

NEWS RELEASE

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North Carolina Museum of Art Announces \$50 Million Campaign

Launched in support of the new gallery building and related programming

RALEIGH, N.C.—*Our Transformation: The Campaign for the North Carolina Museum of Art* was announced by Museum officials today amid the successful grand opening celebrations for the new gallery building. The Campaign will support the endowment, Museum programming, grounds (including the new sculpture gardens and Museum Park), and general operations. To date, \$26 million has been raised in support of the campaign; the goal is to raise \$50 million by December 31, 2013.

More than \$73 million in funding came from the state, county, and city for the Museum expansion and construction of West Building, home to the Museum's permanent collection. This confident governmental investment demonstrates North Carolina's belief that the arts are important to the character of the state, its people, and the long-term economic development.

While the Museum is a state-assisted organization, more than 60 percent of the NCMA's operational and programmatic budget is provided by private sources (individuals, corporations and foundations). The Campaign extends the public partnership into the private sector.

The Campaign's defined priorities are:

- Increasing the Museum's Endowment: \$20 million
- Supporting and Expanding Museum Programs: \$10 million
- Maximizing the Museum Grounds Resource: \$10 million
- Building General Operating Support: \$10 million

Each priority is designed to reinforce the Museum's role as an important cultural center, working to support tourism and economic development as well as delivering its mission to encourage interest in and an appreciation of art for the people of the state.

"As our large campus unfolds, we are fortunate to be given the opportunity to reinvent the NCMA experience. With a new gallery building created with 21st century sensibilities, important new art acquisitions, including the gift of 29 Rodin sculptures, an expansive Museum Park, and year-long performing arts series, the Museum is becoming a platform for educational experiences and incredible discoveries that will be fueled by the Campaign" remarked Museum Director Lawrence Wheeler. "Collectively, this is our time, our defining moment."

Campaign Chair Ken O'Herron added, "North Carolinians will look back on this important partnership and realize they were part of an unbelievable, transformative moment for the Museum and for our state."

The West Building opens to the public on April 24; admission to the Museum and the Museum Park is free. In November 2010, the older facility, now known as East Building, will open with a North Carolina gallery, expanded space for special exhibitions and educational programming, and new art storage space.

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The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt and Old Masters to modern and contemporary art, making the institution one of the premier art museums in the Southeast. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The new gallery building with its pools and sculpture gardens and the 164-acre Museum Park featuring monumental works of environmental art showcase the connection between art and nature. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts. Admission to the Museum and Park are free; there is a charge for programs and special exhibitions.

The Museum is recently opened its new gallery building, home to the permanent collection. The North Carolina Museum of Art, Lawrence J. Wheeler, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Beverly Eaves Perdue, governor, and an agency of the Department of Cultural Resources, Linda A. Carlisle, secretary. For information call (919) 839-NCMA, or visit www.ncartmuseum.org.