



## **CONTACT**

Kerri VanderHoff  
Grand Rapids Art Museum  
616-831-2914  
[kvanderhoff@artmuseumgr.org](mailto:kvanderhoff@artmuseumgr.org)

## **THE GRAND RAPIDS ART MUSEUM JOINS IN ASSOCIATION OF ART MUSEUM DIRECTORS CELEBRATION OF ART MUSEUM DAY WITH DISCOUNTED ADMISSION ON FRIDAY MAY 18, 2012 AND FREE ADMISSION ON TUESDAY, MAY 22, 2012.**

*VISITORS ARE ALSO ENCOURAGED TO PARTICIPATE BY SHARING THEIR MUSEUM EXPERIENCES DURING THE CELEBRATIONS*

**GRAND RAPIDS, Mich., May 17, 2012** – The Grand Rapids Art Museum (GRAM) announced today that it will offer \$5.00 admission on May 18, 2012 and free admission on May 22, 2012 as part of the Association of Art Museum Directors' (AAMD) Art Museum Day, coinciding with International Museum Day on Friday, May 18, 2012. In 2011, the Grand Rapids Art Museum—along with more than 100 other AAMD member museums across North America—participated in International Museum Day.

In recognition of the important role museums play in their communities, the Grand Rapids Art Museum will encourage visitors to share their museum experiences during Art Museum Day on a special printed form available at the museum and via social media with the hashtag #ArtMuseumDay in a collective public response.

The theme of this year's Art Museum Day is "Museums in a Changing World." GRAM presents the boundary-busting art of Robert Rauschenberg in the exhibitions *In Context*, *At Gemini*, and *Synopsis Shuffle*. Rauschenberg's art is layered with personal reflections on the social, political, and cultural currents of our time. *Rauschenberg In Context* and *Rauschenberg At Gemini* are on view until May 20, and *Synopsis Shuffle* has been extended until June 3, 2012.

"GRAM is thrilled to join other art museums across the United States, Mexico, and Canada in celebrating the many ways that our institutions add to the vitality of our communities," said Dana Friis-Hansen, Director and CEO. "With our exhibitions, collections, educational programs and events, the Museum provides a rich variety of activities and experiences that add to the cultural life of West Michigan."

"Art museums create opportunities for the public to engage directly with works of art in new and meaningful ways—from transformative educational initiatives to innovative public partnerships," said Chris Anagnos, Executive Director of AAMD. "AAMD believes that art should be accessible and relevant to all, and we are so pleased that The Grand Rapids Art Museum is joining with us and the global community of museums to celebrate the role museums play in their communities and to encourage visitors to share their museum experiences."

Participation in the international event highlights the value of the visual arts in society, and provides new opportunities for audiences to participate in wide-ranging programs and record their encounters with works of art.

AAMD member museums—located across the United States, Canada, and Mexico—include regional museums as well as large international institutions. International Museum Day is

organized annually around the world by the International Council of Museums (ICOM). AAMD's Art Museum Day is an opportunity to focus attention on the role of art museums in North America, as part of ICOM's global celebration of museums.

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 AAMD's Art Museum Day and ICOM's International Museum Day is formally held each year on May 18<sup>th</sup>, some institutions shift their celebrations to adjacent dates.

### **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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