



210 11th Avenue
2nd Floor
New York, NY 10001 USA
TEL 212.219.1222
FAX 212.431.5328
newmuseum.org

FOR IMMEDIATE RELEASE

Media contacts:

Gabriel Einsohn, Communications Director
212.219.1222 ext 217
geinsohn@newmuseum.org

Andrea Schwan, Andrea Schwan Inc.
212.873.3284
andrea@andreaschwan.com

THE NEW MUSEUM, CELEBRATED HOME OF NEW ART AND NEW IDEAS, WILL OPEN TO THE PUBLIC ON THE BOWERY DECEMBER 1ST

New York, NY...The New Museum, one of the nation's leading showcases for the art of our time and New York City's only museum devoted exclusively to contemporary art, will open its new building on the Bowery to the public on Saturday, December 1, 2007. Coinciding with the institution's 30th anniversary, the milestone will be celebrated with 30 hours of continuous free admission to the public sponsored by Target, beginning at noon on December 1st. New York City officials will preside over a grand ribbon cutting ceremony at the New Museum on Friday, November 30th.

The public opening of the new New Museum will conclude a week of celebration and special previews to be attended by the many corporate, foundation, government and individual patrons whose passion for contemporary art and the institution's mission of "new art, new ideas" have brought the New Museum to the successful conclusion of its \$64 million capital campaign.

With the inauguration of the building at 235 Bowery, between Stanton and Rivington Streets at the intersection the Bowery and Prince Street, the New Museum of Contemporary Art will occupy its own freestanding, dedicated building for the first time in the institution's history. The structure is the first art museum ever built from the ground up in downtown Manhattan. The seven-story, 60,000 square foot New Museum —a glimmering metal mesh-clad stack of boxes shifted off axis in a dynamic composition— was designed by noted avant garde architects Kazuyo Sejima and Ryue Nishizawa of the Tokyo-based partnership Sejima+Nishizawa/SANAA, with Gensler, New York, serving as Executive Architect. The building has been named for trustees Mitzi Eisenberg and Susan Feinstein and their husbands Warren Eisenberg and Leonard Feinstein, who together provided the lead gift to the institution's capital campaign.

"Downtown Manhattan has been home to generations of artists in every discipline from around the world," said Saul Dennison, President of the Board of Trustees of the New Museum. "Their ideas, energy, and discoveries have always been central to the very identity of New York City, and are more relevant and urgent today than ever. With this building on the Bowery, the New

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Museum of Contemporary Art is honored to make a contribution to the built landscape of our city and to New York's continued pre-eminence as a global cultural capital, open to all people and forms of expression."

THE BUILDING

The New Museum building on the Bowery will have the presence of a shimmering, gravity defying sculpture sited at a pivotal geographic and cultural intersection in New York's urban fabric, along the storied thoroughfare where several of the city's most distinctive communities meet and generations of artists have lived, worked, and contributed to the ongoing cultural dialogue of the nation. Clad in a silvery, anodized expanded aluminum mesh and punctuated by windows and skylights offering vistas and vignettes of the city, the building's form was conceived to express the ever-changing dynamic of the art and ideas to be presented within. Dramatic full floor, column-free exhibition spaces will occupy three main gallery levels. The building will also house a 182-seat theater, classrooms, an Education Center, and a top-floor events space with rooftop terraces offering panoramic views of the city. The broad, light-washed ground floor space—named the Marcia Tucker Hall in honor of the New Museum's late founder—will be an animated public space where passersby will be able to see every function at the street level through a broad expanse of glass and visitors will find the acclaimed New Museum Store, New Food café, and a glass-walled lobby gallery washed by daylight from a setback above.

These features and spaces will provide a platform for the Museum's far-reaching international programs, including exhibitions, installations, live presentations and performances, public education programs, and a highly original new global institutional partnership initiative, Museum as Hub, all inspired by the institution's mission to present without prejudice the art of our time to an ever-expanding and increasingly diverse public.

Director Lisa Phillips said, "It is fitting that we will celebrate our 30th anniversary of presenting new art and new ideas with the inauguration of a building that is commensurate with both the New Museum's program and the ambitions of the many artists we showcase. Sejima and Nishizawa have conceived an ideal home for the New Museum of Contemporary Art—a place that will encourage dialogue and creativity, catalyze community interaction, and spark a constant exchange of insights and information. They have truly given form to our passionate commitment to the importance of art to everyday life. On the Bowery, the New Museum will continue our exploration of new art and new ideas with the same energy, openness to experimentation, fearlessness, and pure excitement that brought us to this remarkable milestone in the institution's history."

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Reflecting upon the completed building, five years from initial conception to completion, SANAA has stated: "The new New Museum building is both part of SANAA and the New Museum. In the time we have been together, both have changed very much. In some ways we are both bigger, more relaxed, but still always hoping to explore and find new things. Our building is an attempt to express that adventurousness and freedom."

