



# MARVEL

## UNIVERSE OF SUPER HEROES

PARTNER BROCHURE

**A NEW EXHIBITION  
CELEBRATING MORE  
THAN 80 YEARS  
OF THE MARVEL  
UNIVERSE, FROM  
EYE-POPPING PRINT  
TO BIG-SCREEN  
BLOCKBUSTERS  
AND BEYOND.**

IT SETS A NEW BAR FOR  
MUSEUM SHOWS OF COMIC ART.

ICU2

Semmel Exhibitions and Marvel Entertainment have teamed up to produce an inventive, exciting show celebrating the artistic production of »The House of Ideas.« World Premiere Exhibition opened 21 April 2018 in Seattle.

**1,000,000+ VISITORS  
WORLDWIDE**

**MARVEL**  
UNIVERSE OF  
**SUPER  
HEROES**

Spider-Man is one of Marvel's most iconic characters, and occupies a central role in this exhibition. This friendly neighborhood hero first appeared in print in 1962, and joined the Marvel Cinematic Universe in 2016's Marvel Studios' Captain America: Civil War.



THE EXHIBITION BROADLY APPEALS TO PARENTS AND KIDS, FANS AND NEWBIES. IT IS SUPER FUN FOR COMICS NEERDS AND NOVICES ALIKE.

THE SEATTLE TIMES

This exhibition explores the generations and legacies of the Marvel Universe that have led to characters such as Ms. Marvel, Marvel's first Muslim Super Hero to headline her own comic book.

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.

# KEY FEATURES OF THE EXHIBITION

**IMMERSIVE EXPLORATION OF THE MARVEL UNIVERSE THROUGH SOME OF ITS BEST-LOVED AND MOST GROUNDBREAKING CHARACTERS**

**RARE ORIGINAL ARTIFACTS, INCLUDING COLLECTIBLE OBJECTS, ORIGINAL COMIC AND ANIMATION ART AND EARLY COMIC BOOKS**

**MULTIMEDIA STORYTELLING USING VIDEO, AUDIO AND IMMERSIVE SET DESIGN**

**EXPLORATION OF HOW MARVEL HAS RESPONDED TO HISTORICAL EVENTS AND ADDRESSED WIDER ISSUES, 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 ILLUSTRATING THE CONNECTIONS BETWEEN ORIGINAL COMICS AND BIG-SCREEN ADAPTATIONS**

**MOVIE PROPS TAKEN FROM SOME OF THE BIGGEST MARVEL BLOCKBUSTERS TO DATE, APPEALING TO BOTH DIE-HARD COMIC FANS AND CASUAL MOVIEGOERS**

The Marvel Cinematic Universe burst onto the scene in 2008 with Marvel Studios' Iron Man and kickstarted a Super Hero fervor that's still raging. In 2016, six of the 20 top films worldwide were Super Hero movies, and four of them featured Marvel characters.

Marvel celebrates its 85th anniversary in 2024, 2022 saw the 60th anniversary of Spider-Man, and 2023 marked 15 years of the Marvel Cinematic Universe. There couldn't be a better time for a well-rounded museum exhibition that brings the story of the company, and its cast of Super Heroes, to a legion of visitors - families with children, pop culture and comic book enthusiasts, keen collectors, and anyone who's been awed by the Marvel Cinematic Universe in the last 12 years.

Semmel Exhibitions and world class designers Studio TK developed a concept for an exhibition that uses rare and original artifacts - including some of the publisher's most iconic pages, as well as film costumes and props - to bring Marvel's Universe to life, exploring its heritage in both print and onscreen. Many of these artifacts have never been seen by the public before. These exhibits shed light on individual characters and their narratives, as well as the development of the company as a whole and its influence on contemporary visual culture.

Semmel Exhibitions has partnered with an outstanding curatorial team, including three renowned scholars of comics, that led the show's development. Benjamin Saunders is curator of the show, working in close collaboration with Matthew J. Smith and Randy Duncan, all of them university professors and experts in this field. MoPOP curators Brooks Peck and Jacob McMurray and comic book creators Ann Nocenti and Danny Fingeroth completed the curatorial development team.

Alongside their expertise, acclaimed composer Lorne Balfe has created the exhibition's soundscape. Produced in partnership with Marvel Themed Entertainment, the exhibition made its world premiere at MoPOP in April 2018.

