

FOR IMMEDIATE RELEASE

September 14, 2010

The City Bakery Opens Birdbath Café at New Museum on the Bowery
Sustainable Furniture Designed by Brooklyn-based Uhuru

New York, NY...The **New Museum** on the Bowery announces the launch of **Birdbath created by The City Bakery**, one of the leading baked-goods proprietors in New York. The City Bakery, founded by acclaimed baker Maury Rubin, is known for its outstanding fare and sustainable, forward-thinking practices. Birdbath at the New Museum will offer seasonal, locally grown, organic food prepared in the main bakery and delivered to the New Museum by bicycle-driven cargo rickshaw. The cafe is located on the free, ground-floor of the New Museum and will also offer take-out service.

"We're thrilled to be a part of the New Museum, in both the lobby concession and the catering of special events. The Museum is a mighty big planet in how we see the galaxy of downtown New York, and so much of who we are, who we do business with, and who we want to be aligned with is reinforced by this connection," said Maury Rubin of Birdbath, created by The City Bakery.

The almost twenty-year-old City Bakery is known for their products like baker Maury Rubin's sought after pretzel croissants and chocolate chip cookies. In celebration of its opening, Rubin will premiere the **New Museum Cookie**, available exclusively at the Museum. An extended menu at the New Museum includes coffees and signature beverages like the Birdbath non-alcoholic "Sangria," as well as salads, savory tartines, and turkey meatloaf sliders, among other selections (view full menu at newmuseum.org/about/cafe/). Birdbath will offer a 25% discount to customers if they arrive by bicycle or skateboard as they do at their other locations. New Museum Members receive a 10% discount at the café.

The café's new design will feature communal tables, as well as intimate settings for conversation, enhancing the New Museum's Lobby as a gathering place for visitors and the creative community. The newly designed tables and stools were commissioned especially for the New Museum by Brooklyn-based studio **Uhuru**, a furniture collective merging avant-garde design with a commitment to environmental sustainability. The stools are made from scraps of hardwood collected from local wood shops and the tables are crafted from high-percentage, post-consumer recycled steel and aluminum and finished with a zero VOC powder coat. Attentive visitors will notice the shape of the New Museum building playfully seeded in the top of each puzzle-like "Stoolen." The café's counter top, which displays baked goods, is IceStone, a durable surface made of 100% recycled glass and cement, also manufactured in Brooklyn. The New Museum and Birdbath selected the award-winning **Arper Leaf Chair** because the Italian

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manufacturer has a company-wide commitment to minimize environmental impact at every stage of the chair's production.

About Birdbath, Neighborhood Green Bakery created by The City Bakery

Birdbath at the New Museum is part of The City Bakery's present expansion of its green bakery business. Besides, the New Museum, new Birdbaths will open shortly in Tribeca and the East Village. Birdbath first opened in 2005 to international notice in the design community with a bakery built from walls made of wheat and sunflower seeds. Subsequent locations have included the use of recycled, vintage, and innovative new sustainable building materials. buildagreenbakery.com

About Uhuru

Founded in 2004, by Rhode Island School of Design Graduates Jason Horvath and Bill Hilgendorf, Uhuru (ooh-HOO-roo) is a furniture design/build company merging avant-garde design with a commitment to environmental sustainability. Uhuru builds each piece by hand, in their Red Hook, Brooklyn studio, and many of the items utilize materials that have been reclaimed, recycled, repurposed, reused or otherwise rejected from their original function. The company's furniture has been internationally recognized for its innovation, is in the permanent collection of the Brooklyn Museum, and has been exhibited at the Milwaukee Museum of Art.

About the New Museum

The New Museum is the only museum with the mission to promote new art and new ideas, and the only museum in New York City devoted exclusively to contemporary art. Founded in 1977, the New Museum was conceived as a center for exhibitions, information, and documentation about living artists. The New Museum has evolved over the past three decades, from its humble beginnings as a startup in a one-room office on Hudson Street in 1977 to the inauguration of its first freestanding, dedicated building in 2007. A site of ongoing experimentation and questioning of what art and institutions can be in the twenty-first century, the New Museum continues to look to the future through programming that is open, fearless, and alive.

Hours of Operation

Wednesday: 11 AM-6 PM

Thursday: 11 AM-9 PM

Friday, Saturday, Sunday: 11 AM-6 PM

Closed Monday and Tuesday

Museum admission is not required for entry to the Birdbath café or to the Lobby gallery.

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