



FOR IMMEDIATE RELEASE
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North Carolina Museum of Art Celebrates Opening of Redesigned Park with New Art, Giant Bunnies and “Hoppy Hours,” Activities for All Ages

Raleigh, N.C.—On Sunday, November 6, the North Carolina Museum of Art (NCMA) [celebrates the opening](#) of its redesigned, [expanded Museum Park](#) with a variety of outdoor activities, public art, and live music. Additionally, the NCMA hosts its first temporary exhibition in the Park’s new Ellipse lawn—[Amanda Parer’s *Intrude*](#), featuring five giant illuminated bunnies—for 10 days starting October 28. Related events include a series of “hoppy hours” with music, local beer, and special guests.



“We are incredibly excited to welcome the people of North Carolina and beyond to the NCMA to experience the new Museum Park,” says Dan Gottlieb, the NCMA’s director of planning, design, and the Museum Park. “These celebration events are just the beginning. We encourage our visitors to reimagine the future of the Park as special community gathering space for both exciting programming and relaxing meditations with nature and spectacular works of art.”

In August 2015 the Museum began the innovative redesign and transformation of the Museum campus by expanding the [NCMA Park](#). It enlisted landscape architecture and urban design firm [Civitas, Inc.](#), of Denver, Colorado, to develop the plan, led by Gottlieb. The project included the creation of a new elliptical lawn, tree-lined parking, contemporary gardens, promenade connecting Park and galleries, and significant public art installations by international artists. Long-term plans include expanded trails, environmental restoration projects, and additional outdoor works of art.

[NCMA Park Celebration](#)

Sunday, November 6, 1 pm to dark

NCMA Park

Free; no tickets required. Food and beverages available for purchase.

Sponsored by Duke Energy

Join us in celebrating the expansion of the Museum Park! Explore our [new community spaces and gardens](#), see exciting new art installations, sample treats from food trucks, and enjoy engaging and creative experiences for all ages. Art and recreational activities include pop-up art workshops; art walks and bike tours; live music by Al Strong and Friends, Kaira Ba, the Onyx Club Boys, and other artists; a new interactive soundtrack app; and more. Plus, it will be the last time to view special 10-day public art exhibition [Amanda Parer: *Intrude*](#), featuring five giant illuminated bunnies!

The NCMA Park celebration is sponsored by Duke Energy. Additional support provided by BlueCross BlueShield of North Carolina.

Drop-in activities include:

- **Park Discovery Walk**

Visit stops along a 1.25-mile walking route and learn about the Park’s natural features and works of art. Museum docents, Park guides, and volunteers are available to talk at each clearly marked stop. Pick up a Discovery Walk map, which includes a passport that you can get stamped along the route. Get stamps from seven of the 10 stops to receive a piece of NCMA swag to take home.

(continued)

- **Bike Tours of the Park**

Sponsored by REI

Join us on a ¾-mile bike tour of the Park. REI provides bikes and lessons on bike safety. Some of the stops are included on the Park Discovery Walk, so bring your passports and collect stamps along the way. The tour loops through woodland and prairie trails that include moderate hills. First come, first served, leaving on the hour at 1, 2, 3, and 4 pm.

- **Hammock Grove and Geocaching Nook**

Sponsored by REI

Come hang out in some of the most comfortable hammocks around! This location also has instructions for visitors interested in learning more about geocaching. Bring a GPS or GPS-enabled phone to learn the basics of this game. Test your new skills on a new adventure in the Park.

- **Campsite Gear and Gourmet Culinary Demonstrations**

Sponsored by REI

Interested in learning all about the gear needed to have a fun and comfortable camping trip? This demonstration campsite will up your glamping game. REI representatives also create gourmet campsite treats for visitors to sample.

- **One-Minute Sculptures**

Join the Museum’s Teen Arts Council on the lawn near Thomas Sayre’s *Gyre* (“the rings”) to create one-minute sculptures inspired by the work of Erwin Wurm.

- **Pop-Up Art in Lowe’s Pavilion**

Celebrate Giuseppe Penone’s new work of art in the Park. Create a nature-inspired sculpture and contribute to a community artwork. All ages welcome.

