



Association of Art Museum Directors

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FREE OR REDUCED ADMISSION AND SPECIAL PROGRAMS AT ART MUSEUMS ACROSS NORTH AMERICA

AAMD MEMBER MUSEUMS JOIN IN CELEBRATION OF INTERNATIONAL MUSEUM DAY ON MAY 18th 2010

New York, NY, April 13, 2010—The Association of Art Museum Directors (AAMD) announced today that member institutions will be participating in International Museum Day on May 18, 2010 by offering free or reduced admission, special programs, or other initiatives as part of their celebrations. AAMD member museums—located across the United States, Canada, and Mexico—include smaller regional museums as well as leading international institutions. International Museum Day is organized annually around the world by the International Council of Museums (ICOM). AAMD participation will help focus attention on the important roles that art museums serve in their communities, further showcase their remarkable collections, and increase opportunities for audiences to engage with the many educational programs art museums offer.

“We believe that art museums are crucial to our understanding of world history and cultures, and provide a unique and irreplaceable public service,” said Michael Conforti, president of AAMD and director of the Sterling and Francine Clark Art Institute in Williamstown, MA. “AAMD is committed to exploring new ways to underscore the value of the visual arts in civic society, and we are excited to join with the global community of museums to focus on this message of public service.”

AAMD members participating in International Museum Day in 2010 include:

American Folk Art Museum	Columbus Museum
Arkansas Arts Center	Columbus Museum of Art
Art Gallery of Ontario	Currier Museum of Art
Art Institute of Chicago	David and Alfred Smart Museum of Art
Artpace San Antonio	Dayton Art Institute
Asia Society Museum	Delaware Art Museum
Asian Art Museum of San Francisco	Des Moines Art Center
Aspen Art Museum	Dixon Gallery and Gardens
Bass Museum of Art	El Museo del Barrio
Brigham Young University Museum of Art	Fine Arts Museums of San Francisco
Carnegie Museum of Art	Fred Jones Jr. Museum of Art
Cleveland Museum of Art	Frederick R. Weisman Art Museum
Columbia Museum of Art	Frick Art and Historical Center

Frick Collection
Frist Center for the Visual Arts
Georgia Museum of Art
Guggenheim Museum
Hammer Museum
Henry Art Gallery
Institute of Contemporary Art, Boston
Jane Voorhees Zimmerli Art Museum
Kimbell Art Museum
Madison Museum of Contemporary Art
Meadows Museum, SMU
Metropolitan Museum of Art
Miami Art Museum
Montclair Art Museum
Montgomery Museum of Fine Arts
Museo Dolores Olmedo Patino
Museum of Contemporary Art San Diego
Museum of Fine Arts, Houston
Museo Franz Mayer
Nasher Museum of Art at Duke University
Nasher Sculpture Center
National Gallery of Canada

National Museum of Wildlife Art
New Orleans Museum of Art
Pennsylvania Academy of Fine Arts
Philadelphia Museum of Art
Phoenix Art Museum
Portland (Oregon) Art Museum
Princeton University Art Museum
San Francisco Museum of Modern Art
Snite Museum of Art
Spencer Museum of Art
Taft Museum of Art
The Noguchi Museum
The Phillips Collection
The Wolfsonian
Vero Beach Museum of Art
Virginia Museum of Fine Arts
Walker Art Center
Westmoreland Museum of American Art
Whitney Museum of American Art
Wichita Art Museum
Yale University Art Gallery

A comprehensive list of participating AAMD member art museums will be available in the newsroom of the AAMD website (<http://www.aamd.org/newsroom/>). Note that while ICOM's International Museum Day is formally held each year on May 18th, some institutions shift their celebrations to adjacent dates.

“Many of our member art museums have participated in International Museum Day in the past, but AAMD believed it was important to extend that participation and make this an initiative of the North American art museum community,” said Janet Landay, director of AAMD. “I am pleased that so many of our members are participating in welcoming both new and long-committed audiences, and know that this will be a wonderful opportunity for people across the country to experience all that our art museums have to offer.”

ICOM's International Museum Day (<http://icom.museum/imd.html>) has been celebrated all over the world since 1977, to encourage public focus on the museum as “an institution in the service of society and of its development.” Typically, a theme is chosen for each year; ICOM's theme for 2010 is “museums for social harmony,” with institutions around the world addressing the role of museums in society. For its first formal foray into supporting its members' participation in Museum Day, AAMD chose to focus on this theme by directly addressing the importance of audience engagement.

