

PALM SPRINGS ART MUSEUM FORMS PLANNING COMMITTEE IN PREPARATION FOR NEW ART MUSEUM AND SCULPTURE GARDEN IN PALM DESERT

July 21, 2010 (Palm Springs, CA) -- The Palm Springs Art Museum announced today the formation of a Planning Committee to plan, direct, and oversee preparations for the newly announced Palm Springs Art Museum, Palm Desert. Ed Monarch, museum Trustee and current Mayor of Indian Wells, will co-chair the committee with developer and long-time museum patron, Gerald Fogelson. Harold J. Meyerman, Chairman of the Board of Trustees, and Steven Nash, Executive Director, will also sit on the committee as will philanthropist James Houston and museum Trustee Harold Matzner. Additional appointees will be announced in the near future.

Primary among the tasks of the Planning Committee will be the development of a strategy and plan for fundraising, review of budgets for renovations and improvements to the facility and future operations, development of collaborations with the City of Palm Desert and other cities in the Coachella Valley, area merchants, schools, colleges and universities, and arts groups, and oversight of exhibition schedules, marketing plans, and outreach programs.

Scheduled to open to the public in late 2011 or early 2012, the new facility will be housed in the current 8,400-sq.-ft. Palm Desert Visitors Center located at 72567 Highway 111, in the Entrada del Paseo development at the intersection of Highway 111 and El Paseo. In addition to the creation of a sculpture garden in the beautifully landscaped Eric Johnson Memorial Gardens surrounding the building, the museum will feature a wide range of art and education programs, including an ongoing sequence of exhibitions in the building of major works in all media, including painting and sculpture, art glass, photography, and architecture and design materials. Specially created works by invited artists will be featured, and well as art from outstanding private collections in the area. A full range of education programs will be structured around these presentations, including school tours and adult and family tours, artist demonstrations, films and videos, instructional classes, lectures and symposia, and "meet the artists" events.

Mr. Meyerman commented about this new initiative stating, "Our Board has recognized that desert residents throughout the community are interested in becoming more involved with the museum in Palm Springs, but we understand that distance is an issue. It is our goal to create an art museum that is more accessible to the greater community and offer the equivalent quality of world-class exhibitions and programming that we have at the Palm Springs location."

When asked about fundraising plans, Mr. Monarch stated, “We are fortunate to have many members and donors residing throughout the Coachella Valley and it will be to our benefit to involve them in identifying new sources for funding and cultivating potential new members. We are enthusiastic about the opportunity to develop new audiences and are sincerely committed to reinforcing our great partnership with the City of Palm Desert.”

Mr. Fogelson added, “The museum expansion brings us an unprecedented occasion to enhance Palm Desert’s reputation as an arts destination and to bring a much-needed center of the visual arts to the East Valley. This fall we will invite new friends and visitors to see the expansion while in progress, learn about our exciting schedule of educational programs for all ages, and give them the opportunity to participate in the future of our exhibitions and programs.”

Dr. Nash added that “this project represents a momentous development for our museum, Palm Desert, and audience outreach in general, so I am delighted to have such a prominent committee working on it to make it a success.”

For further information on this exciting project, contact Bob Bogard, Director of Marketing Communications at the Palm Springs Art Museum at bbogard@psmuseum.org.

Located downtown in an architecturally-significant building, the Palm Springs Art Museum features compelling exhibitions and a robust permanent collection of modern, contemporary, Native American, Western and Mesoamerican and glass art in 28 spacious galleries and in its two outdoor sculpture gardens. The museum offers educational lectures, films and an assortment of programs and art workshops for all ages. The museum’s Annenberg Theater features outstanding musical performances. The museum is open six days a week; Sunday, Tuesday, Wednesday, Friday and Saturday from 10 a.m. to 5 p.m., and Thursday from 12 p.m. to 8 p.m. with free admission from 4 – 8 p.m. sponsored by the City of Palm Springs. Admission is free to members; youths 12 and under and active-duty military and their families. Regular admission is \$12.50 for adults; \$10.50 for seniors 62 and over; and \$5 for adult students. For more information, call 760.322.4800 or visit www.psmuseum.org.

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