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QUEENS MUSEUM EXPANSION ENABLES INCREASED COMMUNITY ENGAGEMENT THROUGH PUBLIC PROGRAMS

New Architecture Reflects In-depth Commitment to Art and Community

QUEENS, NY (March 18, 2012) – The Queens Museum announces public programming to take place within and outside of the museum’s 50,000 square-feet expansion to be unveiled in October 2013. With the Museum doubling in size to 105,000 square-feet, the institution seeks to expand its long-standing distinctive public programming initiatives. Additionally, the Museum is rebranding, officially changing its name from the Queens Museum of Art to the Queens Museum. This change reflects the breadth of the Museum’s mission of producing world-class exhibitions of contemporary art, examining historical moments associated with its site and issues germane to its urban setting, and creating groundbreaking educational initiatives and innovative public programming. Along with its new name, the Museum is introducing a new logo, designed by Museum staff, Pentagram, and
artist Byron Kim. The logo is inspired by the Museum’s new entrance on Flushing Meadows Corona Park, a glass entry colonnade reflecting the openness at the foundation of the Museum’s philosophy and architectural design.

“While this is a time of tremendous change for the Queens Museum, what will remain constant is our dedication to openness and engagement,” said Tom Finkelpearl, Executive Director of the Queens Museum. “With Grimshaw, we designed a dynamic space that reflects our overall philosophy and allows us to broaden our current slate of public programs, introduce innovative initiatives, and create wonderful opportunities for new participants and longtime visitors to enjoy our unique brand of museum experience.”

As the Queens Museum transitions into a new era with the opening of its expanded space in October 2013, the Museum seeks to remain true to its mission of serving the diverse communities of Queens as an institution of international reach and of addressing the its complex needs. The Museum’s slate of public programs includes those one would expect from a traditional museum as well as those it has pioneered in the museum field. Initiatives to take place in continued and expanded ways include: ArtAccess, an award-winning, nationally reproduced model program dedicated to visitors with special needs; New New Yorkers, a program of educational classes in diverse languages for the adult immigrant community; CINEMAROSA, an independent Queer Artist film program created by New York-based cultural producer Hector Canonge; Corona Studio, an external artist residency program dedicated to promoting social change including Immigrant Movement International, a long-term art project by artist Tania Bruguera, and Social Practice Queens, the first Masters of Fine Arts (MFA) degree on the East Coast with a special focus on social design in the Queens community; and Queens Teens, an afterschool career development program that trains high school students to work in an art museum.

ArtAccess
Founded in 1982, ArtAccess is an award-winning program at the Queens Museum for the engagement of people with special needs. Starting as Please Touch, a breakthrough program for museum visitors with visual impairments, ArtAccess has recently expanded with Inviting Institutions, a program for children with an autism spectrum disorder and their families. The Museum, in partnership with the Queens Library and the Institute of Museum and Library Services, trains librarians and local teaching artists on creating more welcoming environments for children with autism and their families by designing programs using community-based art therapy approaches in museum and library settings. The Museum’s three full-time art therapists have also applied the Inviting Institutions model to school programs for children with special needs and have trained several other New York City museums on organizing arts programming for families affected by autism.

CINEMAROSA
CINEMAROSA is an independent program that fosters the integration of diverse LGBT communities through cultural film programs that present Queer Artists’ works and provides them with a platform to discuss their experiences with the audience. The program brings an array of Queer Independent Cinema to the community of Queens and provides an opportunity to meet the makers of powerful fiction and non-fiction works that portray aspects of LGBT lives. CINEMAROSA was created by Hector Canonge, a New York-based film, video, and new media artist and is now in its ninth year at the Queens Museum.

Corona Studio
Corona Studio is a long-term multifaceted community engagement project that intertwines the arts with community building, and is perhaps the Museum’s clearest example of community
This program supports participants’ work outside of the museum walls in the local Queens community. Built on the idea that the Museum can have a tangible impact by engaging our local community of Corona, Queens, the project’s core values are trifold: listening to and promoting the local voice, integrating artists into the community, and creating positive change. The program is dedicated to selecting artists who desire to use art for social change, and providing them with the help needed to realize their objectives. The long-term goal is to improve the quality of life for residents of Corona and to create a model for social engagement that can be adapted to the specific contexts of other museums.

