



## CONTACT

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## GRAND RAPIDS ART MUSEUM MEMBERS ENJOY MANY BENEFITS DURING THE 2011 ARTPRIZE EVENT

*Special exhibition hours, member preview and parties, and a member-specific entrance are all available to GRAM Members this year*

**GRAND RAPIDS, Mich., September 7, 2011** – Members of the Grand Rapids Art Museum can enjoy many new benefits during the ArtPrize event this year, including early members hours, special ArtPrize-related parties, a "member hospitality" area on the terrace with complimentary water, coffee, and tea, and a member-only entrance to the Art Museum.

Prior to the ArtPrize event, GRAM Members can attend the exhibition preview at the Art Museum and even register to vote and have voter status activated beginning September 7, 2011 at 6:00 p.m. The *ArtPrize 2011* exhibition at GRAM opens to general visitors on September 8, 2011 (free admission begins at the official start of the ArtPrize event on September 21).

Joining GRAM is easy and affordable! Memberships start at just \$25 for a student membership and \$50 for an individual + guest membership. Visit [www.artmuseumgr.org](http://www.artmuseumgr.org) and click "support" to learn more.

### **GRAM ArtPrize Exhibition Center Hours**

Opening Day: September 21, 2011: 6:00 p.m. – 10:00 p.m.

#### **Beginning 9/22**

Monday – Thursday  
Friday & Saturday  
Sunday

#### **Early Member Hours**

10:00 a.m. – Noon  
10:00 a.m. – Noon  
10:00 a.m. – Noon

#### **General Public**

Noon – 8:00 p.m.  
Noon – 10:00 p.m.  
Noon – 6:00 p.m.

### **ArtPrize 2011 at GRAM Member Preview**

September 7, 2011

Members can:

- Attend the party from 6:00 – 9:00 p.m.
- Enjoy live music, complimentary appetizers, and a cash bar
- Meet artists featured in GRAM's *ArtPrize 2011* exhibition
- Activate ArtPrize voter status (voting begins 9/21)

### **GRAM Member Parties**

- **Ice Cream Prize—September 29, 2011, 6:00 - 8:00 p.m.**  
Members are invited to vote for their favorite ice cream flavor during the first two weeks of GRAM's *ArtPrize 2011* exhibition, then gather on the Allen and Helen Hunting Dining

- Terrace for the Top 10 Announcement at Rosa Parks Circle and a scoop of a Top 10 ice cream flavor.
- **Toast the Winner at GRAM—October 6, 2011, 6:00 - 8:30 p.m.**  
Members are invited to the Allen and Helen Hunting Dining Terrace to raise a glass of sparkling juice to the winners! GRAM will keep an eye on the official 2011 ArtPrize winners announcement and share the results with members.

For more information on ArtPrize event-specific and year-round GRAM Member benefits, visit [www.artmuseumgr.org](http://www.artmuseumgr.org) or call 616-831-1000.

### **About the Grand Rapids Art Museum**

The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret works of art of the finest quality. Established in the heart of downtown Grand Rapids, the new Art Museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,500 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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