



Chicago Bulls and Museum of Contemporary Art Chicago Launch Exclusive Retail Collection

Bulls, MCA Chicago collaborate with local artist Cody Hudson to launch a Bulls-inspired artistic retail collection that demonstrates basketball's impact beyond the court.

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Today, the Chicago Bulls and the Museum of Contemporary Art Chicago announced a new retail collection that reaches fans at the intersection of sport and art. This collaboration provides basketball fans and art enthusiasts the opportunity to own a piece of Chicago's culture from two of the city's most notable brands.

Chicago artist Cody Hudson designed the collection, which is intended to reflect the city's unique art and sport landscape. Cody Hudson also exhibited at the MCA Chicago in 2007, and the Bulls previously featured Hudson's work during the 2023-24 season as part of the [BMO Artist Hat Series](#).

“As the first professional sports team to partner with MCA Chicago, the Bulls are demonstrating our ability to leverage the power of basketball and our unique, globally recognized brand to connect with fans beyond the court,” Jon Shoemaker, Executive Director of Creative Services, said. “We intentionally seek out talented artists like Cody who can provide fresh perspective and artfully display our logo and imagery in a unique way that resonates with fans.”

The items include an all-over print hoodie (\$120), an art logo crewneck sweatshirt (\$100), a snapback hat (\$45), an art poster (\$60), and a sticker packet (\$15). All Star Press Chicago also assisted in the selection and creative process.

“My goal was to find a natural way to merge art and sport,” Hudson said. “The designs in the collection are my reworking of the classic Bulls logo through my abstracted cut paper style. I really wanted to represent the city in a bold colorful way using my language of shapes to rework a classic icon people are familiar with.”

Fans can purchase the collection starting Aug. 23 exclusively in person at the Madhouse Team Store and the MCA Chicago Store, as well as online at shop.bulls.com and mcachicagostore.org.

“The MCA Chicago is proud to partner with the Chicago Bulls on this once-in-a-lifetime collaboration between two iconic Chicago institutions. Together, we’re celebrating the intersection of art, culture, and sport in a way that reflects the creative energy of our city,” David Dowd, Director of Retail Experience, Museum of Contemporary Art Chicago, said. “Having Cody Hudson, one of Chicago’s most celebrated contemporary artists, bringing this collection to life makes it truly special. This partnership highlights our shared commitment to supporting local artists and communities. We look forward to sharing this unique collection with fans across Chicago and beyond.”

On Aug. 14, the Bulls and MCA Chicago hosted a Preview Event on the second floor of the museum, displaying the collection to a select group of art-focused content creators and journalists. Attendees heard directly from Hudson about his vision and creative approach while enjoying a curated evening of music, visuals, and community. The Bulls’ recent art initiatives demonstrate the team’s commitment to connect with fans in ways that extend beyond the basketball court. Through community projects, such as [the refurbishment and painting of three basketball courts in Little Village](#), and long-standing fan-facing initiatives, like the [BMO Artist Hat Series](#) or Art of the Game at [Bulls Fest](#), the Bulls consistently invest in adjacent spaces, such as art, while celebrating culture and talent in Chicago.