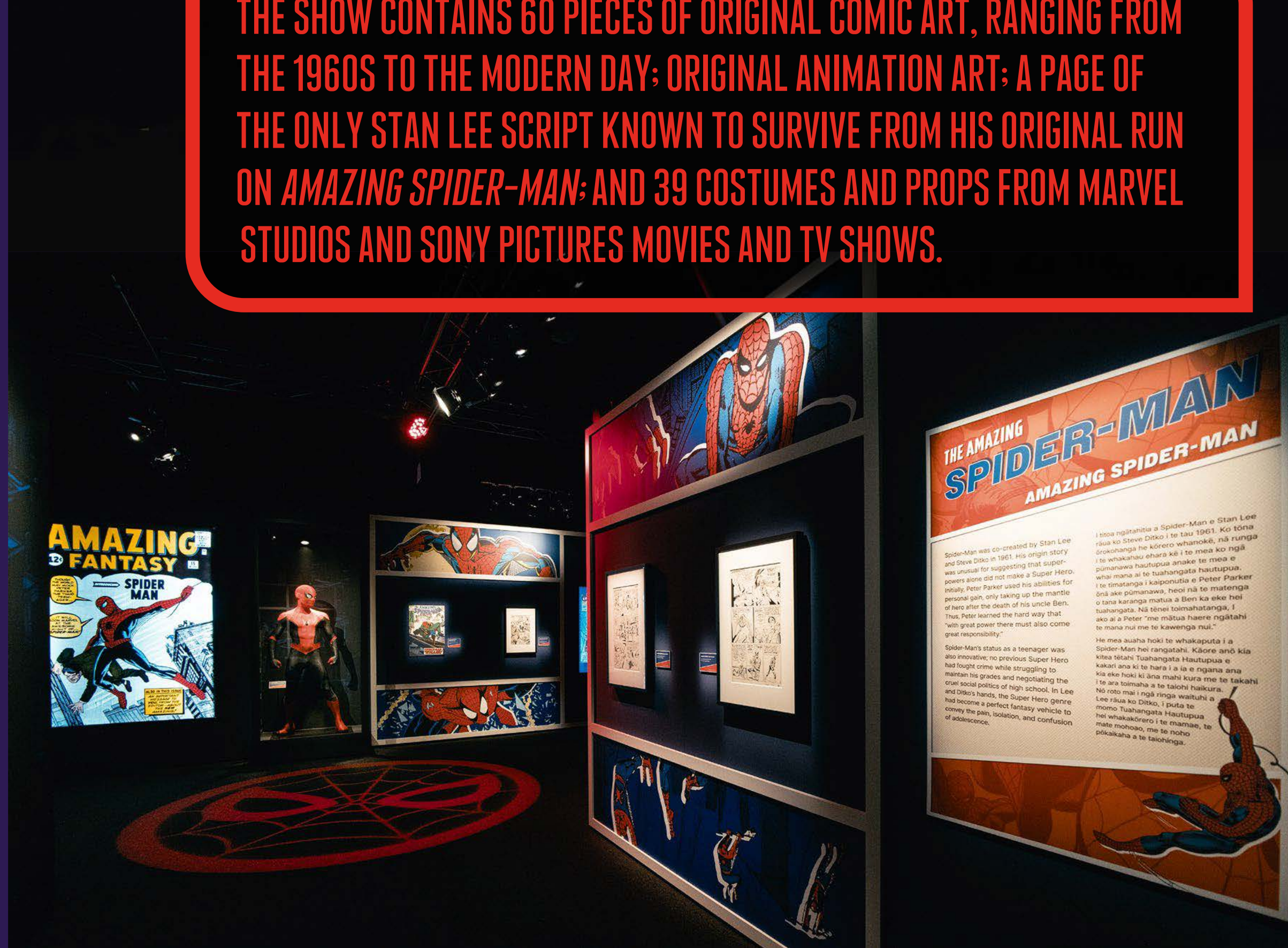
Marvel: The Exhibition - Universe of Super Heroes is an all new museum experience that takes audiences on an experiential journey through the Marvel Universe.

The exhibition offers a fresh perspective on the company's rich 85 year history, explores the worldwide impact of Marvel, and gives behind-the-scenes looks at the creation of some of popular culture's most iconic stories and characters.

This unit had its world premiere on December 14, 2023, in Wellington, New Zealand.



THE SHOW CONTAINS 60 PIECES OF ORIGINAL COMIC ART, RANGING FROM THE 1960S TO THE MODERN DAY; ORIGINAL ANIMATION ART; A PAGE OF THE ONLY STAN LEE SCRIPT KNOWN TO SURVIVE FROM HIS ORIGINAL RUN ON *AMAZING SPIDER-MAN*; AND 39 COSTUMES AND PROPS FROM MARVEL STUDIOS AND SONY PICTURES MOVIES AND TV SHOWS.





