

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

NEW EXHIBITION ‘DAN PERRI AND THE ART OF THE TITLE SEQUENCE’ EXPLORES UNSUNG ASPECT OF FILMMAKING

On November 13, title designer Dan Perri will participate in a conversation about his career alongside screenings of *Taxi Driver* and *The Warriors*

October 14, 2022–January 1, 2023

Astoria, New York, October 14, 2022 — A film's opening credit sequence can impress itself on the viewer as strongly as any other cinematic element. From distilling the story into letterforms to creating an introductory film-before-the-film, the title designer can establish the tone, often in combination with music, that ushers the viewer into the world of a movie. Today, Museum of the Moving Image opens the new exhibition ***Dan Perri and the Art of the Title Sequence***, which explores title-sequence design by focusing on one of its most acclaimed practitioners. Dan Perri's work in the industry spans 50 years, with title sequences that include the screaming sales pitch of *Nashville*, the neon glow of *Taxi Driver*, the opening crawl of *Star Wars*, the dripping paint of *The Warriors*, the jagged edges of *A Nightmare on Elm Street*, and many others.

Dan Perri and The Art of the Title Sequence was organized by Barbara Miller, Deputy Director for Curatorial Affairs, and guest curator Lola Landekic, Editor-in-Chief of [Art of the Title](#). The exhibition will be on view through January 1, 2023 in the Museum's Video Screening Amphitheater and gallery.

A legend in the field of optical title design, Perri is perhaps best known for creating the opening crawl that triumphantly heralded the arrival of *Star Wars*—one of the most identifiable and imitated pieces of title design ever created. And yet this is just one example out of a long career that also included *The Exorcist*, *Nashville*, *Taxi Driver*, *Raging Bull*, *Days of Heaven*, *Caddyshack*, *A Nightmare on Elm Street*, *Blood Simple*, *Insomnia*, *The Aviator*, and more.

Alongside a presentation of some of Perri's most iconic work, the exhibition includes a video interview, sketches, storyboards, type, logo designs, and other production material from a broad range of films—as well as alternate designs that were not used in completed films.

###

Dan Perri and co-curators Barbara Miller and Lola Landekic are available for interviews.

Press contacts:

Tomoko Kawamoto, tkawamoto@movingimage.us

Sunshine Sachs for MoMI, momi@sunshinesachs.com

MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facility—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

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: \$15 adults; \$11 senior citizens (ages 65+) and students (ages 18+) with ID; \$9 youth (ages 3–17). Children under 3 and Museum members are admitted free. General admission is free every Thursday.

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

Membership: 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.