

# NEW 235 BOWERY NEW YORK NY 10002 USA MUSEUM

## ABOUT THE NEW MUSEUM

The New Museum is the only museum devoted exclusively to contemporary art in Manhattan and one of the leading contemporary art museums in the world. Founded in 1977, the New Museum was conceived as a center for exhibitions, information, and documentation on artists whose work had not yet had wide public exposure or critical acceptance. At its inception, the Museum lay somewhere between a grassroots alternative space and a major museum devoted to proven historical values. Today, the New Museum is a major cultural destination. Its size, name, and mission of “New Art, New Ideas” distinguishes it as a responsive institution that fosters innovation, collaboration, and understanding.

## DIRECTORS

Marcia Tucker, *Founding Director*, 1977–99  
Lisa Phillips, *Toby Devan Lewis Director*, 1999–present

## ARCHITECTURE

In December 2007, the New Museum inaugurated its own freestanding building for the first time in the institution’s history with a building designed by avant-garde architects Kazuyo Sejima and Ryue Nishizawa of the Tokyo-based partnership SANAA. The New Museum at 235 Bowery became the first art museum ever built from the ground up in downtown Manhattan. SANAA, who were awarded the 2010 Pritzker Architecture Prize, conceived of the Museum as a sculptural stack of rectilinear boxes shifted off-axis around a central steel core. The use of industrial materials is in keeping with the commercial character of the Bowery, and SANAA has used them in a way that is at once beautiful and rough. There is a deliberate openness to the building’s structural transparency—from the visible steel and ductwork to the glass storefront to the freight coming in and out of the loading bay. The exterior is clad in a seamless, anodized aluminum mesh that emphasizes the volumes of the boxes while dressing the whole building in a shimmering skin. The structure appears as a mutable, dynamic form, animated by the changing light of the day.

## EXHIBITIONS AND SPECIAL PROJECTS

Exhibitions and special projects reflect the New Museum’s enduring commitment to encouraging new work by a diverse range of emerging and established international artists. Programs change regularly and encapsulate the New Museum’s philosophy of openness and fearlessness, as well as our history as the home of socially committed contemporary art. Learn more at [newmuseum.org/exhibitions](http://newmuseum.org/exhibitions).



Photo: Dean Kaufman

## EDUCATION AND PUBLIC PROGRAMS

Through the Department of Education and Public Engagement’s Research and Development Seasons, the Museum’s public programming connects various projects in the Museum, Theater, 5th Floor Gallery, and Resource Center around a new organizing theme each fall and spring. Additionally, a wide range of exhibition-related, programs include film screenings, talks with artists and scholars, conferences, performances, and live music that take place in the New Museum Theater. Learn more at [newmuseum.org/learn](http://newmuseum.org/learn).

## SCHOOL, YOUTH, AND FAMILY PROGRAMS

The New Museum offers a range of programs for teen and school-related audiences, including professional development workshops for educators, school and community partnership programs, intensive after-school and summer internship programs for teens, and annual Teen Nights. For ages ten and under, the Museum offers First Saturdays for Families, a program that includes a gallery viewing and hands-on art-making workshop. For more information, visit [newmuseum.org/learn](http://newmuseum.org/learn).

## TOUR PROGRAMS

Tours of the Museum’s current exhibitions are available for private groups and public drop-in visitors. Led by New Museum’s docents, public tours for the visiting public are offered Wednesday through Friday at 12:30 p.m., and Saturday and Sunday at 12:30 p.m. and 3 p.m. Public tours are free with admission and offered on a first come, first served basis. Private groups may schedule group tours in advance with New Museum Educators. Group tours last up to sixty minutes and are available Wednesday through Sunday from 11:30 a.m. to 4:30 p.m. Learn more at [newmuseum.org/visit](http://newmuseum.org/visit).

## AFFILIATION WITH RHIZOME

In 2003, the New Museum formed an affiliation with Rhizome, recognizing that both institutions share a commitment to emerging art and ideas. Founded in 1996 as an intimate email list subscribed to by the first artists to work online, Rhizome has evolved into a thriving nonprofit and played an integral role in the history, definition, and growth of art engaged with the internet and networked technologies. The New Museum continues to partner with Rhizome to present innovative public programming and special projects. For more information, visit [rhizome.org](http://rhizome.org).

## NEW MUSEUM STORE

The New Museum Store has long been considered a premier destination for those seeking a unique and comprehensive selection of contemporary art books and gifts. True to the New Museum's forward-looking mission, the Store procures and produces the most engaging and thought-provoking books, gifts, artist-designed limited editions, two- and three-dimensional art objects, art periodicals, and a cutting-edge selection of CDs and DVDs. Shop online at [newmuseumstore.org](http://newmuseumstore.org). All sales from the New Museum Store support the exhibitions and programs of the New Museum. Visit [newmuseumstore.org](http://newmuseumstore.org)

## HESTER STREET CAFE

The New Museum is pleased to house the Hester Street Café, a collaboration with the venerated Lower East Side community market, Hester Street Fair, known as a launching pad for small, independent businesses and artists. Hester Street Café at the New Museum offers New Yorkers and tourists alike a taste of some of the most creative food entrepreneurs in the city, providing a platform for these local food artisans to present their products in a museum environment.

## SKY ROOM EVENT SPACE

The Museum's seventh-floor Sky Room offers one of the most arresting views in downtown Manhattan. With a wraparound outdoor terrace and uninterrupted panoramic views of the Manhattan skyline and beyond, this space serves as a dramatic backdrop for private special events. For information on space rental, visit [newmuseum.org/spacerental](http://newmuseum.org/spacerental).

## NEW INC

NEW INC, the first museum-led incubator, is a shared workspace and professional development program designed to support creative practitioners working in the areas of art, technology, and design. Conceived by the New Museum in 2013, the incubator is a not-for-profit platform that furthers the Museum's ongoing commitment to new art and new ideas. Launching in summer 2014, NEW INC will provide a collaborative space for a highly selective, interdisciplinary community of one hundred members to investigate new ideas and develop a sustainable practice. Learn more at [newinc.org](http://newinc.org).

## IDEAS CITY FESTIVAL

IDEAS CITY explores the future of cities around the globe with the belief that art and culture are essential to the vitality of today's metropolis, making it a better place to live, work, and play. Founded by the New Museum in 2011, IDEAS CITY is a major collaborative initiative between hundreds of arts, education, and community organizations that consists of two distinct components: The biennial IDEAS CITY Festival in New York City, and IDEAS CITY Global Conferences in key urban centers around the world.

## LOCATION AND HOURS

The New Museum is located at 235 Bowery (at Prince Street between Stanton and Rivington Streets). The New Museum is open to the public Wednesday through Sunday, from 11 a.m. to 6 p.m., with extended evening hours on Free Thursday Evenings from 7 to 9 p.m. The New Museum is closed to the public on Monday and Tuesday, except for prescheduled group tours on Tuesday. For more information call 212.219.1222 or visit [newmuseum.org](http://newmuseum.org).

## ADMISSION

General Admission: \$16

Seniors: \$14

Students: \$10

Under 18: FREE (accompanied by an adult)

Members: FREE