



FOR IMMEDIATE RELEASE

Museum of the City of New York Inks Deal for Licensing Program with Parham Santana

May 25, 2022
New York, NY

Parham Santana – The Brand Extension Agency, today announced a new global licensing agreement with Museum of the City of New York for consumer product brand development, retail branding, and licensing sales.

Parham Santana has developed and marketed licensed products from world renown global media companies, classic trademarks and not-for profit-brands including Discovery Channel, Better Homes and Gardens, Turner Classic Movies, PBS Kids, UNICEF, and Corita Art Center into major retailers and for ecommerce distribution.

Winner of “Best Museum” in Time Out New York’s “Best of the City 2021” the award-winning museum engages visitors by celebrating, documenting, and interpreting the city’s past, present, and future. Located at the top of Manhattan’s Museum Mile for nearly a century, the Museum’s more than 750,000-object collection encompasses costumes, textiles, decorative arts, ephemera, manuscripts, toys, and photography. The photography and prints collection is comprised of such collections as *LOOK* magazine, Byron & Co., Wurts Bros., and Berenice Abbott. The Museum’s vast collection also includes a deep assemblage of street art and ephemera from the Martin Wong collection, gowns from the Gilded Age, a Tiffany & Co sterling silver shovel which broke ground for the New York City subway as well as objects dating back to before New York City became New York City.

“As we head into our Centennial, the Museum has mounted countless numbers of exhibitions, produced thousands of programs, and educated hundreds of thousands of students throughout our history,” said **Whitney Donhauser, Ronay Menschel Director and President of the Museum of the City of New York**. “Partnering with Parham Santana enables us to extend the brand experience beyond the Museum walls and engage new fans as New York City’s storyteller.”

“The Museum is fortunate to have an incredible collection, along with significant scholarship, and insightful publications,” said **Sheryl Victor Levy, Vice President, Marketing Communications**. “Because New York City is such a coveted brand, we know there is a demand to engage brand fans all over the world. What better institution to do that than the Museum of the City of New York? Licensing the Museum’s intellectual property enables us to be a forward-thinking institution by generating revenue from incremental opportunities for this world-class institution – while also fulfilling on our mission.”

“The Museum of the City of New York is the premier institution for NYC culture and style. We are honored to help the Museum leverage its wealth of assets from its founding in 1923 through today,” said John Parham, President of Parham Santana.

Leveraging the Museum’s vast collection, Parham Santana is working with MCNY to pursue retail and manufacturing partners in hard and soft goods, home décor, apparel, stationery, games, and toys.

ABOUT MUSEUM OF THE CITY OF NEW YORK

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world’s most influential metropolis. Winner of "Best Museum" in Time Out New York's "Best of the City 2021" and multiple American Alliance of Museums (AAM) awards, MCNY engages visitors by celebrating, documenting, and interpreting the city’s past, present, and future. To connect with the Museum’s award-winning digital content, visit www.mcny.org; or follow us on Instagram and Twitter at [@MuseumofCityNY](https://www.instagram.com/MuseumofCityNY) and on Facebook at [Facebook.com/MuseumofCityNY](https://www.facebook.com/MuseumofCityNY)

ABOUT PARHAM SANTANA

Parham Santana (www.parhamsantana.com), The Brand Extension Agency helps national brands extend and restage in the retail world. Positioning and brand extension strategies for clients have guided long-term multi-billion-dollar retail

programs for thousands of products at major national retailers in every channel of distribution – including Walmart, Kohl’s and Bed Bath & Beyond. Parham Santana’s clients are among the world’s leading brands, including Food Network, Better Homes and Gardens, Discovery Channel, and American Girl.

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