

NEW

235 BOWERY
NEW YORK, NY
10002 USA

OPENING SOON

MUSEUM

Temporary Administrative Offices
210 11th Avenue, 2nd Floor
New York, NY
10001 USA
newmuseum.org

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New Museum of Contemporary Art Announces Opening Date, Inaugural Programs and a Global Partnership for New Building on the Bowery

New York, NY...Lisa Phillips, *Toby Devan Lewis Director*, and Saul Dennison, *President of the Board of Trustees*, announced today that the New Museum, one of the nation's leading showcases for the art of our time, will open its much-anticipated new building on the Bowery to the public on **Saturday, December 1, 2007**. Coinciding with the institution's 30th anniversary, the milestone will be celebrated with 30 hours of continuous free admission to the public sponsored by Target, beginning at noon on December 1st. New York City officials will preside over a grand ribbon cutting ceremony at the New Museum on Friday, November 30th.

With the inauguration of the building at 235 Bowery, between Stanton and Rivington Streets at the head of Prince Street, the New Museum of Contemporary Art will occupy its own freestanding, dedicated building for the first time in the institution's history and will be the first art museum ever built from the ground up in downtown Manhattan. The seven-story, 60,000 square foot structure — a glimmering metal mesh-clad stack of boxes shifted off axis in a dynamic composition — was designed by noted avant garde architects Kazuyo Sejima and Ryue Nishizawa of the Tokyo-based partnership Sejima + Nishizawa/SANAA. The new New Museum building has been named for trustees Mitzi Eisenberg and Susan Feinstein and their husbands Warren Eisenberg and Leonard Feinstein, who together provided the lead gift to the institution's now nearly completed \$64 million capital campaign.



Rendering of SANAA's New Museum building on the Bowery
Courtesy of SANAA



Workers begin installing building's mesh cladding

The New Museum building on the Bowery will have the presence of a gravity defying sculpture sited at a pivotal geographic and cultural intersection in New York's urban fabric, along the storied thoroughfare where several of the city's most distinctive communities meet and generations of artists have lived, worked, and contributed to the ongoing cultural dialogue of the nation. Clad in a silvery, anodized expanded aluminum mesh and punctuated by windows and skylights that offer vistas and vignettes of the city, the building's form was conceived to express the ever-changing dynamic of the art and ideas to be presented within. Dramatic full floor, column-free exhibition spaces will occupy three main gallery levels. The building will also

house a 180-seat theater, classrooms, an education center, and a top-floor events space with rooftop terraces offering panoramic views of the city. The broad, light-washed ground floor space — named the Marcia Tucker Hall in honor of the New Museum's late founder — will be an animated public space where visitors will find the Museum's acclaimed store, a sleek café, and a glass walled lobby gallery lit by daylight from a setback above.

These features and spaces will provide a platform for the Museum's far-reaching international programs, including exhibitions, installations, live presentations and performances, public education programs, and a highly original new global institutional partnership initiative, *Museum as Hub*.

Director Lisa Phillips said, "It is fitting that we will celebrate our 30th anniversary of presenting new art and new ideas with the inauguration of a building that is commensurate with both the New Museum's program and the ambitions of the many artists we showcase. Sejima and Nishizawa have conceived an ideal home for the New Museum of Contemporary Art — a place that will encourage dialogue and creativity, catalyze community interaction, and spark a constant exchange of insights and information. They have truly given form to our passionate commitment to the importance of art to everyday life. On the Bowery, the New Museum will continue our exploration of new art and new ideas with the same energy, openness to experimentation, fearlessness, and pure excitement that brought us to this remarkable milestone in the institution's history."

INAUGURAL EXHIBITIONS

The New Museum also announced today that it will inaugurate its new home on the Bowery with *Unmonumental*, an international group show that proposes a dynamic, new exhibition model by beginning with a major sculpture exhibition then adding layers of collage, sound, and new media. The first segment, *Unmonumental: The Object In The 21st Century*, presented on all three floors, explores an important trend in sculpture by artists from around the globe who are adopting and reinventing the 20th century vanguard technique of assemblage as a touchstone for the state of our world in a new century. Redeploying the old strategy of using found, fragmented, and discarded material, their art addresses the fractures and contingencies of our fragile and volatile contemporary existence in fresh, poignant, and sometimes challenging ways.



Urs Fischer, Untitled, 2003 from *Unmonumental*
 Copyright Urs Fischer
 Courtesy Galerie Eva Presenhuber, Zurich, and Gavin Brown's Enterprise, New York; Steven A. Cohen Collection



Rachel Harrison, "Huffy Howler", 2004, in *Unmonumental*
Courtesy of Greene Naftali, New York

Organized by the New Museum's curatorial team of Richard Flood, Laura Hoptman and Massimiliano Gioni, *Unmonumental: The Object In The 21st Century*, includes 30 artists whose objects are seemingly improvised from common materials, often appearing as if they had been created in basements and garages rather than in traditional ateliers. Fabrication, scale, and permanence have given way to that which is intimate, provisional, domestic and otherwise overlooked confirming in the words of the curators, "the times demand an anti-masterpiece."

Like the work it showcases, *Unmonumental* has been conceived as an event in parts, an exhibition that will unfold in four additive portions and change over time. The survey will remain on view through April 6, 2008, and during that time will expand and change as the curators supplement

their initial installation with three additional layers of collage, sound works, and a selection of new media works organized by Rhizome.org to be presented online. Many of the works in these three additional cycles of *Unmonumental* are newly commissioned for the exhibition.