INAUGURAL EXHIBITION AND COMMISSIONED INSTALLATIONS

Setting precedent for exhibitions that will occupy its entire building, the New Museum will inaugurate the new building on the Bowery with "Unmonumental," an international survey on all three main gallery floors that opens with sculpture by 30 artists from around the globe, then expands over the course of five months into a dense, teeming environmental experience through the addition of layers of collage, sound, and Internet-based art. Organized by the New Museum's curatorial team of Richard Flood, Chief Curator; Laura Hoptman, Senior Curator; Massimiliano Gioni, Director of Special Exhibitions; and Lauren Cornell, Director of Rhizome. "Unmonumental" is envisioned as a cumulative event exploring a global trend in which artists are adopting and reinventing the 20th century vanguard techniques of collage and assemblage as touchstones for the state of our world in a new century. Redeploying the old strategy of using found, fragmented, discarded, and reconfigured materials, their art addresses the fractures and contingencies of our fragile and volatile contemporary existence in fresh, poignant, witty, and often challenging ways.

On view through March 23, 2008, "Unmonumental" has been made possible by BNP Paribas with additional funding from the Andy Warhol Foundation for the Visual Arts, the Horace W. Goldsmith Foundation, and the Toby Devan Lewis Emerging Artists Exhibitions Fund. The exhibition will be accompanied by a fully illustrated, 224-page hardcover book of the same name, published by Phaidon Press.

In addition to "Unmonumental," the New Museum will present several major complementary, commissioned installation projects during the inaugural season. Among these will be the first American museum solo exhibition for the Korean-based new media team YOUNG-HAE CHANG HEAVY INDUSTRIES, who will present a new flash animation-sound installation specially created for the Glass Gallery located on the lobby level in a collaboration with Rhizome; *Hell, Yes!*, a large-scale, illuminated outdoor sculptural work by New York-based Swiss artist Ugo Rondinone, the first in an ongoing series of public art installations presented on the building's façade as part of the Façade Sculpture Program made possible by an endowment from the Jacques and Natasha Gelman Trust; and *Donor Wall*, a bold, immersive graphic information environment in the Museum's Theater lobby, created by architect Jeffrey Inaba, Director of the Southern California Institute for Future Initiatives, to chart patterns of cultural giving by various public sectors from religious groups to finance and banking organizations to the paramilitary to

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the media. Additionally, New York-based artist Sharon Hayes will create a site-specific performance piece for the New Museum, including a live component and a recorded element to be broadcasted in an idiosyncratic interstitial alcove located off the grand stairwell between the third and fourth floor galleries.

PATHBREAKING GLOBAL PARTNERSHIP: MUSEUM AS HUB

In its new home on the Bowery, the New Museum will reaffirm its global perspective and intentions with the launch of a groundbreaking, educational and curatorial initiative called Museum as Hub— a 21st century cultural laboratory exploring art and ideas through a global partnership. The New Museum has invited four partners to participate in the launch and first year of the project: Insa Art Space (Seoul, Korea); the Townhouse Gallery of Contemporary Art (Cairo, Egypt); the Van Abbemuseum (Eindhoven, The Netherlands); and the Museo Tamayo Arte Contemporáneo (Mexico City, Mexico). The partners have worked together with New Museum curators over the past year to develop a program for a dedicated space in the New Museum’s new home on the Bowery, as well as a special Hub website.

The planning and launch of this innovative global collaboration for the exchange of ideas and information is made possible by lead support from the Third Millennium Foundation, with additional support from the National Endowment for the Arts. Museum as Hub, under the leadership of Eungie Joo, Director and Curator of Education and Public Programs, will be a cornerstone of the New Museum’s greatly expanded educational programs for the new building and the new fifth-floor Education Center. Hub is conceived as a flexible, social space where audiences will engage in individual and group experiences via multimedia workstations, exhibition areas, screenings, symposia, lectures, and events. Museum as Hub activities and programming will also extend to other areas in the New Museum building, including classrooms and the theater, and beyond to locations off site, including the partner institutions.

ABOUT THE NEW MUSEUM

Founded in 1977, the New Museum is the first and only contemporary art museum in New York City and among the most respected internationally, with a curatorial program unrivaled in the United States in its global scope and adventurousness. With the inauguration of our new, state-of-the-art building on the Bowery, the New Museum will be the destination for new art and new ideas.

LOCATION, HOURS, AND ADMISSION

The New Museum is located at 235 Bowery (at Prince Street between Stanton and Rivington Streets, one and a half blocks south of Houston)

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The Museum will be open to the public Wednesday through Sunday, from 12 p.m. to 6 p.m. with extended evening hours on Thursday and Friday from 6-10 p.m. CIT is the lead sponsor of CIT Free Thursday Evenings (from 7-10 p.m). The Museum is closed to the public on Monday and Tuesday, except for prescheduled group tours on Tuesday.

General Admission: \$12
Seniors: \$8
Students: \$6
18 and under: free

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