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**New Museum Initiates “The Imaginary Museum” A New Exhibition Series  
First Show to Feature Dakis Joannou Collection, Jeff Koons to Curate Exhibition**

New York, New York...The **New Museum** will initiate “**The Imaginary Museum,**” a **new exhibition series** which will periodically showcase leading private collections of contemporary art from around the world, providing the opportunity for rarely seen great works of art to be accessible to a broader public, while experimenting with adventurous curatorial formats and furthering the conversation about collaborations.

**The first collection invited to launch the series is the Dakis Joannou Collection** which will be on view at the **New Museum** from March 3-June 6, 2010. This is the first time that Joannou’s collection, one of the very finest collections of contemporary art, will be seen in the United States, following museum presentations in Paris and Vienna (Palais de Tokyo and MUMOK). Dakis Joannou—a noted philanthropist and New Museum Trustee based in Athens—has worked closely with artists and curators over three decades to assemble an unparalleled collection of iconic contemporary works that reflect his distinctive passion and fervor. Curated exhibitions from the collection have been presented at Joannou’s Deste Foundation in Athens since the late 1980’s. The collection contains major concentrations of works by Paweł Althamer, Maurizio Cattelan, Nathalie Djurberg, Urs Fischer, Robert Gober, Jeff Koons, Chris Ofili, Charles Ray, Kiki Smith, and Kara Walker, among many others.

The Museum has invited **Jeff Koons** to curate the exhibition in association with the museum’s curatorial staff. Koons is one of the foremost artists of our time, and he had his first museum exhibition at the New Museum in 1981. His curatorial and artistic vision will bring a fresh perspective to the collection and to the works on view.

Koons and Joannou have had a close association and friendship for nearly three decades, and a large concentration of Koons’ work from all periods forms the core of the collection. Engaging Jeff Koons as a curator reflects the deep engagement and ongoing conversations with artists that has been a touchstone of Joannou’s collection from the start.

**ABOUT THE NEW MUSEUM**

Founded in 1977, the New Museum is a leading destination for new art and new ideas. It is Manhattan’s only dedicated contemporary art museum and is respected internationally for the

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adventurousness and global scope of its curatorial program. For more information, visit [newmuseum.org](http://newmuseum.org).

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