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GRAND RAPIDS ART MUSEUM CELEBRATES ITS FOUNDING DAY JUNE 1 WITH FREE ADMISSION, SPECIAL ACTIVITIES AND EXTENDED HOURS

GRAM's 100th Anniversary Announcement Given at Noon By Mayor Heartwell at Rosa Parks Circle, Music and Refreshments Will Follow

GRAND RAPIDS, Mich., May 28, 2010 – The Grand Rapids Art Museum (GRAM) celebrates its 100th Anniversary in 2010 with a special event on its Founding Day, June 1. The Art Museum is FREE of charge all day with extended hours from 10:00 am to 7:00 pm.

Mayor George Heartwell will help celebrate this community milestone with a special anniversary announcement at noon from Rosa Parks Circle stage, along with GRAM President of the Board of Trustees Scott Wierda. Musical entertainment will follow, with a beautiful Alpenhorn performance from the stage as Art Museum staff and volunteers meet and greet visitors and offer complimentary 100th Anniversary cookies to the lunchtime visitors.

Free outdoor sketching is offered on Wege Plaza in front of the Museum Steps, and Gallery Activity Guides are available for families to search the Art Museum galleries for clues; children receive a prize when the Guide is complete.

Education Center Studio Activities begin at noon, where families of all ages can make a 100th Anniversary Pinwheel Project inspired by the art in the permanent collection. Learn about color and movement by viewing the work of family-favorite artist Karel Appel and creating a pinwheel based on his vivid world of shapes and lines.

In the Cook Auditorium, the GRAM History Film (29 minutes) will loop all day, where guests can learn about the beginnings in 1910 and follow along with the developments and milestones along the way.

The Jansma Family Works on Paper Study will be open all day, and guests can search the database of over 3500 prints and photographs dating 1500 to present. The Curatorial Staff will be there to meet visitors and will introduce them to selected works in the collection, including Rembrandt's *Three Crosses*.

For those interested in the new LEED Gold certified building and all its many "green" components, there will be Green Features tours offered at 11:00am, 3:00 pm and 6:00 pm.

Art Museum staff, trustees, volunteers and docents will be out and about throughout the day to meet visitors, talk about the museum and its mission, answer questions and gather feedback.

Everyone is invited to join in this community celebration of the Art Museum Founding Day and its 100 Year Anniversary.

FACTS AT A GLANCE

- FREE ADMISSION Tuesday June 1, 10:00 am to 7:00 pm
- Mayor George Heartwell and GRAM Board President Scott Weirda 12:00 Noon, Rosa Parks Circle Stage Official Announcement
- Musical Entertainment following announcement: Alpenhorn Performance
- Free 100th Anniversary Cookies handed out following announcement
- Free Outdoor Sketching on Museum Plaza
- Gallery Activity Guides with Prizes
- Education Center Studio Activities: Pinwheels
- Works on Paper Study with Curatorial Staff
- Green Features Tours at 11:00am, 3:00 pm and 6:00 pm
- GRAM History Film loops in Cook Auditorium (29 minutes)

About the Grand Rapids Art Museum

The Grand Rapids Art Museum (GRAM) celebrates 100 years of art, legacy and vision with its Centennial Year in 2010. The mission of the Grand Rapids Art Museum is to provide a gathering place where people of all ages and backgrounds can enrich their lives through interaction with works of art in a thought-provoking and creative way. 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 over 3,000 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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