



# Paco Cao: Psychological Cocktail Services, Theory and Practice



VISUAL ARTS  
NEW YORK

Thu, February 27–  
Thu, April 03, 2014

## Venue

The Museum of Modern Art, 11 W  
53rd Street, New York, NY 10019

[View map](#)

Phone: 212-708-9400

## More information

[Venue's website](#)

## Credits

Organized by The Museum of  
Modern Art (MOMA). Image: Paco  
Cao – *Psychological Cocktail  
Services*, © PLRF Cabinet.

Learn to create cocktails based on MoMA's permanent collection with artist and expert psychological cocktail maker Dr. Paco Cao.

Artist and psychological mixologist Dr. Paco Cao leads a workshop that introduces participants to the process of making Psychological Cocktails.

This method transforms the way we usually consume cocktails. Instead of selecting drinks from a predetermined menu, the client fills out a tailored questionnaire based on works in the MoMA's permanent collection. According to the answers, Dr. Cao creates a personalized recipe for each client. The class culminates in a celebratory, hedonistic event at MoMA's Terrace 5 in which the artist provides Psychological Cocktail Services for the enjoyment of the participants.

This project is part of the [Psycho-Linguistic-Retro-Futuristic Cabinet](#). [Register online](#).