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# LinkNYC, DoITT Announce Content Partnership with the Museum of the City of New York

## *New Campaign --* Summer in the City *-- Featuring Stanley Kubrick Photography Will Launch June 21*

**NEW YORK** – LinkNYC and the Department of Information Technology & Telecommunications (DoITT) today announced a content partnership with the Museum of the City of New York, extending the Museum's extensive archive of photography and historic moments to the streets of New York through the Link network. A new campaign called *Summer in the City* to launch June 21st will feature images from the Museum's current exhibition, *Through a Different Lens: Stanley Kubrick Photographs*, which highlights the iconic film director's formative years in New York City as a photographer for *Look* magazine between 1945-1950.

"In addition to providing super-fast, free Wi-Fi to four million New Yorkers and visitors, LinkNYC is fundamentally changing the way information is delivered on the go. Through the content on our digital displays, we have brought useful and enriching information to the streets of New York, including in partnership with great local organizations that have made Link a beloved member of the community," said **Jen Hensley, President of Link**. "We are so thrilled to partner with the Museum of the City of New York, a great New York City institution, to bring their incredible content to our five-borough network."

"We're proud to partner with MCNY to serve both residents and visitors by extending the Museum's rich archive of photography to the streets of New York," said **Samir Saini, Commissioner for the Department of Information Technology and Telecommunications**. "New Yorkers in all five boroughs will catch a glimpse of history, art and culture just by passing by a LinkNYC kiosk. What better way to start the summer!"

"Partnering with LinkNYC and DoITT is the perfect opportunity to both extend our content beyond the walls of the Museum as well as reinforce the Museum's mission as an institution that captures the inclusive urban experience by spotlighting relevant contemporary issues important to New Yorkers," said **Whitney Donhauser,** *Ronay Menschel Director* of the Museum of the City of New York. "The Summer in the City campaign, featuring the photography of Stanley Kubrick encompasses the rich, diverse history of the city while giving you a glimpse into the iconic director's future work as an artist who continues to be celebrated globally."

LinkNYC has partnered with the Museum on multiple campaigns, ranging from highlighting historic photos of women who influenced New York political history for Women's History Month from the Museum's exhibition, *Beyond Suffrage: A Century of New York Women in Politics*, to surfacing new 'On This Day In NYC History' (#OTDNYC) information every day. The programs aim to increase access to city history and delight New Yorkers and visitors while on the go.

*Through a Different Lens: Stanley Kubrick Photographs* is made possible in part by Ann G. Tenenbaum and Thomas H. Lee, Nancy and Mitchell Steir, The Hilaria and Alec Baldwin Foundation, The Andrew and Marina Lewin Foundation, Daryl Brown Uber/William E. Weiss Foundation, and George A. Kellner.

This exhibition is organized by the <u>Museum of the City of New York</u> in collaboration with SK Film Archives LLC.

Digitization of the Stanley Kubrick Photographs from the *Look* magazine collection was made possible in part by the Charina Endowment Fund, Bloomberg Philanthropies, Daryl Brown Uber/William E. Weiss Foundation, and other generous donors.

#### About LinkNYC

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest and largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in early 2016, more than 1,650 Links are active across all five boroughs, with thousands more set to be deployed over the next few years.

More than 4 million people – more than the populations of the cities of Chicago, Phoenix, Philadelphia, Dallas, or San Diego – have used the free gigabit Wi-Fi service, with tens of thousands of new users joining the network each week.

In addition to free Wi-Fi, each Link offers free phone calls, device charging, and a tablet to access maps, 311, the social services platform Aunt Bertha, and access to 911. All of Link's services are 100% free for users and come at no cost to taxpayers.

For more information and to find a Link near you, visit link.nyc.

### About the Department of Information Technology and Telecommunications (DoITT)

DoITT is the technology core of New York City government, working with over 100 city agencies and entities to deliver the tech they need to serve and empower New Yorkers. DoITT's technology solutions help keep the five boroughs safe, strong, and vibrant. For more information, visit<u>nyc.gov/DoITT</u> or visit us on<u>Facebook</u> or <u>Twitter</u>.

#### About the Museum of the City of New York

Founded in 1923 as a private, nonprofit corporation, the Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. The Museum connects the past, present, and future of New York City, and serves the people of the city as well as visitors from around the world through exhibitions, school and public programs, publications, and collections. To connect with the Museum on social media, follow us on Instagram and Twitter at @MuseumofCityNY and visit our Facebook page at Facebook.com/MuseumofCityNY. For more information please visit www.mcny.org.