## CURATORIAL STATEMENT

The Marvel name represents one of the most recognizable and powerful transmedia entertainment brands in the world, bolstered by the most ambitious, extended movie-cycle in the history of cinema. Over the last decade, Marvel has launched a series of blockbuster motion pictures, each capable of being enjoyed as a free-standing story in its own right, but set in a fully elaborated, interconnected universe. In conjunction with this box-office success, Marvel's comic book division has also been revitalized, old characters have enjoyed makeovers, while a more inclusive and diverse cast of newer creations has taken up a prominent position alongside the original pantheon.

Marvel's marquee characters are superhumans who still embrace their human nature. The exhibit explores the dialectical relationship between "the cosmic and the quotidian": the presence of the extraordinary embedded in the ordinary, and vice versa. Sometimes this tension is comedic, sometimes tragic, but it is always there. The opposition between the sublime and the banal is central to the narrative of Marvel's most successful single character Spider-Man - whose life as Peter Parker is every bit as important to the drama of his stories as his battles with Doctor Octopus and Green Goblin.

Finally, it is worth noting that the tale of this little company, that grew into a world-dominating media empire, has a dramatic arc to match the content of one of its own comic books. It rises, falls, and - just when all seems lost - rises again to become even greater than it was. It is a story with its own heroes - the talented creators who first breathed life into these iconic characters - and its own share of dramatic conflicts, bitter battles and moments of heartbreak. We tell that story in our exhibition, too, paying tribute to the laborers of the imagination who first brought these characters to life.

**BEN SAUNDERS, PH.D.**

Jane Foster has proven herself worthy to wield the power of Thor; female fans and creators have become a powerful force in the comics industry. Original artwork of Jane Foster as Thor.

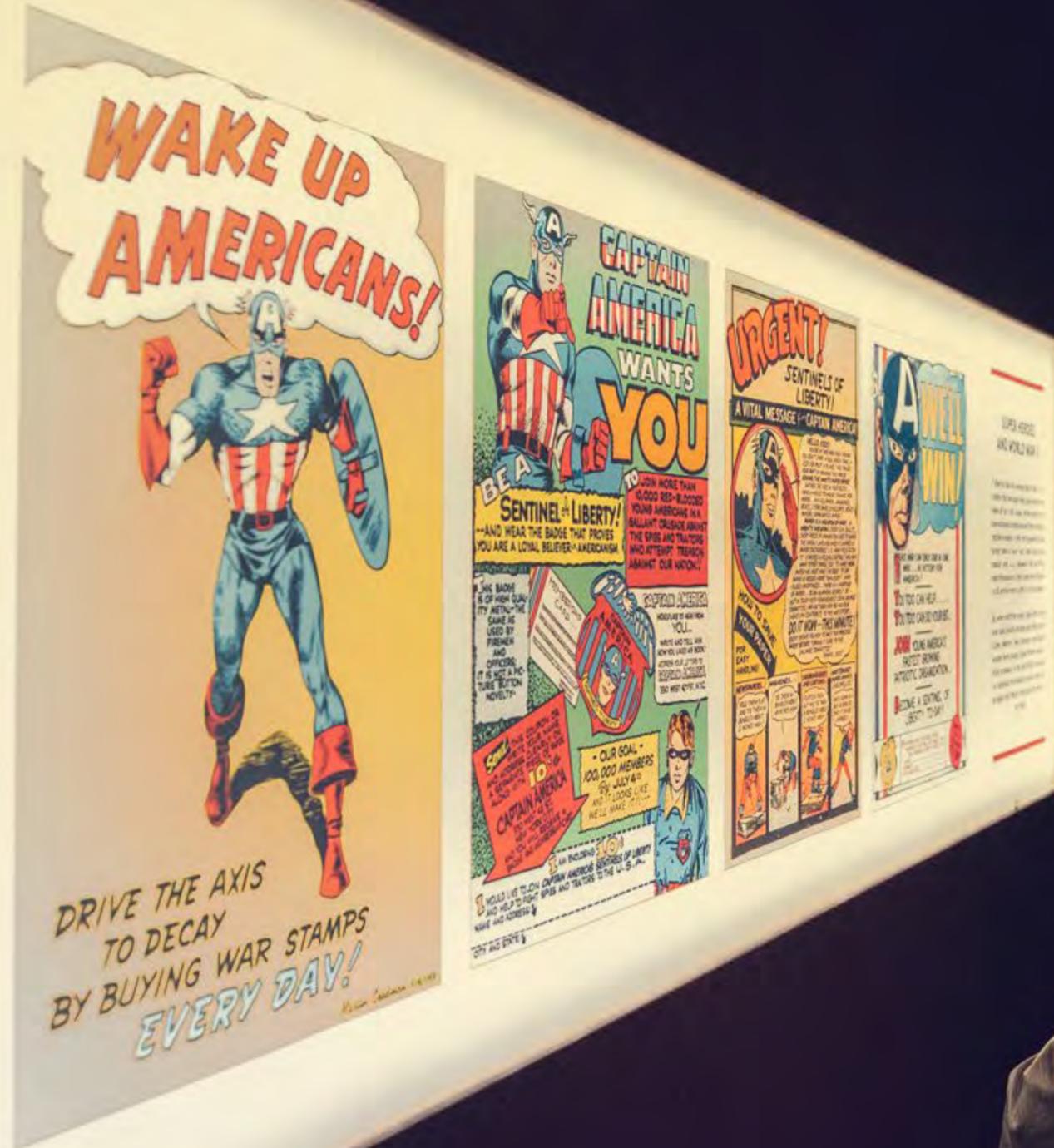
MARVEL: UNIVERSE OF SUPER HEROES IS A MUST-SEE FOR FANS OF MARVEL COMICS AND MARVEL FILMS ... WHICH IS JUST ABOUT EVERYONE THESE DAYS, ISN'T IT?