*Immigrant Movement International*, conceived of and directed by artist Tania Bruguera, is a multiyear Corona Studio social art project that takes the form of a community center, immigration think-tank, and living performance, with its storefront on Roosevelt Avenue providing a platform for other activities. What began as the pursuit to define the immigrant as a unique, new global citizen in a post-national world has evolved to include social service offerings ranging from children’s art and music instruction and free legal advice to the creation of a Migrant Manifesto and international artist commemoration of UN International Migrants Day on December 18.

Similarly, the *Corona Plaza Project* has grown from a series of seasonal public art installations in a once-grand but neglected neighborhood meeting place into an advocacy effort to transform the plaza from a parking lot into a vibrant multi-use public space. Through the efforts of the museum and its partners, the space was rehabbed by the City and re-launched as a public plaza, with a larger-scale capital improvement scheduled for 2014. The Museum has invited an architect and an urban planner to assist its two community organizers in keeping the community at the table in an imaginative and inclusive manner so that they will become the stewards and active programmers of the space. Throughout the process, the Museum has offered free cultural and social service programming in the plaza ranging from performance art, children’s art-making, dance and musical presentations to health screenings, voter registration, and plaza design workshops.

*Social Practice Queens* is the first Masters of Fine Arts (MFA) program in Social Practice Art on the East Coast. In partnership with Queens College, *Social Practice Queens* focuses on social intervention through art with students gaining access to both the Queens Museum’s artistic and educational programs and Queens College’s diverse courses in urban studies, sociology, history, and law, etc. This pilot program integrates traditional MFA studio practices with social interventionist art forms, and social design strategies directly related to the Queens Museum’s ongoing community programming.

*New New Yorkers*

Going beyond the museum’s traditional role of arts education, the Queens Museum, in partnership with the Queens Library, will continue with its *New New Yorkers* Program which designs and implements education classes in a variety of languages to meet the diverse needs of the adult immigrant community in Queens. Providing classes at no cost in languages including Spanish, Korean, Mandarin, Tibetan, Urdu, among others, the Museum invites members of the local community to learn new skills in their native tongues with classes including: painting, book making, crafting, photography, video editing, performance, graphic design, web design, computer literacy, arts literacy, and English as a Second Language.

*Queens Teens*

An after-school career development program, *Queens Teens* trains local high school students in art museum administration. Since the program’s inception, participating teenagers from the Frank Sinatra School of the Arts High School in Long Island City, Queens, and the High School for Arts
and Business, in Corona, have become important members of the Museum family. The program provides approximately 25 students, from grades 9-12, with direct exposure to the many constituents that comprise the Museum including arts administrators, curators, educators, professional artists, and museum visitors.

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The Queens Museum of Art is a local international art space in Flushing Meadows Corona Park with contemporary art, events and educational programs reflecting the diversity of Queens and New York City. The museum presents the work of emerging and established artists, changing exhibitions that speak to contemporary urban issues, and projects that focus on the rich history of its site. QMA is also home to the Panorama of the City of New York, a 9,335 square foot scale model of the five boroughs; the Neustadt Collection of Tiffany Glass; and a collection of more than 10,000 artifacts from both New York World’s Fairs. The museum seeks to exact positive change in surrounding communities through engagement initiatives ranging from the multilingual outreach and educational opportunities for adult immigrants, to our residency program, Corona Studio, which embeds artists in the local community. The museum also conducts educational outreach tailored toward schoolchildren, teens, families, seniors as well as those individuals with physical and mental disabilities.

Queens Museum of Art is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided though the New York City Department of Cultural Affairs. The Museum’s hours are: Wednesday – Sunday: noon - 6 pm. Admission to the Museum is by suggested donation: $8 for adults, $4 for seniors, students and children, and free for members and children under 5. For general visitor information, please visit the Museum’s website www.queensmuseum.org or call 718.592.9700.

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