THIS IS THE WORLD PREMIERE OF THE THIRD MARVEL PROJECT FROM SEMMEL EXHIBITIONS AND THIS CURATORIAL AND DESIGN TEAM, BUILDING ON THE SUCCESS OF *MARVEL: UNIVERSE OF SUPER HEROES*, WHICH HAS BEEN ON TOUR SINCE 2018, AND *MARVEL'S SPIDER-MAN: BEYOND AMAZING – THE EXHIBITION*, WHICH LAUNCHED IN 2022.

For people around the world, the name Marvel conjures up images of colorful characters, excitement, and imagination. Marvel characters have captured imaginations for 85 years, through all forms of media, catapulting fans into a vibrant alternate universe that allows us to suspend disbelief and find ourselves reflected within the stories and sagas of these heroes and villains whose larger-than-life powers are underscored by their enduring humanity.

The past two decades have seen Marvel's cachet expand in scale and scope, with Marvel Studios' blockbuster film and TV productions reaching audiences around the globe, Marvel characters headlining best-selling video games and box-office-topping animated films, and comic books gaining a firm foothold as a legitimate part of our visual culture and heritage. This creates a perfect opportunity to welcome audiences to a museum production celebrating this incomparable cultural legacy, and recognizing the creators such as Stan Lee, Jack Kirby and Steve Ditko who made it all possible.

MARVEL: THE EXHIBITION – UNIVERSE OF SUPER HEROES

CURATORIAL STATEMENT

It's impossible to imagine American popular culture without Marvel. Since the 1930s, the company has dazzled and delighted audiences with Super Hero stories that draw upon every genre of fiction—combining elements of humor, romance, suspense, international intrigue, action-packed adventure, supernatural mystery, street-level drama, and conflict on a cosmic scale.

Marvel represents one of the most recognized entertainment brands in the world, spanning every form of popular media, from comic books to motion pictures, TV shows, animated cartoons, video games, prose fiction, live performances, and even museum exhibitions.

What is the secret of this remarkable success? What factors have made Marvel so culturally influential for more than eight decades?

One answer is that Marvel's stories, no matter their setting, scale, and scope, are always about people, their relationships, and their choices. Marvel's marquee characters—stunningly designed by some of the most talented creators in the popular arts and gifted with incredible superhuman abilities—offer fantasies of glamor and power, hedged with constant reminders of how limited those fantasies are. These heroes are fundamentally human, experiencing joy and sadness, frustration and confusion, triumph and loss. They teach us that power comes freighted with challenges and is meaningless without some sense of ethical responsibility. They are larger-than-life while embodying all the contradictions and complexity of human nature.

MARVEL
THE EXHIBITION
UNIVERSE OF SUPER HEROES



Marvel: The Exhibition - Universe of Super Heroes explores this fundamental relationship between the cosmic and the quotidian, the extraordinary and the ordinary. It considers the Marvel Universe as an eternal work in progress, growing and expanding with every new idea and story. And it illuminates how these stories resonate with fans around the world, showing how everyone—regardless of the divisions of identity and culture—can see themselves reflected in the Marvel Universe.

There are three narrative strands running through this exhibition: the origins and history of the heroes and villains who define the Marvel Universe; the real-world history of Marvel as a company and creative force; and the complex interplay between Marvel and American society at large—a society that it has reflected and shaped through its stories.

We tell this story through rare artifacts, displays, immersives, and other techniques, working with our colleagues at Studio TK Berlin and LEM Studios to bring visitors on a journey into the Marvel Universe—and to share the fun and excitement of Marvel while also considering the human qualities that make these characters and stories so iconic and inspirational.

Ben Saunders and Patrick A. Reed

THE OLDEST ARTIFACT IN THE EXHIBITION IS *MARVEL COMICS* #1 FROM 1939, AN ORIGINAL COPY OF THE FIRST-EVER MARVEL COMIC.



CO-CURATORS

BEN SAUNDERS, Ph.D., is a professor of English at the University of Oregon and the founding director of the undergraduate minor in Comics and Cartoon Studies, the first of its kind in the United States. He is the co-curator of *Marvel: The Exhibition – Universe of Super Heroes*. He also works with Semmel as chief curator of the *Marvel: Universe of Super Heroes* and co-curator of *Marvel's Spider-Man: Beyond Amazing – The Exhibition*. He has organized exhibitions for the Jordan Schnitzer Museum of Art and California State University; is the author of *Do the Gods Wear Capes?* (Continuum, 2011), an examination of modern American Super Hero comics; and is co-editor of *Comic Book Apocalypse* (California State University, 2016), an anthology of essays on comic creator Jack Kirby. He has spoken widely on comics culture, appears in the History Channel documentary *Super Heroes Decoded*, and is series editor of the Penguin Classics Marvel Collection books.

