

FOR IMMEDIATE RELEASE

Contacts:

Jeff Miller
The Wallace Agency
540.343.7411, ext. 10

Cindy Petersen
Taubman Museum of Art
540.204.4137

TAUBMAN MUSEUM OF ART ANNOUNCES UPCOMING OPENING OF ART VENTURE

Taubman and Kroger Partner to Bring Families and Art Together

Roanoke, Va. (March 26, 2012) The Taubman Museum of Art is pleased to announce the opening of the newly renovated Art Venture on Saturday, March 31. At 10:00 am, the museum will unveil this new hands-on exploratory gallery, where children, youth and their families can paint, explore printmaking, draw, build, connect music with art, investigate 3D printing, create sculptures, display artwork and much more. This innovative gallery features hands-on areas and educational lessons that connect to our exhibitions and permanent collections. The new Art Venture has been made possible through the generous support of Sheila and Maury Strauss, The Beirne Carter Foundation, Boxley Materials Company, Cox Communications and Kroger. To celebrate this important milestone, the Taubman Museum has partnered with Kroger to offer a \$20 discount on family memberships through April 14.

Art Venture Opening Day Festivities

March 31, 10:00 am – 5:00 pm, Free Admission

“We’re extremely proud of this collaborative community effort to create a truly interactive and immersive experience with art for kids of all ages,” says Taubman Museum President and CEO David Mickenberg. From the parents who helped us program the space, to the artists who helped design and build it, to the volunteers who helped construct it, and to the multiple arts organizations and architects who helped conceive of its remarkable diversity, this has been a truly community-based project and owned by all who for the past year have worked so hard in seeing this come to fruition. “On behalf of our sponsors, the Board of Trustees and museum staff, it’s my pleasure to invite the community to join us on March 31 for what will one of our best Spectacular Saturdays ever.”

Sponsored by Boxley Materials Company, the opening day celebration will be free to the public and feature a host of activities, including:

- Dedication and Ribbon-cutting at 10:00 am
- Rainbow Puppets, *Creatures Great and Small*
- 3D printing demonstrations by DREAMS Lab, Virginia Tech
- Creative art making and face painting
- Printmaking demonstrations by Appalachia Press and Press Press Merch
- *Velveteen Rabbit* Musical Preview by Roanoke Children’s Theatre
- A visit from “Norah” in the American Gallery by Roanoke Children’s Theatre
- Dancers from the Southwest Virginia Ballet, Excerpts from Russian Tales and Composers (foretelling the soon-to-open Faberge exhibition) and an original creation for the exhibition “Friendship Dolls: Japan and America in the 1920s”

- more -

Kroger Partners with Taubman Museum for Discounted Family Memberships

To celebrate this important milestone, the Taubman Museum has partnered with Kroger to offer a \$20 discount on family memberships through April 14.

“The renovation of Art Venture provides a one of a kind experience for children and families to participate in all forms of art in creative and unique ways,” explains Jay Cummins, president for Kroger’s Mid-Atlantic division. “Kroger is proud to support the Taubman’s efforts to grow its membership base and provide an interactive and educational experience for children and families in the greater Roanoke area,” he adds.

To redeem this offer, show your Kroger Plus Card at the Taubman’s front desk. For only \$45, a family can enjoy free admission year-round to participate in all museum and Art Venture activities, attend Friends-only events, receive discounts on all ticketed events, and take advantage of 10 percent off at Norah’s Café and the Museum Store every day.

About the Taubman

The Taubman Museum of Art has a 60-year history, beginning in 1951, when it was first incorporated as the Roanoke Fine Arts Center. On November 8, 2008, after several years of construction, it opened its doors in its current location bearing the name of its chief benefactors, Nicholas and Eugenia Taubman. Designed by Randall Stout and featuring stunning architecture that reflects the region’s mountainous landscape, the 81,000 square-foot building is a state-of-the-art facility that houses a permanent collection of significant American, contemporary, folk and decorative art. The museum serves more than 85,000 visitors a year through its exhibitions, adult and children’s programs and partnerships with both Roanoke City and Roanoke County Public Schools. Current and upcoming exhibitions include, *Mark Cline: Blue Ridge Barnum*; *Earth With Meaning: The Photographs of Alan Cohen*; *Friendship Dolls: Japan and America in the 1920’s*; *Metempsychoses: The Power of Transformation*; *Faberge from the Hodges Family Collection*; *BIG LICK BOOM: A New Installation by Wayne White*; and *Dorthea Lange’s America*.

For more information about Art Venture or museum membership, please call 540.342.5760 or visit www.taubmanmuseum.org.

###