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**NEW MUSEUM OF CONTEMPORARY ART TO NAME GROUND FLOOR
OF NEW BUILDING ON THE BOWERY THE MARCIA TUCKER HALL**

Memorial Tribute to take place on January 12, 2007

December 1, 2006 (New York, NY) – The **New Museum of Contemporary Art** announced today that the ground floor public space of its new building at 235 Bowery, to open in late 2007, will be known in perpetuity as **The Marcia Tucker Hall** in honor of the Museum's Founding Director.

The ground floor space -- described by architects Kazuyo Sejima and Ryue Nishizawa of SANAA as "the very the heart of the building" -- was named in Tucker's honor through major support provided by The Henry Luce Foundation, the late Allen Goldring, Founding Trustee, and his wife Lola, Agnes Gund and Daniel Shapiro, and current Board President Saul Dennison and his wife Ellyn. The Marica Tucker Hall will be a dynamic, multi-purpose space, transparent to the street, and will incorporate an information area, an open-plan book and gift shop, a café/bar, and a glass-walled exhibition space washed with daylight from a sky-lit structural setback above.

Tucker, who died in October, founded the New Museum in 1977 at age 37. She was a visionary curator without resources or a collection of her own. Her model for a museum dedicated to exhibiting the work of emerging and under-recognized artists defied conventional practices of the art world at that time, and launched a potent and enduring international model for the exhibition of contemporary art in a museum context.

"It is particularly fitting that this free, open and light-filled space, which will connect the Museum directly to its neighborhood, its city and its community, is named for Marcia Tucker," stated Saul Dennison, President of the Board of Trustees of the New Museum. "Marcia was a passionate pioneer with an unswerving dedication to the mission of bringing the art of our moment to a public stage. Her impact was enormous and continues to be felt in our programs and across the art world. We are honored to pay tribute to her great spirit with a space that is both a destination and an intersection, and a point of departure for exploring the many great programs to be housed at the new New Museum."

The Museum is also organizing a Memorial Tribute to Marcia Tucker on January 12, 2007, from 3-5PM in association with the Vera List Center for Art and Politics at The New School, which will take place at the Tishman Auditorium at The New School.

As Director of the New Museum from 1977-1999, Marcia Tucker organized such polemical exhibitions as *Bad Painting* (1978) and *Bad Girls* (1994), and presided over the first museum exhibitions of John Baldessari, Christian Boltanski, Barry Le Va, Ana Mendieta, Carolee Schneeman, and David Wojnrowicz. She was the series editor of *Documentary Sources in Contemporary Art*, influential books of theory and criticism published by the New Museum. She

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was Curator of Painting and Sculpture at the Whitney Museum of American Art from 1969 - 1977, where she organized solo exhibitions of Bruce Nauman, Lee Krasner, Joan Mitchell and Richard Tuttle, among others. Ms. Tucker was the 1999 recipient of the Bard College Award for Curatorial Achievement, and received the Art Table Award for Distinguished Service to the Visual Arts in 2000. She was a dedicated lecturer, teacher and writer. Most recently, Ms. Tucker led a secret life as stand-up comic Mabel McNeil and her alter ego "Miss Mannerist."

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About the New Museum

The New Museum of Contemporary Art, founded in 1977, is the only museum in New York City exclusively to presenting contemporary art from around the world. Dedicated to a global presentation of new art and new ideas, the New Museum has exhibited artists from Argentina, Brazil, Bulgaria, Cameroon, China, Chile, Colombia, Cuba, Germany, Poland, Spain, South Africa, Turkey, and the United Kingdom among many others. In addition, the Museum presents the work of under-recognized artists, and has mounted ambitious surveys of important figures such as Ana Mendieta, William Kentridge, David Wojnrowicz, and Paul McCarthy before they received widespread recognition. The Museum's Media Lounge, launched in November 2000, was the first museum space in New York City devoted to presenting new media art. The New Museum formed an affiliation with Rhizome.org, a leading online platform for the global new media art community, in 2003.

In late 2007, the New Museum will open a new home at 235 Bowery at Prince Street. This new facility, designed by the Tokyo-based firm Sejima + Nishizawa/SANAA, will greatly expand the Museum's exhibitions and programs, and will be the first art museum constructed in Downtown New York in the city's modern history. For the most up to date information, visit www.newmuseum.org.