



## MEMORIAL ART GALLERY RECEIVES FEDERAL *MUSEUMS FOR AMERICA* GRANT



ROCHESTER, NY, August 4, 2009 — The Memorial Art Gallery has received a \$150,000 grant from the Institute of Museum and Library Services' *Museums for America* program, director Grant Holcomb announced today.

The highly competitive grants, which went to 167 museums in 46 states and Puerto Rico, support high-priority activities that advance the museums' missions and strategic goals and help them to serve the public more effectively.

"This prestigious award to our acclaimed education department further underscores the Gallery's fundamental (and often pioneering) commitment to educational programming for all ages," says Holcomb.

The Gallery's grant will launch *Windows on the World*, a major interpretive initiative using 21st-century multimedia technology. The project focuses on three areas that are key to the museum's education program—the arts of the Ancient World, the Renaissance and Asia. The Gallery will develop a series of electronic templates that staff and a team of consultants will use as building blocks to design activities for visitors. These activities, which range from guided looking experiences to the delivery of historical information, will be delivered on handheld multimedia devices.

"This funding allows us take a significant step into the world of interactive technology," says MAG director of education Susan Daiss, "and help connect our 21st-century visitors with the wonderful collection in our care. We are grateful to the IMLS for this recognition. Now for the real work!"

In announcing the grant, director Holcomb recognized the tireless efforts of Congresswoman Louise Slaughter, Chairwoman of the House Committee on Rules and Co-Chair of the Congressional Arts Caucus, to secure arts funding for the region. "This \$150,000 grant will allow the Memorial Art Gallery to invest in the latest technological innovations to better communicate with the public and continue to serve the people of Rochester. The arts are universal, and allow us to both connect with our past and preserve the present for posterity," says Rep. Slaughter.

The *Museums for America* grant is the second grant that MAG has received this year from the Institute of Museum and Library Services. In May, the Gallery received funding to conserve *Trellised Garden with Animals*, the most important Renaissance tapestry in its collection. The painstaking process should be completed—and the tapestry back on the wall—in late 2010.

Another recent federal grant will benefit *Passport to the Past*, an award-winning education program. The \$50,000 grant, from the National Endowment for the Arts, was announced last month.

For the complete list of this year's *Museums for America* recipients visit [www.imls.gov/news/2009/073009\\_list.shtm](http://www.imls.gov/news/2009/073009_list.shtm).

### About the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums

that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development.

To learn more about the Institute, visit [www.imls.gov](http://www.imls.gov).

#### **About the Memorial Art Gallery**

The Memorial Art Gallery is considered one of the finest regional art museums in the country. Its permanent collection of 11,000 works spans 50 centuries of world art and includes important works by Monet, Cezanne, Matisse, Homer and Cassatt. The Gallery was founded in 1913 by Emily Sibley Watson as a memorial to her son, architect James Averell. Given in trust to the University of Rochester, it is one of the few university-affiliated art museums in the country that also serves as a public art museum.

The Gallery is supported primarily by its members, the University of Rochester, and public funds from Monroe County and the New York State Council on the Arts.

To learn more about the Gallery visit [mag.rochester.edu](http://mag.rochester.edu)

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