- **Moede Interactive Soundtrack App**

Download the free app [Moede](#), an interactive artwork that creates a soundtrack for your Park experience. Walk between “zones” to hear original compositions that will change how you view the landscape and art around you.

- **New Art Installations**

Explore the Park’s newest sculptures, including a bronze tree by Italian artist Giuseppe Penone, a playful pair of benches designed by Hank Willis Thomas, and a work by Cuban artist Yoan Capote made from metal crowd-control barricades and designed to resemble a brain if viewed from above. The new installations are made possible by the NCMA’s Art in the Environment Fund, which was established to support temporary, permanent, and loaned installations of public art in the NCMA Park and community.

[Amanda Parer: Intrude](#)

October 28–November 6, 2016

Open until 8 each night

NCMA Park at the Ellipse

Free

In artist Amanda Parer’s native Australia, rabbits are an out-of-control pest and have caused a great imbalance to the country’s endemic species. On the other hand, the rabbit also represents the fairytale animals from our childhood—a furry innocence, frolicking through idyllic fields. *Intrude* deliberately evokes this cutesy image with visual humor to lure visitors into the art, only to reveal the more serious environmental messages in the work.

The free 10-day exhibition features five enormous (23 feet high), illuminated, inflated rabbits. A global phenomenon, *Intrude* has traveled to over 30 cities in countries around the world.



Share your bunny selfies on social media with the hashtag #NCMAbunnies!

The temporary exhibition features a series of related events:

- **[“Glowga”—Yoga around the Glowing Bunnies](#)**
Wednesday, November 2, 5:30–6:30 pm
NCMA Park at the Ellipse
Free; tickets required
Sponsored by REI

Join us for yoga led by a professional amid the new Park gardens. The session takes place in full view of the [Amanda Parer’s *Intrude*](#), a temporary exhibition of giant glowing bunnies. Open to all levels. Participants should bring their own yoga mats and water bottles.

- **Hoppy Hours**
Thursdays, October 27 and November 3; and Fridays, October 28 and November 4
5:30–8 pm
NCMA Park at the Ellipse
Free event; no tickets required. Food and drink available for purchase.

The giant rabbits shed their glow on four funky gatherings, each featuring a different musical theme, with surprise guests, surprise events, a pop-up Museum Store, food trucks, and featured beer from Fullsteam Brewery, wine, and nonalcoholic drinks for purchase.

Thursday, October 27

Old-School Hip-Hoppy Hour featuring SPCLGST
LIVE-Graffiti Forest project by Victor Knight III and Bart Cusick
Presented in partnership with Oak City Hustle

Friday, October 28

Electronic Musical Rabbits
Presented in partnership with Moogfest

Thursday, November 3

Classical Rabbits
Presented in partnership with the North Carolina Symphony

Friday, November 4

Trip-Hoppy Hour featuring SPCLGST
Presented in partnership with New Raleigh
Plus, meet artist Hank Willis Thomas!

Related Event and Fund-raiser: NCMA Park VIP Brunch

Sunday, November 6, noon–2 pm

NCMA Park

Tickets from \$250

Gather with friends, artists, and community leaders, and enjoy a live performance by jazz artist Al Strong and Friends. Proceeds benefit the Art in the Environment Fund, which is dedicated to bringing transformative public art and programming to our region. For more information email [Marjorie Hodges](#) or [Ellen Stone](#).

The event is sponsored by Tom Kenan, Eliza Kraft Olander and Brian McHenry, and First Citizens Bank.

Image Captions (from top)

Drone image courtesy of North Carolina Museum of Art and Barnhill Contracting Company

Amanda Parer, *Intrude*, 2014, nylon, LED lights, and air blowers, various dimensions, Courtesy of Amanda Parer Studios, Tasmania, Australia

About the North Carolina Museum of Art

The North Carolina Museum of Art’s permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the South. The Museum’s collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum opened West Building, home to the permanent collection, in 2010. 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, Pat McCrory, governor, and an agency of the Department of Natural and Cultural Resources, Susan Kluttz, secretary.