

NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM

PRESS CONTACTS:

Sarah Morris, Director of Communications
212-219-1222 x 217
press@newmuseum.org

Andrea Schwan
917-371-5023
info@andreaschwan.com

New Museum Appoints Alethea Rockwell as Keith Haring Director of Education and Public Engagement



New York, NY (February 8, 2023)—The New Museum today announces the appointment of **Alethea Rockwell** as the next **Keith Haring Director of Education and Public Engagement**. She will join the Museum on February 27, 2023.

Rockwell will work collaboratively across departments to expand the education initiatives and dynamic public programs for which the New Museum is known. She will lead the Education and Public Engagement Department to develop and implement programs for families, youth, students, and teachers; collaborate with local nonprofits to host Community Day programs; co-organize an annual artist residency; and convene public programs between artists, curators, writers, and other boundary-pushing creatives. Rockwell will also hold a key leadership role in planning for the New Museum's OMA-designed expansion.

“We are excited to welcome Alethea to the New Museum at a critical time of renewed need for people to come together to learn, teach, play, and exchange ideas,” said Lisa Phillips, *Toby Devan Lewis Director* of the New Museum. “Education has always been at the center of the New Museum ethos, and we look forward to building on the strong foundation laid by the Museum’s previous education leaders—Susan Cahan, Greg Sholette, Anne Barlow, Eungie Joo, Johanna Burton, and Andrew Westover among them—as we look towards the future of an expanded New Museum.”

“I am thrilled to be joining the New Museum, an institution I have long admired for its experimental work in contemporary art education,” said Alethea Rockwell. “As the Museum expands, now is an exciting time to build on this legacy and deepen its engagement with audiences.”

Rockwell comes to the New Museum after spending seven years with the Museum of Modern Art (MoMA), where she was Associate Educator, Public Engagement and Artist Programs. During her tenure, she organized a range of public programs and managed the Creativity Lab program, a learning space activated by artists, partner organizations, and audiences. She co-organized a participatory artwork by Amanda Williams for MoMA’s Atrium and developed public engagement projects by artists including Chemi Rosado-Seijo, Salome Asega, and Michael Rakowitz. Prior to MoMA, Rockwell was a curatorial assistant at the Pennsylvania Academy of the Fine Arts. She holds a master’s degree from the Courtauld Institute of Art and has lectured and published on the intersections of education and contemporary art.

ABOUT NEW MUSEUM

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

Image: Alethea Rockwell. Photo: onwhitewall.com