

# MUSEUM OF THE MOVING IMAGE

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## MUSEUM OF THE MOVING IMAGE PRESENTS FIRST U.S. MUSEUM EXHIBITION OF AWARD-WINNING VIRTUAL REALITY DOCUMENTARY ON THE MORNING YOU WAKE (TO THE END OF THE WORLD)

Co-presented by Games for Change, the exhibition will offer an in-depth, behind-the-scenes look at a VR experience that changes the way we think about nuclear weapons.

January 20–February 12, 2023

PRESS VIEWING ON FRIDAY, JANUARY 27, 10:00 A.M.–12:30 P.M. [RSVP HERE.](#)



Astoria, New York, January 5, 2023 — Museum of the Moving Image will present ***On the Morning You Wake to Nuclear Threat: Exploring Social Impact Through Virtual Reality*** from January 20 to February 12. Co-presented by Games for Change, the exhibition features screenings of *On the Morning You Wake (to the End of the World)*, a groundbreaking virtual reality (VR) documentary at the center of a global nuclear disarmament campaign that demonstrates the unique power of immersive storytelling for social impact, and an exploration of the project’s production and worldwide impact.

“MoMI is proud to be partnering with Games for Change on the presentation of *On the Morning You Wake*,” said Carl Goodman, the Museum’s Executive Director. “What’s so striking about the work is the way in which new technologies for creative expression can be used to confront and address one of the world’s most powerful technologies of

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destruction. Whether through documentary film and television or through immersive media, MoMI continues to explore, create awareness of, and, hopefully, spur action related to our most urgent global threats.”

*On the Morning You Wake* is a VR documentary that immerses viewers in the first-hand experience of people in Hawai‘i who faced nuclear threat. On the morning of January 13, 2018, a message from the Hawai‘i Emergency Management Agency flashed on phones across the state: “BALLISTIC MISSILE THREAT INBOUND TO HAWAII. SEEK IMMEDIATE SHELTER. THIS IS NOT A DRILL.” As cellular communication networks collapsed and panic took hold, 1.4 million people came to understand the real, growing, and urgent nature of today’s nuclear threat. Thirty-eight minutes later, the alert was retracted. Though nothing happened, everything changed.

Coming at a critical moment for public awareness and understanding of nuclear proliferation, the project offers a human-centered perspective on a complex geopolitical issue, making clear the fundamental injustice of a world held hostage by nuclear weapons. Created by Archer’s Mark and Atlas V, *On the Morning You Wake (to the End of the World)* was originally conceived in partnership with social impact organization Games for Change and Princeton University’s Science and Global Security Program. Since its global premiere at the Sundance Film Festival in January 2022, *On the Morning You Wake* has inspired audiences around the world to take action to shape the future of nuclear weapons policy and get involved in the global nuclear abolition movement.

“*On the Morning You Wake* is a transformative work of art and a proof point for the power of immersive technologies to drive social impact,” said executive producer Susanna Pollack, president of Games for Change. “We are delighted to partner with MoMI on this first-of-its-kind U.S. museum exhibition of *On the Morning You Wake*, which aims to spark critical dialogue and action towards nuclear abolition, and inspire current and future creators and changemakers to continue pushing the boundaries of immersive storytelling for impact.”

Through vivid real-life audio testimonies and performances recorded using cutting-edge volumetric video capture technology, the experience brings human stories to life in a 3D world that provides a visual metaphor for the chaos and panic in the immediate aftermath of the alarming event. By seamlessly integrating documentary storytelling with innovative production techniques and a large-scale public education and impact campaign, *On the Morning You Wake* demonstrates how emerging technology amplifies the power of storytelling to drive social change. This exhibition offers an opportunity to view the VR project, and also provides insight into the creative storytelling process, technical innovation, and worldwide impact of the film. [Watch the trailer.](#)

*On the Morning You Wake (to the End of the World)* was created by Archer’s Mark and Atlas V —the award-winning producers of *Notes on Blindness VR*—and executive

produced by Games for Change and Princeton University's Science and Global Security Program. Supporters include VR for Good, Arte France, and British Film Institute. The project is currently being distributed internationally by Astrea.

The exhibition *On the Morning You Wake to Nuclear Threat: Exploring Social Impact Through Virtual Reality* will be on view in MoMI's Amphitheater Gallery. Tickets for the VR documentary are \$15 and include access to the exhibition (an additional \$5 offers access to all Museum galleries). For more information and to purchase tickets, visit [movingimage.us/event/morning-you-wake](http://movingimage.us/event/morning-you-wake).

### **About Museum of the Moving Image**

Museum of the Moving Image (MoMI) is the only institution in the United States that deals comprehensively with the art, technology, enjoyment, and social impact of film, television, and digital media. In its stunning facility in Astoria, New York, the Museum presents exhibitions; screenings; discussion programs featuring actors, directors, and creative leaders; and education programs. It houses the nation's largest collection of moving image artifacts and screens over 500 films annually. Its exhibitions—including the core exhibition *Behind the Screen* and *The Jim Henson Exhibition*—are noted for their integration of material objects, interactive experiences, and audiovisual presentations. For more information about the MoMI, visit [movingimage.us](http://movingimage.us).

### **About Games for Change**

Since 2004, Games for Change (G4C) has empowered game creators and innovators to drive real-world change—using games and immersive media to help people learn, improve their communities, and make the world a better place. G4C partners with technology and gaming companies, nonprofits, foundations, and government agencies to run world-class events, public arcades, design challenges, and youth programs. G4C supports a global community of game developers working on using games to tackle real-world challenges, from humanitarian conflicts to climate change and education.

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Top image: *On the Morning You Wake (To the End of the World)* / courtesy of Games for Change.

### **Press contacts:**

Tomoko Kawamoto, [tkawamoto@movingimage.us](mailto:tkawamoto@movingimage.us)

Alex Cutler & Hayley Brinkman, SSM&L for MoMI, [momi@ssmandl.com](mailto:momi@ssmandl.com)

Ilena Parker, McPherson Strategies for G4C, [g4c@mcpstrategies.com](mailto:g4c@mcpstrategies.com)

### **MUSEUM INFORMATION**

Hours: Thurs, 2:00–6:00 p.m. Fri, 2:00–8:00 p.m. Sat–Sun, 12:00–6:00 p.m.

Museum Admission: \$20 adults, \$12 senior citizens (ages 65+) and students (ages 18+) with ID, \$10 youth (ages 3–17). Children under 3 and Museum members are admitted free. General admission is free every Thursday, 2:00–6:00 p.m.

Film Screenings: Fridays, Saturdays, and Sundays, and as scheduled. Unless otherwise noted, tickets: \$15 adults, \$11 students and seniors, \$9 youth (ages 3–17), free or discounted for Museum members (depending on level of membership). Advance purchase is available online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M or R to Steinway Street. N or W to 36 Ave or Broadway.

Program Information: Telephone: 718 777 6888; Website: [movingimage.us](http://movingimage.us)

Membership: [movingimage.us/join-and-support/become-a-member](http://movingimage.us/join-and-support/become-a-member) or 718 777 6877

Museum of the Moving Image is housed in a building owned by the City of New York and has received significant support from the following public agencies: New York City Department of Cultural Affairs; New York City Council; New York City Economic Development Corporation; New York State Council on the Arts with the support of Governor Kathy Hochul and the New York State Legislature; Institute of Museum and Library Services; National Endowment for the Humanities; National Endowment for the Arts; and Natural Heritage Trust (administered by the New York State Office of Parks, Recreation and Historic Preservation). For more information, please visit [movingimage.us](http://movingimage.us).