



PORTLAND MUSEUM *of* ART

NEWS RELEASE

Portland Museum of Art Announces Historic Gift

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The Portland Museum of Art is thrilled to announce that it has received the largest matching gift in the museum's history.

A gift of five million dollars will be donated to the PMA by longtime American museum benefactors Judy and Leonard Lauder to support the museum's endowment. The Lauders' generous gift is intended to inspire philanthropy in others for the PMA, and officially marks the beginning of the Focused Endowment Initiative—a targeted plan to increase the museum's endowment by a total of \$15 million.

To honor this historic gift and to recognize Judy's long-term commitment to the PMA, the PMA Director position will be named the *Judy and Leonard Lauder Director of the Portland Museum of Art*.

Mr. and Mrs. Lauder made the following remarks: "We are overjoyed to be able to make this gift to the Portland Museum of Art in recognition of its sterling leadership—from Director Mark Bessire and Board Chairman Jeffrey Kane—to the extraordinary Board, museum staff, and volunteers, who have collectively made the Portland Museum of Art one of the leading regional art museums in the United States. While we recognize the importance of buildings, we also recognize the tremendous importance of economic stability for cultural institutions. We are confident that this gift, which focuses on the museum endowment, will greatly enhance and promote the financial integrity of this magnificent Maine institution."

"This is a transformative gift and one of the largest in the history of the Portland Museum of Art," said PMA Director Mark H.C. Bessire. "When we complete the Focused Endowment Initiative—spurred by the remarkable contributions of Judy and Leonard Lauder—the museum's endowment

will have grown to almost \$40 million, thus providing the PMA with the stronger foundation it needs to effectively continue its mission.”

Prior transformative gifts to the museum include the gift of 17 Winslow Homer works from Charles Shipman Payson in 1979, the gift of the great Renoir and related Impressionist works of art from John Whitney Payson in 1991, and the \$4 million bequest from William Thon in 2000.

“We are immensely grateful to Judy and Leonard for this remarkable act of generosity and confidence in our enterprise,” expressed Board Chairman Jeffrey Kane. “As the Lauder gift clearly demonstrates, the museum’s focus on improving the visitor experience with the collection has made a compelling case for continued investment. This historic and generous gift confirms the Lauders’ extraordinary commitment to the arts and strengthens the capabilities of the PMA to connect art to everyday life.”

ABOUT YOUR MUSEUM, REIMAGINED

Your Museum, Reimagined is a multiyear project based around improved experiences with the PMA collection. The project has included the construction of a new participatory space, The Workshop, the publication of the museum’s first-ever collection catalogue, the launch of The Collection Online, and the opening of the Peggy L. Osher Art Study and Collection Committee Conference Room. This January, the PMA will close for nearly five weeks, reinstalling the collection throughout the entire museum, gallery by gallery. On February 3, 2017, the PMA will welcome visitors back into the museum and unveil the collection in stunning new ways—including new interpretive and educational materials, self-guided tours and multimedia stations, the Harry W. Konkel and Family Welcome Center, and nearly 40% more of the collection on view.

PMA BACKGROUND

With an extensive collection and nationally renowned exhibitions, the Portland Museum of Art (PMA) is the cultural heart of Maine. The PMA boasts significant holdings of American, European, and contemporary art, as well as iconic works from Maine—highlighting the rich artistic tradition of the state and its artists. The museum brings it all to life with unparalleled programming. From special members-only events, Free School Tours, and a commitment to family activities, to PMA Films, curator talks, and exclusive tours of the Winslow Homer Studio—it’s all happening at the PMA.

The museum is located at Seven Congress Square in downtown Portland.

Summer Hours (through October 10): Monday, Tuesday, Wednesday, Saturday, and Sunday 11 a.m. to 6 p.m.; Thursday and Friday 11 a.m. to 8 p.m.

Winter Hours (beginning October 12): Wednesday, Saturday, and Sunday 11 a.m. to 6 p.m.; Thursday and Friday 11 a.m. to 8 p.m.

Admission is \$15 for adults, \$13 for seniors, and \$10 for students with I.D. Children 14 and under are always free. Admission is free every Friday from 4 p.m. to 8 p.m. No admission is required to visit the PMA Café and PMA Store.

Winslow Homer Studio tours are available by reservation. For more information, call (207) 775-6148 or visit portlandmuseum.org.

For more information on *Your Museum, Reimagined*, visit portlandmuseum.org/reimagined.