PATRICK A. REED is a New York City-based pop culture historian, curator, and journalist. He is the co-curator of *Marvel: The Exhibition – Universe of Super Heroes* and also works with Semmel as co-curator of *Marvel's Spider-Man: Beyond Amazing – The Exhibition*, associate curator of the *Marvel: Universe of Super Heroes* exhibition, and as a content consultant for *Disney100: The Exhibition*. He is the founder of the *Hip-Hop And Comics: Cultures Combining* series of conferences and programs, and was curator of *The Hip-Hop And Comics Show*, the first retrospective exhibit illustrating the essential connections between Hip-Hop culture and mass media arts. He has produced and presented programming for festivals, expos, and colleges around the US; written for Sony Music, TwoMorrows Publishing, ComicsAlliance, and MTV; and acted as a consultant for numerous books and exhibitions.





KEY FEATURES

- Immersive exploration of the Marvel Universe through its groundbreaking stories and most popular characters
- Rare original artifacts, including original comic and animation art, Marvel Studios costumes and props, and rare memorabilia
- Multimedia storytelling that utilizes video, audio, projection, and integrated set design
- Exploration of how Marvel has responded to historical events and addressed topics such as race, gender, and mental illness
- Sections designed to give social media enthusiasts their perfect snapshot moment
- An exploration of the process that goes into creating Marvel's characters and comics
- Exhibits showcasing Marvel's popularity across different forms of media, from comics to animation to motion pictures to video games



