



MEDIA ANNOUNCEMENT

FOR IMMEDIATE RELEASE

CONTACT:

Daniele Robson
Communications Manager

MCA DENVER

1485 Delgany Denver CO 80202
(001) 303 298 7554

MCA DENVER ATTRACTS 50,000 VISITORS, CELEBRATES FIRST YEAR WITH KEYBANK FAMILY FREE DAY NOVEMBER 1, 2008.

Denver, October 27, 2008 – Marking a hugely successful first year in the new building, MCA DENVER welcomed its 50,000th visitor on Friday October 24. The Museum set this unprecedented goal of first year attendance seeking to welcome 50,000 visitors from Denver and around the world by October 28, 2009, the one-year anniversary of the opening of the new facility at 1485 Delgany.

Executive Director and Chief Curator Cydney Payton remarks, “I set the goal of 50,000 visitors for our first year knowing that the new building would draw interest, but that it would take internationally recognized exhibitions and cutting-edge programming to reach a visitation number that is outstanding for any non-collecting institution of our size. Achieving this milestone signals the success of my vision for this opening year, and fuels the institution’s future endeavors.”

Many efforts contributed to this success, exhibits curated by Payton from artists such as David Altmejd, Candice Breitz, Yu-Cheng Chou, Trevor Appleson and Damien Hirst drew significant interest. A full line-up of Friday evening programs throughout the year including Synaesthetic Sound, Top 10 & WITY Cocktails, Applied Ideas and Test Site Projects generated new audiences and revealed the multi-dimensional purpose of the Museum spaces. MCA DENVER also hosted thousands of students as the Open Access Initiative, sponsored by the Baz Family, enables 15,000 students per year to visit MCA DENVER for free and experience contemporary art through the engaged voice of MCA DENVER docents.

To celebrate these successes and the first anniversary, MCA DENVER welcomes everyone with a KeyBank Family Free Day on Saturday November 1, 2008, from 10AM-6PM, sponsored by KeyBank. All visitors receive free admission and special programming is offered throughout the day. Sue Cannon, the Museum’s longest standing member, initiates this celebration by cutting a birthday cake to be shared with visitors at noon, and the Hip Hop Congress, a group of DJs, Poets and Breakers, performs throughout the Museum from 2-4 PM. During this daylong celebration, docents offer tours of new exhibits and hands-on workshops invite families to interact in the Idea Box. Anyone born on the Museum’s birthday, November 1, will receive a complimentary champagne drink in the MCA CAFE.

Currently on View

Omer Fast

July 22, 2008 – January 4, 2009

New Media Gallery

Adam Helms

August 12, 2008 – January 18, 2009

Paperworks Gallery

Jane Hammond

August 19, 2008 – February 8, 2009

Photography Gallery

Terry Maker

September 16, 2008 – January 18, 2009

Project Gallery

Jonas Burgert

October 7, 2008 – March 1, 2009

Promenade Space

Damien Hirst

October 7, 2008 – August 30, 2009

Large Works Gallery

About MCA DENVER

Following the European tradition of the Kunsthalle, MCA DENVER is a non-collecting institution acting as an incubator for art and ideas, artistic exchange and dialogue. As Denver's first institution devoted entirely to contemporary art, MCA DENVER inaugurated its new environmentally sustainable facility designed by David Adjaye on October 28, 2007. The 27,000 square foot space, located in the Lower Downtown area, is on track to receive the distinction of Gold level Leadership in Energy and Environmental Design (LEED). The design of the building supports rather than defines the Museum's mission and demonstrates the Museum's commitment to sustainability. MCA DENVER marks David Adjaye's first public building in the U.S. as well as his first contemporary art museum worldwide.

Since opening, MCA DENVER has welcomed over 50,300 visitors to the new building to experience the Museum's exhibition program. Continuing our investment in exhibitions of artworks by local, national and international artists, MCA DENVER has five distinct galleries, three spaces for education, multiple sites for special projects/commissioned works and one live art and lecture hall as potential sites for work in all media. These galleries and spaces have been envisioned as platforms for multi-level curatorial possibilities. The exhibition areas are thus seen as a curatorial rubric for interaction between artists, works of art, curatorial practice and interpretive dialogue.

Location, Hours and Ticket Prices

MCA DENVER is located at 1485 Delgany on the corner of 15th Street and Delgany, DENVER, CO. Tel. (001) 303 298 7554. Museum hours are Tuesday through Thursday 10:00AM to 6:00PM, Friday 10:00AM to 10:00PM and Saturday and Sunday 10:00AM to 6:00PM. The Museum is closed on Monday. General admission to the Museum is \$10.00, senior and student tickets are \$5.00. MCA DENVER offers \$1 off admission to visitors who come to the Museum via public transportation. Children under the age of 5 are admitted free. The first Saturday of every month is Penny Saturday, a day when MCA DENVER invites everyone to take part in the Museum experience for only one cent.

Support

KeyBank Family Free Day sponsored by KeyBank.

Open Access Initiative sponsored by the Baz Family.

MCA DENVER receives annual support for its exhibitions and programs from members of the Director's and President's Circles, as well as the following generous supporters at the \$5,000 level and above: A.B. Hirschfeld Press, Inc.; AIA DENVER; Caulkins Family Foundation; Colorado Council on the Arts; Compton Foundation, Inc.; Connie Burwell White & William W. White Foundation; Consulate General of the Netherlands; Continuum Partners, LLC; The Denver Foundation; Gates Corporation; Gay & Lesbian Fund for Colorado; General Service Foundation; The Janus Foundation; KEW Realty; KeyBank; Komorebi, LLC; Mondriaan Foundation; NSO Press; Riverfront Park Community Foundation; Room & Board; Sage Hospitality Resources; SCFD; St. Mary Land & Exploration Company; Temple Hoyne Buell Foundation; Thickman Foundation; Three Tomatoes Catering; and US Bank.