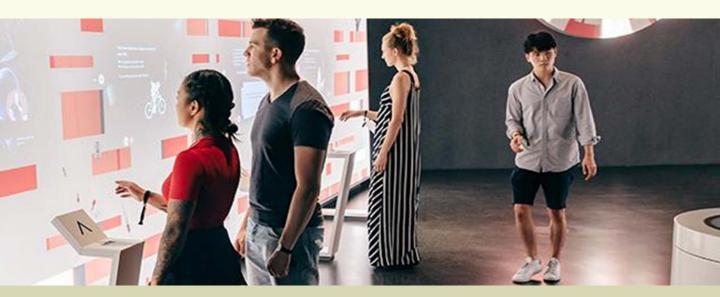


# A National Museum To Share The Chinese-American Experience

#### 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!