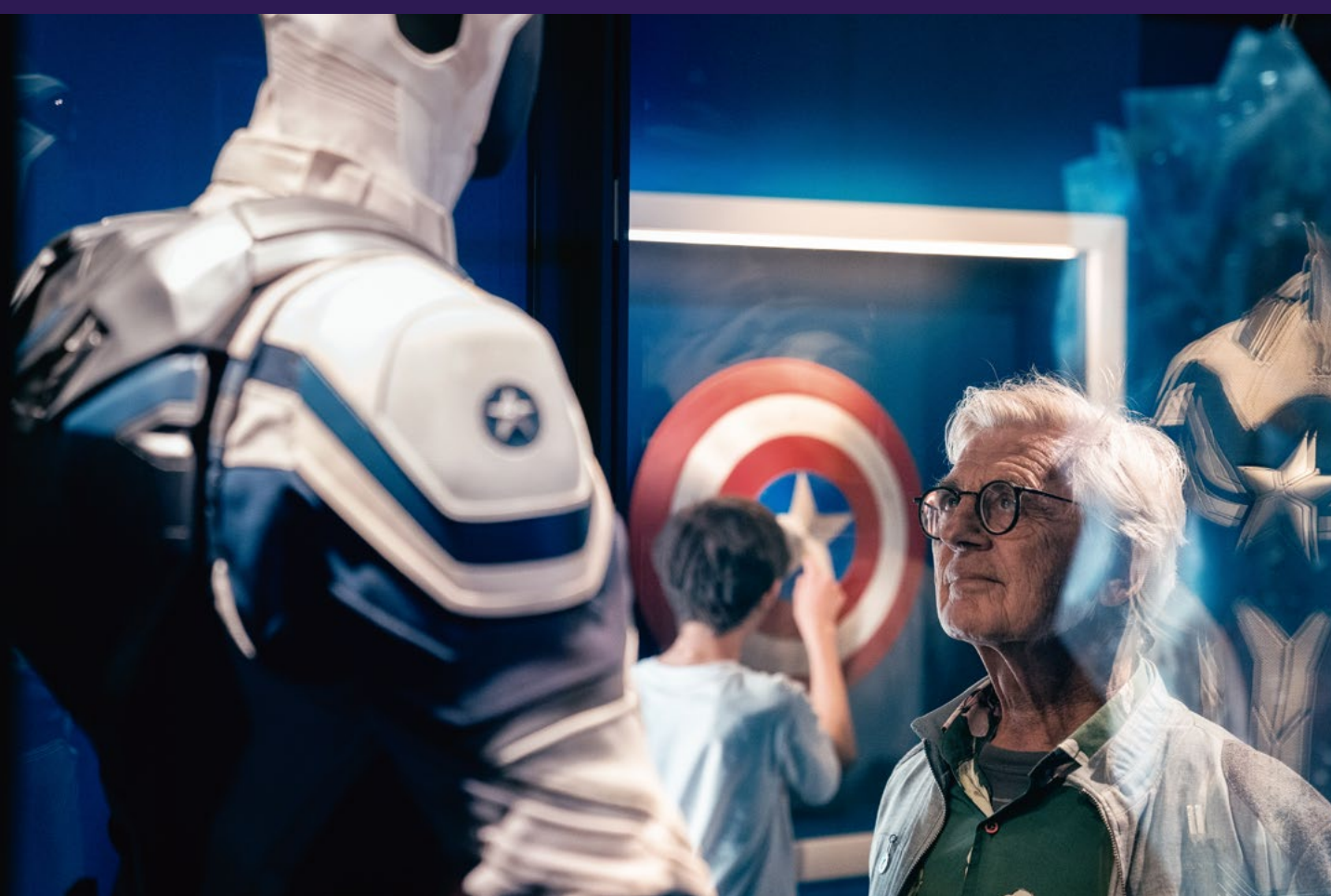


MARVEL: THE EXHIBITION – UNIVERSE OF SUPER HEROES

The galleries within the exhibition each bring a different piece of the Marvel Universe to life through life-size character sculpts, beautifully crafted scenic elements, projections, digital displays, and a 360-degree original soundscape. Audiences will be able to visit the Fantastic Four in their skyscraper headquarters, pose alongside Black Panther in a Wakandan throne room, step from a supernatural library into Doctor Strange's mirror dimension, and explore the city streets with Ms. Marvel. At the same time, they can get a close-up look at countless rare and fascinating artifacts—screen-used props and costumes from Marvel Studios productions, priceless original artwork, animation cels—and take a deep dive into comic book lore through our interactive media tables.

The real-life history of Marvel is also covered extensively. Audiences learn about the creators whose imagination and skill has brought these worlds to life, the company's impact on popular culture, and how Marvel's Heroes and Villains have evolved and diversified over time—and now reach fans through comic books, animation, television, motion pictures, video games, and other narrative forms.

Through immersive spatial design, interactive stations, spectacular photo ops, and other staging techniques, *Marvel: The Exhibition – Universe of Super Heroes* uses experiential scenic techniques to reinvent the traditional museum experience, taking visitors on a journey from the streets of New York City to the farthest reaches of space, offering a whole new way to enjoy—and learn about—Marvel's iconic stories and characters.

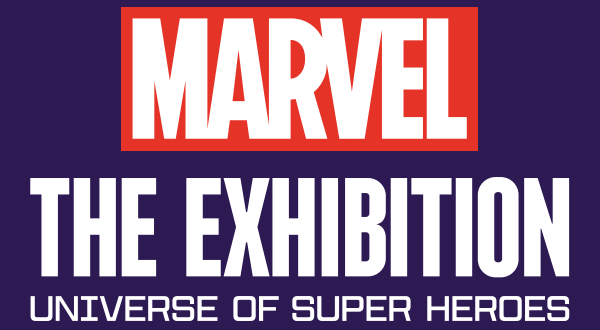


PRODUCTION



Semmel Exhibitions is a division of Semmel Concerts, the German live entertainment producer. Semmel Exhibitions produces experiences that travel to venues around the world, presents exhibitions at their own venues in Germany, Austria, and German-speaking Switzerland, and curates an exhibition-focused program track for the International Live Music Conference (ILMC). Semmel Exhibitions' current portfolio of productions includes *Tutankhamun: His Tomb and His Treasures*, *Marvel: Universe of Super Heroes*, *Marvel's Spider-Man: Beyond Amazing - The Exhibition*, and, most recently, *Disney100: The Exhibition* and *Marvel: Earth's Mightiest Exhibition*, which combined have welcomed an audience of more than nine million people worldwide and forged a strong international network of museums, science centers, cultural venues, and the creative industries.

www.semmel-exhibitions.com



Marvel is one of the world's most prominent entertainment brands, built on an unparalleled library of iconic characters and stories that have shaped pop culture for 85 years. The Marvel brand spans entertainment, including film, television, publishing, licensing, games, live events, digital media, and more.

www.marvel.com

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CATEGORY

- Art
- Pop Culture

PRIMARY ELEMENTS

- Original artifacts from 85 years of Marvel's artistic production—comic books, artworks, and film and TV props
- Scenic set-building, interactives, photo ops
- Rich educational information
- Ambient and audio sounds

TECHNICAL INFORMATION

AREA REQUIREMENTS:	ca. 13.000–14.500 sq ft (1.200–1.350 m ²)
CEILINGS:	min 16.5 ft (approx 5 m) free of any obstructions
STORAGE:	approximately 3,300 sq ft (approx 300 sq m)
RETAIL:	an additional 500–900 sq ft (50–80 sq m)
TEMPERATURE:	70 °F (21 °C)
POWER:	250 Amps @ 380 volts 3-phase / 5-wire
LOADING GATE:	dimension of loading gate (width x height) min 13 x 10 ft (4 x 3 m)
ENGAGEMENT LENGTH:	four months minimum

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