

\*\*\*MEDIA ALERT\*\*\*

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## CONTACT

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## **MEDIA PREVIEW OF *SYNOPSIS SHUFFLE* AND ANNOUNCEMENT BY GRAM TRUSTEE PAMELLA DEVOS SCHEDULED AT GRAND RAPIDS ART MUSEUM—FEBRUARY 29, 11:30 AM**

*Media is invited to see Robert Rauschenberg: Synopsis Shuffle in progress, and learn details of an important new partnership*

### **Robert Rauschenberg: Synopsis Shuffle**

The monumental 52-panel work of Robert Rauschenberg, *Synopsis Shuffle*, has previously shown only in New York City and Paris before arriving in Grand Rapids. According to Rauschenberg's vision for *Synopsis Shuffle*, the work is complete only when *someone other than the artist* selects and arranges the vertical panels into compositions. According to his rules, any number of participants can contribute to the process, and all fifty-two panels must be included. An undetermined number of compositions can result; as long as they contain no fewer than three and no more than seven panels, and the name of each "composer" accompany the work when it is exhibited. The exhibition will open to the public on March 3. This exhibition was organized by the Whitney Museum of American Art, New York, and the Grand Rapids Presenting Sponsor is the Daniel and Pamella DeVos Foundation.

Announced recently were the "Shuffler" participants, a broad coalition among the creative and innovative community of West Michigan. The Grand Rapids Art Museum's mission includes building strong partnerships and collaborations, in line with the forward-looking idea of the 21<sup>st</sup> century Museum as a community convener and catalyst for creative thinking. The Shufflers include representatives from the Grand Rapids Ballet Company, UICA, Grand Rapids Symphony, Meijer Gardens & Sculpture Park, as well as innovative leaders in technology, education, medical research, and other creative thinkers.

February 29 is the date scheduled for the Shuffle. After a lively morning playing Rauschenberg's "art game," drawing numbers and strategically selecting and bartering for panels, the final compositions will be revealed. The resulting juxtapositions and arrangements often reveal something about the participants as well. Each Shuffler will be

interviewed for GRAM's educational programs, which include an adjacent Interpretive Gallery.

### **A Major New Partnership**

In addition to strengthening and growing partnerships and collaborations in West Michigan, the Grand Rapids Art Museum is also focused on strategic partnerships on a larger geographic scale.

GRAM invites members of the media to not only be the first to see the Rauschenberg compositions resulting from this unprecedented creative collaboration in West Michigan, but also be the first to hear an official announcement by GRAM Honorary Life Trustee Pamella DeVos regarding details of an important new partnership connecting Grand Rapids to the national art community.

***All media are invited to attend. Due to space limitations, RSVP is requested to ensure a place to accommodate all media attendees.***

#### **WHAT:**

A first look at the *Synopsis Shuffle* compositions created by the West Michigan community; and a major announcement regarding details of an important new partnership across the national art community.

#### **WHO:**

The press announcement will include:  
**Mitchell Watt**, President of the Board of Trustees  
**Pamella DeVos**, Honorary Life Trustee  
**Dana Friis-Hansen**, Director and CEO

#### **WHEN:**

Wednesday, **February 29** at **11:30 am**

#### **WHERE:**

Grand Rapids Art Museum

### **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.

### **Exhibition Organizers**

*Robert Rauschenberg: Synapsis Shuffle* was organized by the Whitney Museum of American Art, New York.

**Presenting Sponsor: Daniel and Pamella DeVos Foundation**

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