

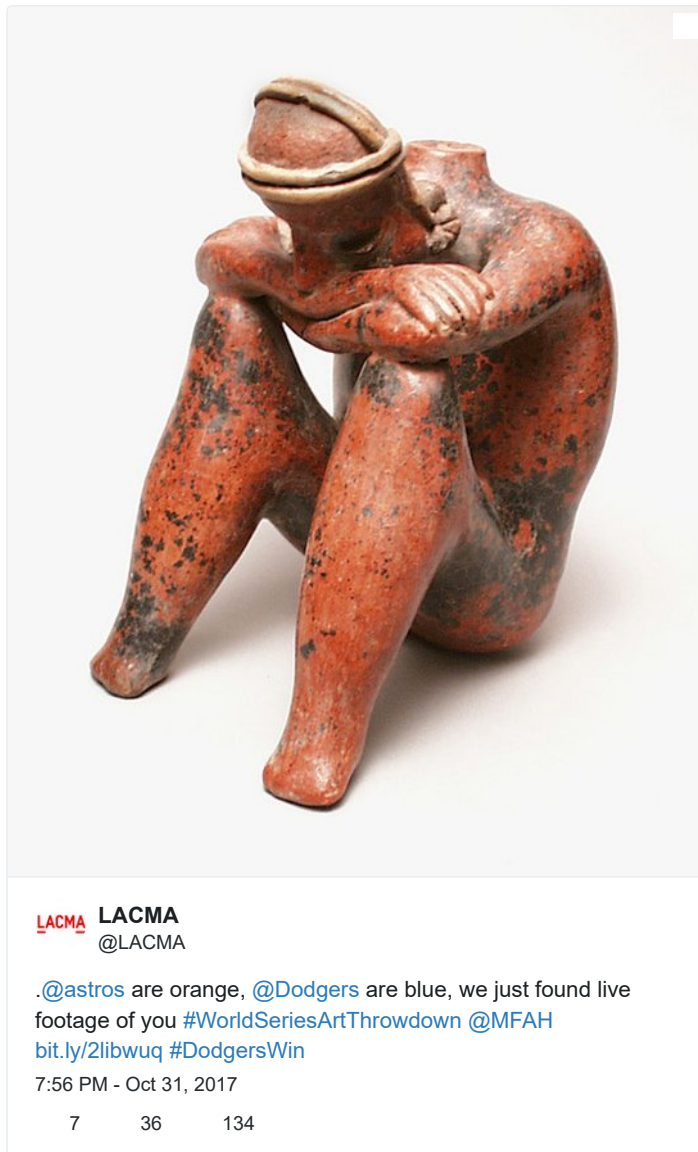
HYPERALLERGIC

IN BRIEF

LACMA and the MFA Houston Go to Bat Over the World Series on Twitter

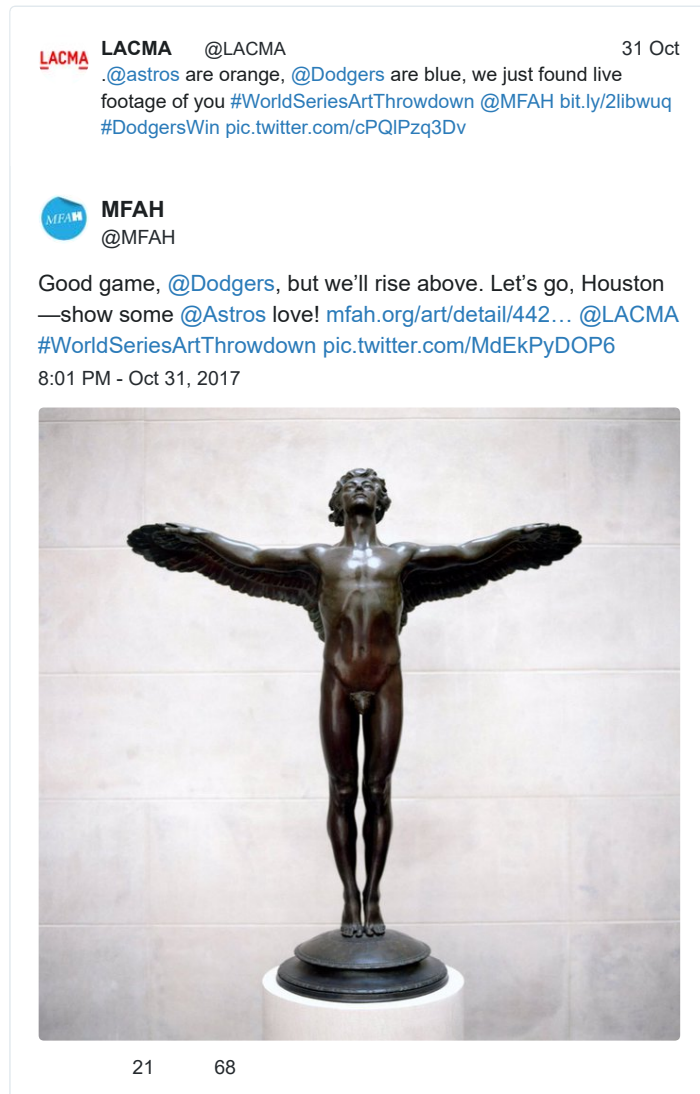
With the hashtag #WorldSeriesArtThrowdown, the two venerable institutions have taken to Twitter, trading rhyming barbs accompanied by images of work from their respective collections.

