



Palm Springs Art Museum Integrates Art with Nature Atop

The Palm Springs Aerial Tramway

PALM SPRINGS (Oct. 22, 2014) – With the help of a helicopter and a crane, the Palm Springs Art Museum relocated a major sculpture by well-known artist Bruce Beasley, to the Mountain Station at the Palm Springs Aerial Tramway early today. Local philanthropist Bradford W. Bates, in honor of his four siblings and in recognition of the museum's 75th Anniversary and the tram's 50th Anniversary, donated the sculpture, a 3,700-pound carved granite bench titled *New Horizon*, to the museum. The bench now rests on the North Patio at an elevation of 8,500-feet, making it one of the few pieces of public art at this elevation in the nation.

Mr. Bates hopes that the sculpture will represent his vision of beauty, creativity, and renewal found in the desert, and offer a tangible way to celebrate and share the spirit of the Palm Springs area with valley visitors. Mr. Bates is an active member of Palm Springs Art Museum and a member of the museum's Photography Collection Council. He is also a founding member of the museum's new Architecture and Design Center, Edwards Harris Pavilion, which houses the Bradford W. Bates Vault: The Museum Design Store, opening on November 9.

"I am extremely passionate about the unique sculpture of this bench which fits perfectly with the unique spiritual experience I have had since becoming a resident here. I wanted to contribute something significant that might offer the casual visitor a deeper understanding and appreciation of the area," said local philanthropist Bradford W. Bates. "Since its earliest days Palm Springs has supported creativity and acceptance in general, and with *New Horizon* there is now a historical and artful monument representing love, openness and creativity that is truly the heart of Palm Springs."

The artist, Bruce Beasley, is recognized internationally for the abstract sculpture he has produced in a prolific career stretching over 50 years. His work can be found in over 30 museum collections, including Museum of Modern Art and Guggenheim Museum, in New York; Los Angeles County Museum of Art; San Francisco Museum of Modern Art; National Art Museum of China in Beijing; Musee National d'Art Moderne-Centre Georges Pompidou in Paris; Smithsonian Museum of American Art in Washington, DC; and many others. A full list of his works can be found at <http://brucebeasley.com/biography>.

The following inscription will accompany the bench:

Gift of Bradford W. Bates
to Palm Springs Art Museum
in Celebration of its 75th Anniversary
and in Commemoration of the 50th Anniversary
of Palm Springs Aerial Tramway

Palm Springs:
A place to freely live, design, and love.
A place where we can be who we thought
we could never be.
A healing and holy place for the entire world to see.

Palm Springs Art Museum is located at 101 Museum Drive in downtown Palm Springs. For more information visit www.psmuseum.org or call (760) 322-4800.

About Palm Springs Art Museum

Palm Springs Art Museum is the largest cultural institution in the Coachella Valley and includes three locations in Palm Springs and Palm Desert. The flagship building is located in downtown Palm Springs and features compelling art exhibitions and a vast permanent collection, all on view in a 150,000 square foot, architecturally-significant building. The soon-to-open Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion will feature exhibitions and programming that explore the rich topics of architecture and design. Palm Springs Art Museum in Palm Desert is an 8,400 square foot, Silver LEED-certified building named The Galen that presents rotating exhibitions and special collections. It is surrounded by the four-acre Faye Sarkowsky Sculpture Garden featuring important sculpture works. For more information, call 760-322-4800, visit www.psmuseum.org, and follow the museum on Facebook, Twitter and InstaGram.

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