Unmonumental is made possible by BNP Paribas with additional funding from the Andy Warhol Foundation for the Visual Arts, the Horace W. Goldsmith Foundation, and the Toby Devan Lewis Emerging Artists Exhibitions Fund. It will be accompanied by a fully illustrated, 224-page hardcover book of the same name, published by Phaidon Press. (A roster of artists participating in *Unmonumental* is provided at the end of this document.)

In addition to *Unmonumental*, three other major art projects will be presented in and around the new New Museum, including:

- the first American museum solo exhibition of work by the Korean-based new media team **YOUNG-HAE CHANG HEAVY INDUSTRIES**, who will present a new flash animation-sound installation specially created for the glass-walled Lobby Gallery in a collaboration with Rhizome.org;
- a large-scale outdoor sculptural work by New York- and Switzerland- based artist **Ugo Rondinone**, the first in an ongoing series of public art installations the New Museum will present as part of the Façade Sculpture Program made possible by an endowment from the Jacques and Natasha Gelman Trust; and
- **Donor Wall** a bold, immersive graphic "information environment" created by architect **Jeffrey Inaba**, director of the Southern California Institute for Future Initiatives, to chart patterns of cultural giving by various public sectors from religious groups to finance and banking organizations to the paramilitary to the media. This supergraphic environment will be presented in the New Museum's lower level hall leading to the theater.

GLOBAL PARTNERSHIP: MUSEUM AS HUB

The Museum also announced today the launch of a groundbreaking, educational/curatorial initiative called *Museum as Hub* — a 21st century cultural laboratory exploring art and ideas through a global partnership. The New Museum has invited four partners to participate in the launch and first year of the project: Insa Art Space (Seoul, Korea); the Townhouse Gallery of Contemporary Art (Cairo, Egypt);

the Van Abbemuseum (Eindhoven, The Netherlands); and the Museo Tamayo Arte Contemporáneo (Mexico City, Mexico). The partners have worked together with New Museum curators over the past year to develop a program for a dedicated space in the New Museum's new home on the Bowery, as well as a special **Hub** website. The planning and launch of the innovative global collaboration for the exchange of ideas and information is made possible by lead support from the Third Millennium Foundation, with additional support from the National Endowment for the Arts. **Museum as Hub**, under the leadership of Eungie Joo, *Director and Curator of Education and Public Programs*, will be a cornerstone of the New Museum's greatly expanded educational programs for the new building and the new fifth-floor Education Center. **Hub** is conceived as a flexible, social space where audiences will engage in individual and group experiences via multimedia workstations, exhibition areas, screenings, symposia, lectures, and events. **Museum as Hub** activities and programming will also extend to other areas in the New Museum building, including classrooms and the theater, and beyond to locations off site, including the partner institutions.

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.

Over the last decade, the Museum has organized exhibitions of emerging and established artists from Argentina, Brazil, Bulgaria, Cameroon, China, Chile, Colombia, Cuba, England, Germany, Poland, Spain, South Africa, and Turkey. The Museum has also had a longstanding history of mounting path-breaking early surveys of such important artists as Ana Mendieta, William Kentridge, David Wojnrowicz, and Paul McCarthy. The Museum's Media Lounge, launched in November 2000, was the first museum space in New York City devoted to presenting new digital art and experimental video from around the world.

PUBLIC INFORMATION AND HOURS

In its new building, the New Museum will be open to the public Wednesday through Sunday, from 12PM to 6PM with extended evening hours to the public on Thursdays and Fridays from 6PM to 10 PM. CIT is the lead sponsor *CIT Free Thursday Evenings at the New Museum*. The Museum is closed to the public on Mondays and Tuesdays.

General Admission: \$12

Seniors: \$8

Students: \$6

Under 18: Free

For additional information about the Museum, its programs and hours, the public is encouraged to visit www.newmuseum.org.

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Further information about all New Museum inaugural programs, initiatives and events will be provided via press kit in August 2007.

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LIST OF ARTISTS

UNMONUMENTAL (sculpture)

Alexandra Bircken	Gabriel Kuri
John Bock	Jim Lambie
Carol Bove	Nate Lowman
Martin Boyce	Sarah Lucas
Tobias Buche	Matthew Monahan
Carlos Bunga	Kristen Morgin
Tom Burr	Manfred Pernice
Abraham Cruzvillegas	Anselm Reyle
Aaron Curry	Marc André Robinson
Sam Durant	Eva Rothschild
Urs Fischer	Lara Schnitger
Claire Fontaine	Gedi Sibony
Isa Genzken	Shinique Smith
Rachel Harrison	Nobuko Tsuchiya
Elliot Hundley	Rebecca Warren

UNMONUMENTAL (collage)

Mark Bradford	Nancy Spero
Jonathan Hernández	Heinrik Olesen
Thomas Hirschhorn	Martha Rosler
Christian Holstad	John Stezaker
Kim Jones	Kelly Walker
Wangechi Mutu	

UNMONUMENTAL (sound)

Vito Acconci	Nautical Almanac
Anthony Burdin	Mendi + Keith Obadike
Trisha Donnelly	Pauline Oliveros
Paul Elliman	Susan Philipsz
Andy Graydon	Seth Price
Language Removal Systems	Stephan Tcherepnin
Ulrike Müller	

UNMONUMENTAL (online)

Artists to be announced