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## NEWS RELEASE

FOR RELEASE:  
June 25, 2002

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# TWO LEADING UPSTATE NEW YORK ART MUSEUMS TO CO-MARKET MAJOR EXHIBITIONS THIS FALL

## *ALBRIGHT-KNOX ART GALLERY IN BUFFALO AND MEMORIAL ART GALLERY IN ROCHESTER JOIN IN FIRST-TIME COLLABORATION*

ROCHESTER and BUFFALO, N.Y. – In a first-time collaboration, the Albright-Knox Art Gallery in Buffalo and Memorial Art Gallery in Rochester will cross-market major concurrent art exhibitions this fall to bolster their attendance and promote cultural tourism in the region.

The \$40,000 marketing campaign will include regional and national print advertising; brochures displayed in tourism sites statewide and in Southern Ontario; and custom travel packages. The galleries will co-promote the exhibitions under the theme ***A Taste of Paris in Upstate New York.***

The Memorial Art Gallery is presenting a major exhibition of works by French Impressionist master Edgar Degas. The Albright-Knox Art Gallery will premiere a major international exhibition of works by Italian master Amedeo Modigliani, one of the founders of the modern art movement. He lived and worked in Montparnasse, a bohemian neighborhood of Paris in the early 20th-century.

M&T Bank is sponsoring both the Degas and Modigliani exhibitions in Rochester and Buffalo, respectively. M&T initiated the collaboration and is working with both institutions to maximize impact on cultural tourism through the strength of their statewide retail network. Verizon Wireless is a supporting sponsor of the Degas exhibition in Rochester.

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Organized by the Albright-Knox Art Gallery, *Modigliani and the Artists of Montparnasse* will be presented from October 22, 2002 to January 12, 2003. The exhibition features paintings, sculptures, and works on paper by Modigliani and his contemporaries in Montparnasse, including Picasso and Matisse. Exhibition Curator Kenneth Wayne drew works from the Albright-Knox's distinguished collection of modern and contemporary art and from private collections and world-renowned museums such as The Metropolitan Museum of Art, Solomon R. Guggenheim Museum of Art, The Art Institute of Chicago, Musée Picasso, Paris, and Tate Modern, London.

The Memorial Art Gallery will feature *Degas: Figures in Motion* from October 12, 2002 to January 5, 2003. Organized by International Arts, Memphis, Tennessee, the exhibition showcases one of only four complete sets of the artist's bronzes in existence. The sculptures will be complemented by a selection of paintings, pastels, prints, and photographs from the Gallery's collection and such lenders as The Metropolitan Museum of Art, Albright-Knox Art Gallery, Detroit Institute of Arts, and George Eastman House.

Each museum is the only northeastern venue for its respective major exhibition. The Modigliani exhibition travels to the Kimbell Museum, Fort Worth, Texas and the Los Angeles County Museum of Art after its premiere in Buffalo. The Degas exhibition has an international tour that includes the Museo Nacional de San Carlos in Mexico City and the San Diego Museum of Art.

The two museums are joined in this initiative by the George Eastman House: International Museum of Photography in Rochester, and by Frank Lloyd Wright's Darwin D. Martin House in Buffalo. Both attractions are noted in the ads and are part of the travel packages.

The Greater Rochester Visitors Association Inc. and the Buffalo Niagara Convention and Visitors Bureau will facilitate group tours. On-Demand Destinations of Buffalo will customize individual packages. JetBlue Airways will provide transportation for packages that require air travel.

In addition, other Buffalo and Rochester cultural institutions will be submitting their schedules of events to both visitors organizations as "add-on" opportunities for visitors purchasing the travel packages.

The Buffalo Philharmonic Orchestra recorded the compact disc, "Rhapsodie," in celebration of the exhibition *Modigliani and the Artists of Montparnasse* and the lovely French compositions from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries perfectly reflect the collaboration theme, ***A Taste of Paris in Upstate New York.***

This regional collaboration was announced today by officials from both museums at joint news conferences in Rochester and Buffalo. New York State Assemblyman Joseph Morelle, D-Rochester and Assembly Majority Leader Paul Tokasz, D-Cheektowaga, who have both consistently supported the arts in their respective communities, were scheduled to attend. Morelle is chair of the Assembly Committee on Tourism and the Arts, and Tokasz is former chair.

The campaign is being funded in part through a \$20,000 grant from The Cultural Tourism Initiative administered jointly by the Arts & Business Council Inc. and the New York State Council on the Arts. The program requires the museums to match the grant and promote the exhibitions within a 350-mile radius extending from Upstate New York to New York City, Toronto, Cleveland, Pittsburgh, and Baltimore. The Arts and Business Council Inc. and the New York State Council on the Arts seek to provide a link between the cultural community and state and regional tourism efforts in order to expand and enhance the use of tourism in the creation, presentation and promotion of the arts and cultural heritage in New York State.

The Memorial Art Gallery is considered one of the finest regional art museums in the country. Given in trust to the University of Rochester, the gallery is one of the few university-affiliated museums in the country that also serves as a public art museum. Its permanent collection spans 50 centuries of world art and includes important works by Monet, Cézanne, Matisse, and Cassatt.

The Albright-Knox Art Gallery enjoys a worldwide reputation as an outstanding center of modern and contemporary art. Its permanent collection, which includes works by most of the great artists of the late 19<sup>th</sup> and the 20<sup>th</sup> centuries, has been cited as "one of the world's top international surveys of modern and contemporary painting and sculpture."

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