NERDIST.COM

For people around the world the Marvel name immediately conjures up images from the most ambitious movie franchise in modern entertainment history. But the origins of this extraordinary cycle of interrelated films and television shows are to be found in the innovative comic books published by Marvel over the past 80 years. Since 1939, Marvel has catapulted imaginations from the mundane into the extraordinary worlds of Super Heroes, and inspired generations of fans to discover within themselves the ability to overcome life's most daunting challenges. With a catalog of over 8,000 characters, including icons such as Spider-Man, Iron Man and Black Widow, there is a Marvel Super Hero for everyone.

Lively Marvel statues invite visitors to interact and become part of the scenery, with great photo opportunities for sharing on social media.

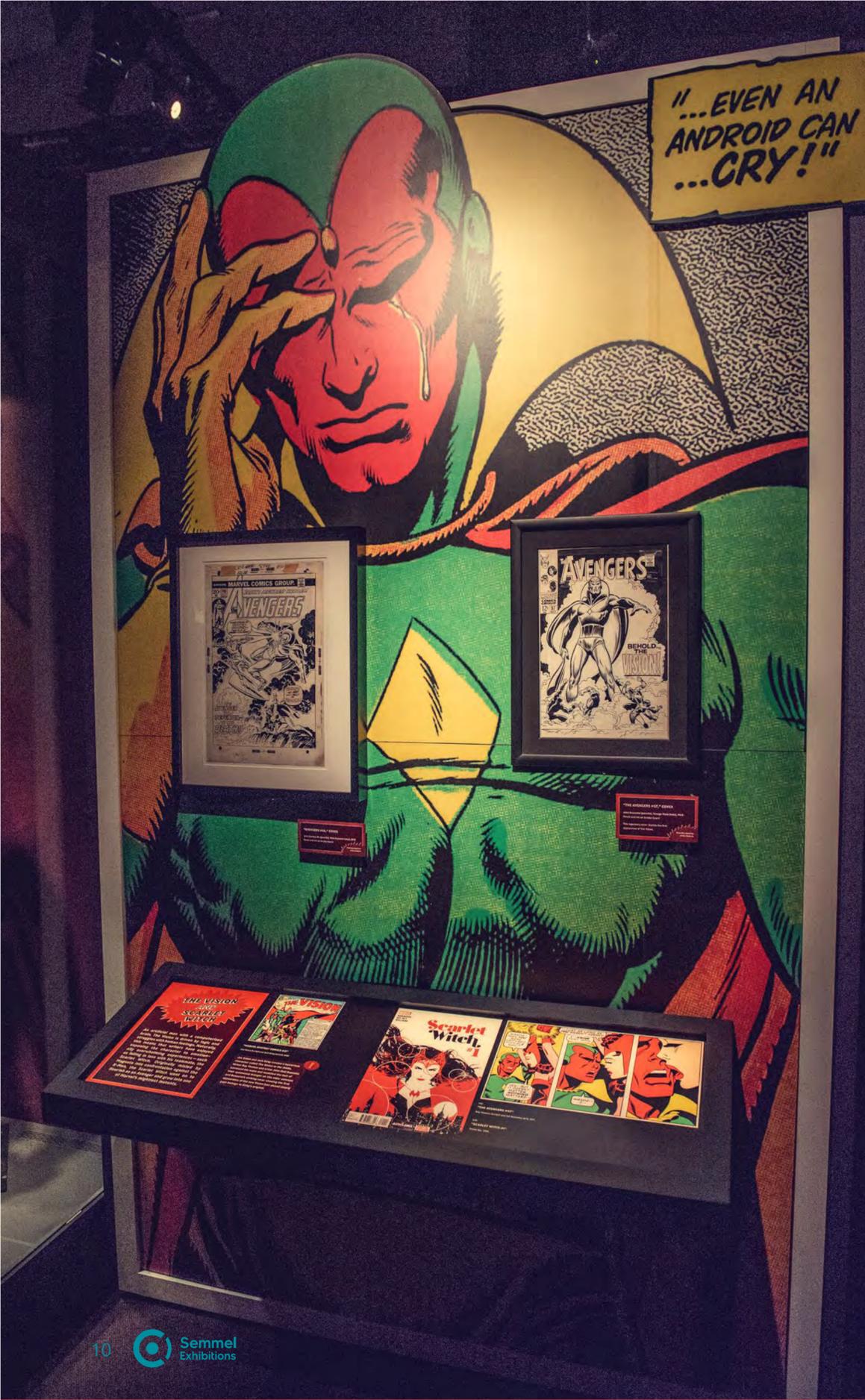
# GET A CLOSER LOOK







**MARVEL**  
UNIVERSE OF  
**SUPER  
HEROES**





See an original copy of **Marvel Comics #1**, the 1939 comic book that started it all.

# CREDITS

## CURATOR

**BEN SAUNDERS** Ph.D.

is the curator of the exhibition. Ben Saunders 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: Earth's Mightiest Exhibition*. 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.

## CO-CURATORS

**MATTHEW J. SMITH** Ph.D.

is the author/editor of numerous scholarly books and articles on comics. He is professor and director of the School of Communication at Radford University in Virginia. In collaboration with Randy Duncan and Paul Levitz, he is the co-author of *"The Power of Comics: History, Form and Culture, 2nd Edition"* (Bloomsbury Academic, 2015), the premiere textbook for the comics studies classroom. Smith and Duncan have previously collaborated on editing *"Critical Approaches to Comics: Theories and Methods"* (Routledge, 2012), which was nominated for a Will Eisner Comic Industry Award, and *"Icons of the American Comic Book"* (ABC-CLIO, 2013).

