

North Carolina Museum of Art Park Celebration Draws Record Number of Visitors

Approximately 10,000 people visited Museum Park for November 6 celebration

Raleigh, N.C.—The North Carolina Museum of Art’s [NCMA Park Celebration](#) on November 6 attracted approximately 10,000 visitors to an afternoon of outdoor art, live music, and recreational activities—making it the best-attended event ever hosted by the Museum. Additionally, the Museum counted over 25,000 visitors during the 11 days of Australian artist Amanda Parer’s *Intrude* installation in the Park. The free exhibition featuring five giant glowing bunnies was shown October 27 through November 6.



“It was an absolute joy to see the thousands upon thousands of visitors exploring the Ann and Jim Goodnight Museum Park—interacting with the art, the landscape, and each other. For many it was their first experience at the Museum, and we hope they return again and again to enjoy our new community gathering spaces and works of art,” says Lawrence J. Wheeler, director of the NCMA. “This tremendous success demonstrates that the NCMA is a true cultural destination for the people of North Carolina and beyond. We’re thankful for our visitors’ enthusiasm and look forward to hosting similar outdoor festivals, temporary art installations, and other exciting programs in the Park.”

The Museum hosted the celebration on November 6 to invite visitors to experience the recently completed [Park expansion project](#), which added new gardens, lawns, and tree-lined parking to the existing landscape. The free event included art-making activities; bike tours; live music and dance by the Onyx Club Boys, Kaira Ba, Al Strong and Friends, Bulltown Strutters, and the Paperhand Puppet Intervention; and the final chance to see the *Intrude* exhibition.

During the 11 days the five giant bunnies of [Intrude](#) were installed in the Park’s new Ellipse lawn, people of all ages visited to see the glowing sculptures, snap selfies, and enjoy music and beer at four evening “Hoppy Hour” events.



“The North Carolina Museum of Art excels in weaving together art, the outdoors, and fun events that attract so many visitors for so many different reasons,” said Susan Kluttz, secretary of the North Carolina Department of Natural and Cultural Resources. “Not only are they enriching our quality of life, they are a spark for economic development in our state.”

In December the Museum will install two monumental sculptures by internationally famed artist Mark di Suvero. Upcoming programs in the Park include a Girls on the Run Reindeer Romp on December 10, a spring Renaissance Fair, and a summer concert and movie lineup celebrating the 20th anniversary of the NCMA’s outdoor performing arts series.

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.