Matt Stromberg | November 1, 2017



For those of us who care about a bunch of millionaires swinging a piece of wood at a small orb and running around a diamond as fast as they can, this year's World Series has been one of the more exciting contests. After several nail-biters, tonight's final Game 7 will decide who takes home the trophy. If it's the LA Dodgers, it would be their first World Series win in almost 30 years, while it would be the Houston Astros' first title ever.

As fans trash talk outside stadiums, a rivalry of another sort is taking place online between two unlikely adversaries: the Los Angeles County Museum of Art (LACMA) and the Museum of Fine Arts, Houston (MFAH). With the hashtag [#WorldSeriesArtThrowdown](#), the two venerable institutions have taken to Twitter, trading rhyming barbs accompanied by images of work from their respective collections. Repurposing works by [Rembrandt](#), [Ellsworth Kelly](#), and [William Wegman](#), they're adding a highbrow twist to this most populist of American pastimes.



"When the Astros made it to the World Series last week, our social media team began brainstorming ways we could engage fans via Twitter," Kerry Ingram, Interactive Marketing Associate at the MFAH told Hyperallergic via email. "Over the past few months, the MFAH and LACMA have been collaborating closely on an exhibition (*HOME—So Different, So Appealing*), so some light-hearted banter between the institutions was quick to come to mind. Turns out that independently, LACMA had been thinking the same. We sent the first jab on Wednesday night during Game 2, and the [#WorldSeriesArtThrowdown](#) took off from there."

Since the good-natured feud began, the campaign's popularity has steadily increased, with LACMA's most recent tweet garnering 16,000 impressions according to LACMA's social media manager Eva Recinos. "When we started there wasn't a ton of traction," she told Hyperallergic. "The longer it goes on, the more people are reacting passionately. Now they're tweeting out their [own images](#)."

As the competition reaches its final stretch tonight, Recinos and Ingram will be at it again, dipping into their museums' archives for the perfect work to pair with a double play or series' winning homer.

LACMA **LACMA** @LACMA 27 Oct
Replying to @MFAH and 3 others
Nervous? Us? This series isn't done. For now, @astros, enjoy your 2-1. @dodgers #WorldSeriesArtThrowdown bit.ly/2zMmJFZ @MFAH pic.twitter.com/osHYybh19u

LACMA **LACMA** @LACMA
Did you say something @MFAH? Can't hear you, too busy yelling PUIGGGG @Dodgers #WorldSeriesArtThrowdown #ThisTeam bit.ly/2ljqCjw pic.twitter.com/PAUicFqZ9Q
3:19 PM - Oct 28, 2017



2 13 37



MFAH
@MFAH

The @Astros can win it all tonight! Too bad for the @Dodgers, we're here to fight 🍌 mfah.org/art/detail/749... @LACMA #WorldSeriesArtThrowdown


2:30 PM - Oct 31, 2017

1 20 51

MFAH @MFAH 25 Oct
Replying to @LACMA and 2 others
We'll just see what happens... See you in H-Town on Friday! (Note: actual stadium may vary) mfah.org/art/detail/749... #WorldSeriesArtThrowdown pic.twitter.com/sKhqXqhYaZ

LACMA @LACMA
How the tables have turned. But don't worry, we'll wrestle our way out of this one... #WorldSeriesArtThrowdown @MFAH #WorldSeries pic.twitter.com/l6YDMyM0lc

8:39 PM - Oct 25, 2017



1 15 65

LACMA @LACMA 29 Oct
Replying to @viewfromaloft @MFAH
We're trying to keep our cool #ThisTeam bit.ly/2hma8ma #WorldSeries pic.twitter.com/hhq13Rjb9B

MFAH @MFAH
Not us! Actual photo of us during this entire game mfah.org/art/detail/442... @LACMA #WorldSeriesArtThrowdown #EarnHistory #WorldSeries pic.twitter.com/H9AHfqsEOw

7:55 PM - Oct 29, 2017





2 16 48



 **LACMA**
@LACMA

Hey [@MFAH](#), we might be 2-3 but there are more games coming up so let's wait and see... [@Dodgers](#) [@astros](#)
[#WorldSeriesArtThrowdown](#)

9:45 PM - Oct 29, 2017

2 32 94



 **MFAH**
@MFAH

.@Astros are back at home, & you could say we're not quaking in our boots about it. mfah.org/art/detail/441... @LACMA #WorldSeriesArtThrowdown

2:29 PM - Oct 27, 2017

1 10 41

 **MFAH** @MFAH

27 Oct

.@Astros are back at home, & you could say we're not quaking in our boots about it. mfah.org/art/detail/441... @LACMA #WorldSeriesArtThrowdown pic.twitter.com/Ae3MCyYBUC

 **LACMA**
@LACMA

Look out: "The Wild Horse" @YasielPuig might drag you away #WorldSeriesArtThrowdown @MFAH bit.ly/18ou0Xj #ThisTeam @Dodgers pic.twitter.com/wk44UShzf5

2:38 PM - Oct 27, 2017





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