The Association of Art Museum Directors, representing 193 art museum directors in the US, Canada, and Mexico, aids its members in establishing and maintaining the highest professional standards for themselves and the museums they represent. It serves as a forum for the exchange of information and the exploration of ideas, and as a voice with which museum directors may express their joint perspectives and those of their institutions. Further information about AAMD is available at www.aamd.org.

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	A	B	C	D	E
1	AAMD Member Museum	Participation Date	Offering Free Admission	Offering Discounted	Offering Other Programs or Incentives
2	American Folk Art Museum	May 18 th	Yes		
3	Arkansas Arts Center	May 18 th		Yes	\$14 tickets for exhibition <i>World of the Pharaohs: Treasures of Egypt Revealed</i> (normally \$22)
4	Art Gallery of Ontario	May 18 th			Free admission for one year for new Canadian citizens AGO will also host citizenship ceremony for 40 new Canadian citizens; these people, and their families, will be admitted free
5	Art Institute of Chicago	May 18 th		Yes	Buy one ticket, receive second ticket at half price
6	Artpace San Antonio	May 18 th	Already free		
7	Asia Society Museum	May 18 th	Yes		
8	Asian Art Museum of San Francisco	May 18 th		Yes	\$2 discount off our regular adult general admission price to members from other museums Discount will be available from May 16 th - May 22 nd
9	Aspen Art Museum	May 18 th	Already free		Hosting a special “open house,” previewing the opening of citywide “Restless Empathy” exhibition Handing out maps/information to invite people to engage with both the newly installed works in the galleries and works throughout the town of Aspen Discounted day in the bookstore, membership discount
10	Bass Museum of Art	May 16 th	Yes		
11	Brigham Young University Museum of Art	May 18 th	Already free		20% discount at the museum store
12	Carnegie Museum of Art	May 20 th & 21 st	Yes		Free admission from 3:30-8:00; includes free admission to Carnegie Museum of Natural History
13	Cleveland Museum of Art	May 18 th	Already free		Discount at the museum shop and on museum parking
14	Columbia Museum of Art	May 16 th	Yes		
15	Columbus Museum	May 18 th	Already free		
16	Columbus Museum of Art	May 16 th	Yes		
17	Currier Museum of Art	May 18 th	Yes		
18	David and Alfred Smart Museum of Art	May 18 th	Already free		10% discount at café and shop \$35 annual membership (\$15 discount)
19	Dayton Art Institute	May 20 th	Already free		Extended hours until 8 p.m. Free admission to current special exhibition Wine tasting that evening
20	Delaware Art Museum	May 19 th	Yes		
21	Des Moines Art Center	May 18 th	Already free		Free postcards with purchase in museum store

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1	AAMD Member Museum	Participation Date	Offering Free Admission	Offering Discounted	Offering Other Programs or Incentives
22	Dixon Gallery and Gardens	May 18 th	Yes		Membership sale: 15 month membership for the price of 12 months Extra discount on any art or garden books in the museum store, and special gift with any purchase Giveaways of Dixon tote bags, Chagall posters, tickets to upcoming events, and museum store gift certificates with registration of contact information
23	El Museo del Barrio	May 19 th	Yes		
24	Fine Arts Museums of San Francisco	May 18 th		Yes	Permanent collection will be free
25	Fred Jones Jr. Museum of Art	May 18 th	Yes		
26	Frederick R. Weisman Art Museum	May 18 th	Already free		20% discount on memberships
27	Frick Art and Historical Center	May 18 th	Yes		
28	Frick Collection	May 18 th	Yes		
29	Frist Center for the Visual Arts	May 18 th	Yes		
30	Georgia Museum of Art	May 18 th	Galleries closed for renovation		Discount at the museum store
31	Guggenheim Museum	May 18 th		Yes	Buy one ticket, receive second ticket at half price
32	Hammer Museum	May 18 th	Yes		
33	Henry Art Gallery	May 20 th & May 21 st	Yes		
34	Institute of Contemporary Art, Boston	May 18 th		Yes	2-for-1 museum admission
35	Jane Voorhees Zimmerli Art Museum	May 23 rd	Yes		
36	Japan Society Gallery	May 18 th	Yes		
37	Jewish Museum	May 22 nd	Yes		
38	Kimbell Art Museum	May 18 th	Already free		10% discount at the museum store
39	Madison Museum of Contemporary Art	May 18 th	Already free		10% discount at the museum store
40	Meadows Museum, SMU	May 18 th	Yes		
41	Metropolitan Museum of Art	May 18 th		Yes	\$10 off on all museum store purchases over \$75; free gift with any purchase
42	Miami Art Museum	May 18 th	Yes		
43	Montclair Art Museum	May 19 th	Yes		
44	Montgomery Museum of Fine Arts	May 18 th	Already free		10% discount at the museum store
45	Museo Dolores Olmedo Patino	May 18 th	Yes		

