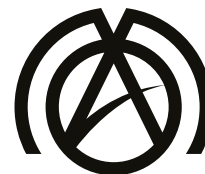


## **Matthew Yokobosky Announced as the Recipient of the 2022 Markopoulos Award in a Milestone Year**

The Markopoulos Award Celebrates 25 Years of Recognizing Industry Icons in the Name of the Legendary Andrew Markopoulos



### **Markopoulos Award 2022**



The Markopoulos Award is named in honor of the late Andrew Markopoulos, whose high standard of excellence continues to inspire all within the retail design industry. During his tenure as senior vice president of visual merchandising and store design for the department store division of Dayton-Hudson, he left an indelible mark on the fabric of the retail design community. With a heightened sense of dignity, class and vision, Mr. Markopoulos elevated the profession from a trade to an art form. The most prestigious honor in the retail design industry, the Markopoulos Award is presented annually to recognize the exceptional individuals in the retail design industry who have consistently produced innovative and inspirational work while exemplifying Andrew's high standard of professionalism.

This year marks the 25th anniversary of the Markopoulos Award. The coveted honor was launched in 1997 shortly before the turn of the Twenty-First Century. It was a time when the industry looked toward the future with hope and optimism. But even the most forward-looking could not have visualized the enormity of change that lay ahead.

Andrew Markopoulos recognized that the one constant in retail is change.

As the industry evolved and adapted to the nuances of the day, he was able to differentiate his work by daring to be different. While Markopoulos had his finger on the pulse of the times, he didn't follow trends, he set them. Today, as the retail industry changes exponentially, visual merchandising is expanding beyond the boundaries of the norm to the broader world of experiential and special design. In keeping with Andrew's core values, his vision, and the attributes he embodied, the Markopoulos Circle is looking beyond the boundaries of industry convention by presenting this year's Markopoulos Award to Matthew Yokobosky, the Senior Curator of Fashion and Material Culture at the Brooklyn Museum.

Mr. Yokobosky, much in the spirit of Andrew Markopoulos, has a long history of bringing presentations and exhibitions to life by creating spatial experiences in evocative and compelling environments.

His work at the Brooklyn Museum has afforded him the opportunity to explore his interests in design and fashion on a world renowned stage. Matthew was appointed Senior Curator, Fashion and Material Culture, in 2018, having most recently held the position of Director of Exhibition Design.

Since 1999, Matthew has designed more than ninety-five temporary and permanent exhibitions at the Brooklyn Museum, including Annie Leibovitz: A Photographer's Life (2006), The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk(2013), Killer Heels: The Art of the High-Heeled Shoe (2014), The Rise of Sneaker Culture (2015), Georgia O'Keeffe: Living Modern (2017), and David Bowie is (2018; also coordinating curator).

Recent projects include: Pierre Cardin: Future Fashion (2019), Studio 54: Night Magic (2020), The Queen and The Crown: A Virtual Exhibition of Costumes from "The Queen's Gambit" and "The Crown" (2020), Christian Dior: Designer of Dreams (2021) and Thierry Mugler: Couturissime (2022).

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## Press Release

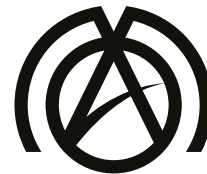
Matthew's journey in the design world began while in school at the University of Pittsburgh where he received a degree in film studies with an emphasis on design. At the time, he didn't consider exhibition design as a career option.

After graduating, he got a job as a curatorial assistant in the Section of Film and Video at the Carnegie Museum of Art. Then in 1987 he relocated to New York and secured a position as a curatorial assistant at the Whitney Museum of American Art in the film and video department. Matthew found his calling in exhibition design while designing sets and costumes in the evenings for theater director Ping Chong. He designed six productions for him, mostly at La Mama theater on East 4th Street. In 1989, he won a New York Dance and Performance Award (known as a 'Bessie') for outstanding set and costume design. Soon after he was asked by the Whitney Museum if he had considered exhibition design. Although he had not thought of this as an option, he accepted the challenge and began work on a Joseph Stella retrospective at the Whitney.

In his position as the Associate Curator of Film and Video at the Whitney, he curated No-Wave Cinema, 1978-1987 (1996, international tour), Fashion and Film (1997), Charles Atlas: The Hanged One (1997), and Eiko & Komo living installation Breath (1998). Matthew has curated and designed exhibitions nationally for the Aldrich Museum of Contemporary Art, Ridgefield, Connecticut, and the Annenberg Space for Photography, Los Angeles, and internationally at the National Museum of Contemporary Art, Seoul; American Center, Paris; Statens Museum for Kunst/National Gallery of Denmark, Copenhagen; and Barbican Centre, London.

After 12 years at the Whitney, Matthew found his home at the Brooklyn Museum when he received a call from Arnold Lehman, then Director of the Brooklyn Museum. After seeing Matthew's work on a Bob Thompson retrospective, Lehman offered him a position in exhibition design. It was then that Matthew made a career switch from curatorial to design.

A great storyteller with a highly developed sense of composition, Matthew clearly recognizes the many overlaps between store design and exhibition design. "Both are showing objects, and both employ the same or similar tools. Much like retail, the experience of walking through a gallery informs visitors about information that you want them to learn. The narrative is expanded when working in a space or in a building as we consider rooms in a larger story as visitors move through the gallery or through the store."



## Markopoulos Award 2022

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Support of the community has long been an integral component of the Brooklyn Museum mission. Mr. Yokobosky believes that as a curator, one of his most vital roles is to teach and inform. "Being a curator is being an educator. Months and even years of research go into the discovery of new information. Once gathered, our responsibility is to share the results of our research with the community at large."

This year's award, presented by the Markopoulos Circle (past 24 recipients), will be hosted by;

Ralph Pucci at the Ralph Pucci International Showroom, 44 West 18th Street, Penthouse, NYC, January 17th, 2023 from 6-8pm.

Visit [www.markopoulosaward.com](http://www.markopoulosaward.com)

for the full Markopoulos Award story / history and past honorees.

Written by: Eric Feigenbaum,  
[ericsethfeigenbaum@gmail.com](mailto:ericsethfeigenbaum@gmail.com)

For additional information: Dan Evans  
[dan@wests.design](mailto:dan@wests.design)

This press release can be downloaded from the Markopoulos web site.