



BMA TO CELEBRATE 100TH ANNIVERSARY WITH REOPENING OF RENOVATED EAST ENTRANCE, LOBBY & BMA SHOP ON NOVEMBER 1

Transformed Entrance, Lobby & Shop Herald More Welcoming Visitor Experience

BALTIMORE, MD (October 20, 2014)—In celebration of The Baltimore Museum of Art's 100th anniversary, the museum will open a dramatically redesigned Zamoiski East Entrance, Lobby, and BMA Shop on **November 1, 2014**, creating a more open and expansive gathering place for visitors. The \$4.5 million renovation of the entrance, lobby, and shop, encompasses 9,733 square feet and marks another significant milestone in the BMA's \$28 million renovation.

A major contemporary sculpture by artist Joel Shapiro outside the Zamoiski East Entrance and Lobby redesigned by Baltimore-based architecture firm Ziger/Snead will be among the changes visitors first see upon their arrival. New doors made of transparent glass will open the view into the reconfigured vestibule and lobby. A sweeping new staircase made of Italian marble will create a more inviting pathway to the second floor galleries and leave a much larger area in the lobby for gatherings. Refurbishing all lobby surfaces with updated materials and finishes will give the lobby a modern yet timeless quality. New amenities will include digital signage, more benches and seating fabricated by a local woodworker, a more easily accessible elevator, and more restrooms.

Delineated from the lobby by a gracefully curved wall, a wider, more open BMA Shop will feature art-inspired gifts and souvenirs in a modern boutique atmosphere. The new shop designed by Charles Sparks + Company will feature a central island of elegant jewelry cases and attractive nesting tables and cubes of blond and dark woods displaying an ever-changing selection of unique, art-inspired merchandise by talented craftspeople. Additional improvements include dedicated tables for books, a wall for reproductions from the collection, and a cheerful area for children's items as well as seating for shoppers' patient friends.

PROJECT ARCHITECT: Ziger/Snead Architects

Ziger/Snead Architects has provided original design solutions and superior service for public and private clients in the Baltimore region and beyond for more than 28 years. Their expertise includes work for academic campuses, cultural institutions, non-profit headquarters and community centers, religious spaces, urban redevelopment and mixed-use projects, and custom residential design. Previous projects include the Maryland Historical Society and Brown Center at the Maryland Institute College of Art with Charles Brickbauer, and the Frederick Douglass-Isaac Myers Maritime Park and Museum.

RETAIL DESIGNER: Charles Sparks + Company

Charles Sparks + Company is a leading interior design and consulting firm, specializing in retail store design and planning. Since its founding in 1989, their continuing goal is to effectively orient, engage, inform—and ultimately persuade action to purchase. Previous museum retail clients include the Art Institute of Chicago, Nelson-Atkins Museum of Art, and Nasher Sculpture Center.

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CAMPAIGN: In a New Light: The Campaign for The Baltimore Museum of Art

In a New Light is the most ambitious philanthropic campaign in the BMA's history. Since announcing the leadership phase of the campaign in 2008, the BMA has received commitments for \$75 million. The campaign includes six key fundraising areas: endowment funds for core artistic and educational programs, immediate impact funds to support new initiatives during the campaign, capital support, annual operating support, planned gifts, and gifts of art to enhance the collection. Recognizing the need for long-term financial stability, the Museum prioritized the endowment first and has raised \$31.1 million or 104 percent of the \$30 million endowment goal.

ABOUT THE BALTIMORE MUSEUM OF ART

Founded in 1914, the BMA is home to an internationally renowned collection of 19th-century, modern, and contemporary art. Among its 90,000 objects is the largest holding of works by Henri Matisse in the world; European and American fine and decorative arts and textiles; prints and drawings from the 15th-century to the present; works by established and emerging contemporary artists; objects from Africa, Asia, the Ancient Americas, and Pacific Islands; and two beautifully landscaped sculpture gardens. The museum is currently undergoing a \$28 million phased renovation to improve the visitor experience that debuted with the Contemporary Wing reopening in November 2012. The historic Merrick Entrance, American art galleries, and Zamoiski East Entrance will reopen during the museum's 100th anniversary in 2014. Renovations to the African and Asian art galleries and a new learning and creativity center will be completed in 2015. Since 2006, the BMA has eliminated general admission fees so that everyone can enjoy the power of art.

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