

# A National Museum

## To Share The Chinese-American Experience

For over 40 years, the Museum of Chinese in America (MOCA) has...

- Amassed the **largest in-house collection of artifacts** and items portraying Chinese American history
- Welcomed **800,000+ visitors** into the downtown heart of the most diverse cultural center in the world, NYC
- Been described as **“One of NYC’s Top Museums”** by The New York Times & Conde Nast
- Educated generations on the lost history of exclusion, racism, & contributions to the American narrative
- Connected to **28 national organizations** recording regional Chinese American stories
- Developed as a **“Museum of Conscience”** and **“American Cultural Treasure”** alongside the Holocaust Museum, El Museo del Barrio, Tenement Museum, and other likeminded institutions



MOCA’S future awaits as a museum of...

- **Response:** utilizing dynamic platforms to summon conscience, illuminate identity, and confront issues of belonging, home, race, justice, and equity
- **National Pride:** understanding the Chinese American journey to unveil self-identity
- **To Call Home:** creating a permanent home for exhibits, programs, research, genealogy
- **Anchor for Chinese Americans:** serving as a hub for smaller historical museums and societies in the U.S. as well as members of the Chinese global diaspora broadly
- **Artistry:** activating artists in a professional 199-seat performance space
- **Genealogy:** unveiling and rediscovering ancestries, heritage, and lineage
- **Community:** fortifying grassroots relations to strengthen communities
- **Gatherings:** learning, dancing, eating, sharing, relaxing, remembering, & celebrating

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### Unparalleled Excellence in Design

For the first time ever, MOCA is uniting the visionary designs of **Maya Lin** with the cutting-edge innovation of **Ralph Applebaum Associates** to revolutionize a museum of conscience that will push visual, intellectual, and pedagogical boundaries.

Their collaboration will create a **multi-platform experience** that integrates the past, present, and future aspirations of the Chinese American journey, propelling MOCA to new heights as a thought leader in Chinatown, the United States, and the world.

Join us today and engage in our once-in-a-lifetime **\$128M Capital Campaign**, with **\$61M** raised to date from private philanthropy and the City of New York!