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1	AAMD Member Museum	Participation Date	Offering Free Admission	Offering Discounted	Offering Other Programs or Incentives
46	Museo Franz Mayer	May 15th, 16th, and 18th	Yes		May 15 th : Cello concert and a panel discussion with five artists. May 16 th : Free admission; programs including live music, food tasting, story tellers, special guided tours, family workshops, and special discounts and promotions at the cafeteria and store May 18 th : Free admission, discounts and promotions
47	Museum of Contemporary Art San Diego	May 18 th	Yes		
48	Museum of Fine Arts, Houston	May 18 th	Yes		
49	Museum of Modern Art	May 18 th		Yes	
50	Nasher Museum of Art at Duke University	May 18 th	Yes		
51	Nasher Sculpture Center	May 18 th	Yes		
52	National Gallery of Canada	May 18 th	Yes		
53	National Museum of Wildlife Art	May 21 st	Yes		
54	New Orleans Museum of Art	May 19 th	Yes		
55	Pennsylvania Academy of Fine Arts	May 18 th	Yes		
56	Philadelphia Museum of Art	May 18 th	Yes		
57	Phoenix Art Museum	May 15 th & 16 th		Yes	Partnership with the Heard Museum to offer a two-for-one admission program
58	Portland (Oregon) Art Museum	May 18 th	Yes		
59	Princeton University Art Museum	May 18 th		Yes	Discount of 10% at the museum store Discount of 10% when visitors join the Friends program at the Individual or Family levels Special free highlights tour of the Museum (time TBD)
60	San Francisco Museum of Modern Art	May 16 th	Yes		
61	Smith College Museum of Art	May 18 th	Yes		
62	Snite Museum of Art	May 18 th	Yes		
63	Spencer Museum of Art	May 18 th	Yes		All non-members receive a 3-month membership, 15% discount in museum store, & free publication Drawing for 2 free children's classes for summer session, or member's price for 2 children's classes Drawing for 5 free 1-year memberships Special tours of general collection with docents at 10:00 am , 12:00 pm, and 2:00 pm
64	Taft Museum of Art	May 22nd	Yes		Admission to the museum will be free to all on Saturday, May 22, with tours of the special exhibition <i>Truth Beauty: Pictorialism and the Photograph as Art, 1845-1945</i> at 12:30 and 3:30 p.m. and a tour of the permanent collection with Director/CEO Deborah Emont Scott at 2:30 p.m. Memberships offered at a "pay what you can" rate. The Museum will also be open to the public free of charge on Sunday, May 23.

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1	AAMD Member Museum	Participation Date	Offering Free Admission	Offering Discounted	Offering Other Programs or Incentives
65	The Noguchi Museum	May 15 th & 16 th	Yes		Free both days in conjunction with the museum's 25 anniversary
66	The Phillips Collection	May 18 th	Suggested Donation		10% discount at the museum store
67	The Wolfsonian	May 18 th	Yes		
68	Vero Beach Museum of Art	May 18 th	Yes		
69	Virginia Museum of Fine Arts	May 18 th	Already free		Complimentary cup of coffee in the Museum's café.
70	Walker Art Center	May 18 th	Yes		
71	Westmoreland Museum of American Art	May 18 th	Yes		
72	Wexner Center for the Arts, O.S.U.	May 18 th	Yes		Free admission to the <i>Mark Bradford</i> exhibition. 10% discount at the museum store.
73	Whitney Museum of American Art	May 19 th		Yes	Buy one ticket, receive second ticket at half price
74	Wichita Art Museum	May 18 th		Yes	\$2 discount on admission. Kids 17 and under admitted free.
75	Yale University Art Gallery	May 18 th	Already free		Check museum listings for details