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GRAM OPENS EXHIBITION FEATURING WORKS SELECTED BY THE DIRECTOR AND CEO

Director's Choice: A New Perspective is drawn from the Museum's permanent collection

GRAND RAPIDS, Mich., October 7, 2011 – An exhibition featuring works of art selected by GRAM's Director and CEO, Dana Friis-Hansen, opens today and remains on view through January 22, 2012. *Director's Choice: A New Perspective* highlights objects from GRAM's permanent collection and juxtaposes works of art in unique and surprising ways, encouraging guests to discover new connections between each work. The exhibition is on view in the Wege Gallery on Level III of the Art Museum.

The exhibition is divided into four distinct categories: "beginnings," "middles," and "endings" on the outer walls of the gallery, and "sets, series, and sequences" in the center.

Sets, Series, and Sequences

This portion of the exhibition shows the progress of works of art in multiple states, as well as highlights the connection between sequential works of art where a second work of art might be continuing the same story as the first. Guests are encouraged to discover the connections between each set, series, or sequence on view.

Beginnings, Middles, and Endings

In light of Friis-Hansen's new job and move to Grand Rapids, and in recognition of the recent anniversary of September 11, he chose to showcase works that focus on the start of something new, and unfold to include works that epitomize loss, or endings. The works in this group reveal how artists celebrate and reflect personally on the unfolding course of life.

"This unconventional presentation is driven by the conviction that no one has the monopoly on the meaning of a work of art," said Friis-Hansen. "Artists and art historians, for example, have their own experiences and base of knowledge, but the response every viewer experiences is valid and valuable. Like a DJ, chemist, or chef, I purposefully planned unexpected juxtapositions in order to create new reactions or experiences."

Director's Choice: A New Perspective will change throughout the course of the exhibition, periodically offering new works of art and new ways to contemplate the relationships between them.

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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