



MEMORIAL ART GALLERY RECEIVES HIGHEST NATIONAL RECOGNITION Awarded Reaccreditation from the American Association of Museums



ROCHESTER, NY, April 23, 2008 — The Memorial Art Gallery has again achieved accreditation by the American Association of Museums (AAM), the highest national recognition for a museum.

Accreditation signifies excellence to the museum community; to governments, funders and outside agencies; and to the museum-going public. All museums must undergo a reaccreditation review at least every ten years to maintain accredited status. The Memorial Art Gallery was initially accredited in 1973.

AAM Accreditation brings national recognition to a museum for its commitment to excellence, accountability, high professional standards and continued institutional improvement. Developed and sustained by museum professionals for 35 years, AAM's museum accreditation program is the field's primary vehicle for quality assurance, self-regulation, and public accountability. It strengthens the museum profession by promoting practices that enable leaders to make informed decisions, allocate resources wisely, and remain financially and ethically accountable in order to provide the best possible service to the public.

Of the nation's nearly 17,500 museums about 775 are currently accredited. The Gallery is one of only 65 museums accredited in New York State.

Accreditation is a very rigorous but highly rewarding process that examines all aspects of a museum's operations. To earn accreditation a museum first must conduct a year of self-study, then undergo a site visit by a team of peer reviewers. AAM's Accreditation Commission, an independent and autonomous body of museum professionals, consider the self-study and visiting committee report to determine whether a museum should receive accreditation. While the time to complete the process varies by museum, it generally takes as much as three years.

Ford Bell, president of the American Association of Museums, states, "The Memorial Art Gallery is known in Rochester for outstanding public programs and for serving a wide range of the population. Reaccreditation means the museum continues to meet and exceed the highest standards, and the people of Rochester can take pride that such an institution is part of their great cultural community."

In response to the announcement, Gallery director Grant Holcomb says, "This reaccreditation, though not unexpected, serves to underscore the strength of the Memorial Art Gallery: the professionalism of its staff; a strong and active Board of Managers; the broad support of an appreciative community; and, of course, one of the finest collections of world art in the state."

About the Memorial Art Gallery

The Memorial Art Gallery of the University of Rochester—Rochester, NY's community art museum—hosts a year-round schedule of exhibitions and educational programs, an art school and a reference library. Considered one of the finest regional art museums in the country, the Gallery's permanent collection of 11,000 works spans 50 centuries of world art, making its encyclopedic collection an invaluable educational resource. Throughout the year, the Gallery offers a full schedule of lectures, concerts, guided tours, family activities, educational programs, art classes and exhibi-

tion preview parties attracting up to 1,800 visitors. Located at 500 University Avenue in Rochester's Neighborhood of the Arts, the museum is open Wednesday through Sunday 11 am–5 pm and until 9 pm on Thursday, and closed Mondays, Tuesdays and major holidays. For more information, visit <mag.rochester.edu>.

About the AAM

The American Association of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community. With more than 15,000 individual, 3,000 institutional, and 300 corporate members, AAM is dedicated to ensuring that museums remain a vital part of the American landscape, connecting people with the greatest achievements of the human experience, past, present and future. For more information, visit <www.aam-us.org>.

Press contact:

Patti Giordano Memorial Art Gallery, 585.276.8932 <pgiordano@mag.rochester.edu>

#