**RANDY DUNCAN** Ph.D.

is the co-founder of the Comics Arts Conference, the nation's first annual academic conference devoted solely to the study of comics. He is a professor of Communication at Henderson State University in Arkadelphia, Arkansas. He is also co-author, with Michael Taylor and David Stoddard, of *"Creating Comics as Journalism, Memoir and Nonfiction"* (Routledge, 2014). In 2009 Duncan received the Inge Award for Outstanding Comics Scholarship, and in 2012 he received the Inkpot Award for Achievement in Comic Arts.



# 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](http://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](http://www.marvel.com)



# MARVEL

UNIVERSE OF

# SUPERHEROES

**Are you worthy of Thor's hammer?  
One of around 300 original artifacts.**

Marvel logo and all characters  
© 2024 MARVEL  
Learn more at [semmel-exhibitions.com/marvel-universe/](https://semmel-exhibitions.com/marvel-universe/)  
and [www.superhero-exhibition.com](https://www.superhero-exhibition.com)  
Follow the project on social media  
[@superheroexhibition](https://twitter.com/superheroexhibition)

## CONTACT

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Semmel Exhibitions is a division of  
Semmel Concerts Entertainment GmbH  
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#### CATEGORY

- Art
- Pop Culture

#### PRIMARY ELEMENTS

- Around 300 original artifacts from 80 years of Marvel's artistic production - comic books, artworks, film & TV props
- Scenic set building, interactives, photo ops
- Rich educational information
- Ambient & audio

## TECHNICAL INFORMATION

#### REQUIREMENTS AREA:

1.200 sq m / ca. 13,000 sq ft

#### CEILINGS:

5 m / 17 ft ceilings min.

#### STORAGE:

min. 150 sq m / 1,600 sq ft

#### RETAIL:

50 - 80 sq m / 500 - 900 sq ft

#### TEMPERATURE:

ca. 70 °F - 80 °F (ca. 21 °C - 26 °C)

#### POWER:

2x 125A CEE or 2x powerlock 100A  
(The Production provides transformer for 400V,  
3 phases + neutral + grounding)

#### LOADING GATE:

W x H: 2.5 m x 3 m / 9 x 10 ft

#### ENGAGEMENT LENGTH:

Four months minimum