

**NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM**

TEL +1 212.219.1222
FAX +1 212.431.5328
newmuseum.org

FOR IMMEDIATE RELEASE

Media contact:
Gabriel Einsohn, Communications Director
press@newmuseum.org

**NEW MUSEUM RECEIVES \$75,000 GIFT FROM THE HENRY LUCE FOUNDATION
TO FUND INNOVATIVE DIGITAL ARCHIVE OF THE MUSEUM'S HISTORY AND PROGRAM**

New York (January 6, 2009)—The New Museum, the premier destination for contemporary art in New York City, has received a \$75,000 gift from the Henry Luce Foundation to support the creation of the first digital archive of the Museum's history and program. The timely and generous gift, from a founding supporter of the Museum, coincides with the one-year anniversary of the Museum's new SANAA-designed home on the Bowery, and marks the Museum's thirty-two-year commitment to supporting early exposure and scholarly treatment of important yet under-recognized figures in contemporary art. The digital archive will make the institution's early history—which forever changed the cultural landscape of New York—accessible to a global online audience, and will continue to evolve as it is updated with content about current exhibitions and programs.

"We are especially grateful to have the generous support of the Henry Luce Foundation, which remains dedicated to the philanthropic support of the arts during uncertain economic times. The late Henry Luce III was a founding member of the New Museum's Board of Trustees and early on recognized the New Museum's forward-looking vision. This interactive, dynamic digital resource for scholars and the public will champion this vision and be a model for other arts organizations," said Lisa Phillips, *Toby Devan Lewis Director*.

"The New Museum has a 30-year record of groundbreaking exhibitions, publications and programs. The documentation of its impact comprises an archive of historical importance to the art world and beyond that deserves to be shared. The Luce Foundation is pleased to assist in making this resource publicly available," said Ellen Holtzman, Program Director for American Art, Henry Luce Foundation.

The New Museum archive will, for the very first time, reveal the Museum's programmatic history to the public including historic exhibitions, recordings of significant performances and discussions, models for educational programming, and information on groundbreaking artists, exhibition catalogues and Museum publishing, and key institutional figures. The digital archive will reflect the New Museum's role as an incubator for emerging theories and cultural debate.

HISTORY OF THE NEW MUSEUM AND THE HENRY LUCE FOUNDATION

Henry Luce III was a founding member of the New Museum's Board of Trustees in 1977, and its Board President for over twenty years. In addition to general program support, the Henry Luce Foundation has made possible early groundbreaking exhibitions like "Bad Girls" in 1994; "Andreas Serrano: Works 1983–94" in 1995; and "Fever: David Wojnarowicz" in 1998. In support of the New Museum's new building on

NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM

TEL +1 212.219.1222
FAX +1 212.431.5328
newmuseum.org

the Bowery and to honor its founding director, the Foundation gave \$1 million in 2004 to name Marcia Tucker Hall, the open, free, ground-floor space.

ABOUT THE HENRY LUCE FOUNDATION

The Henry Luce Foundation was established in 1936 by Henry R. Luce , the co-founder and editor-in-chief of Time Inc., to honor his parents who were missionary educators in China. The Foundation builds upon the vision and values of four generations of the Luce family: broadening knowledge and encouraging the highest standards of service and leadership. The Luce Foundation pursues its mission today through grantmaking programs in American Art; East Asia; Luce Scholars; Theology; Higher Education; the Henry R. Luce Initiative on Religion and International Affairs; and the Clare Boothe Luce Program for women in science, mathematics, and engineering.

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 is the destination for new art and new ideas.

###