

For Immediate Release

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## DENVER MUSEUM ANNOUNCES ANOTHER YEAR OF FREE PUBLIC PROGRAMS AND MORE FREE ADMISSION BY POPULAR DEMAND

*Museum celebrates with free admission on Black Friday, Nov. 27, 10 a.m.–8 p.m.*



Over 2,150 guests visited Clyfford Still Museum during five free hours on Denver's Night at the Museums, Nov. 7.

Denver, CO—Dean Sobel, director of the Clyfford Still Museum (CSM), announced today that **the Clyfford Still Museum will present all of its educational and public programs free of charge in 2016**. The announcement follows a pilot year of free programs during which the Museum presented more than twenty public events at no charge, and all but two free events requiring advance registration were booked to capacity. Sobel also announced that **the Museum will continue to offer free general admission on Friday evenings from 5 to 8 p.m.**, an offering that has made Friday the Museum's busiest day of the week.

To celebrate with the community, the Museum will offer **free general admission all day on Black Friday**, November 27, 10 a.m. to 8 p.m. Guests can enjoy the critically acclaimed exhibition, [Repeat/Recreate: Clyfford Still's "Replicas,"](#) which features masterworks by Still from the Metropolitan Museum of Art, Museum of Modern Art, Smithsonian American Art Museum, and more of the world's most renowned collections. The *Denver Post* calls *Repeat/Recreate* "the most ambitious exhibition in the Museum's four-year history." *ARTnews* describes the exhibition as "a once-in-a-lifetime occasion," and *Westword* calls the exhibition "marvelous."

"We have learned a great deal from the spirited engagement with both new audiences and our core membership in 2015," says Sobel. "The popular response to our free programs over the last year demonstrates our potential to better serve more citizens in Denver. As we approach our fifth anniversary next fall, the Museum is excited to rise to the challenge of further participating in this city's thriving civic and cultural dialogue."

Visitor hours, admission prices, group tickets, tour information, and other information is available at [clyffordstillmuseum.org/info](http://clyffordstillmuseum.org/info).

## **MORE**

Fall and Winter Keynote lectures experienced the largest gains in participation overall, with attendance that nearly tripled for these newly free programs. The Museum's signature gallery program, "One Painting at a Time," drew 69% more participants as a free program, compared with 2014 when participation required paid general admission. Even CSM events that had always been free experienced gains in 2015: attendance grew by 35% at the Museum's series of summer lawn concerts; CSM's architectural presentation for the Denver Architectural Foundation's Doors Open Denver weekend experienced a 60% increase in attendance; and attendance at the Museum during Visit Denver's *Night at the Museums* evening increased 74%, making it the most popular *Night at the Museums* event in the Museum's history.

Along with presenting free programs and events, the Museum offers more than one hundred hours of free general admission annually in recognition of taxpayer support for the **Scientific and Cultural Facilities District** (SCFD). Admission is also free at all times for youth 17 and under, a new policy announced by the Museum in August. CSM's [inStill Gallery Experiences](#) for schools—an education program for grades four through 12 offered at no cost to all schools, with bus funds also available—entered its fourth semester this fall, and has now welcomed nearly 4,000 participants.

The Museum has created three new full-time positions in the last year in order to better support increasing public interest: a manager of education and programs for schools and youth, to help build on the successful launch of the inStill program and support the Museum's new policy of free youth admission; a director of digital media, to expand the Museum's potential for broader and richer interactions both within and beyond its walls; and a director of audience and community engagement, to discover new ways to serve core audiences as well as historically underserved communities, and better incorporate their voices in Museum planning and programming.

The Museum will close to the public early at 5 p.m. on Friday, December 18, for a private event.

## **ABOUT THE CLYFFORD STILL MUSEUM**

The Clyfford Still Museum opened in November of 2011 to promote public and scholarly understanding of the life and work of Clyfford Still (1904–80). Considered one of the most important painters of the twentieth century, Still was among the first generation of Abstract Expressionist artists who developed a new, powerful approach to painting in the years following World War II. In addition to approximately 9,000 square feet of exhibition space devoted solely to the artist's work, the Museum also houses the Clyfford Still Museum Archives and the Clyfford Still Museum Research Center. The *Los Angeles Times* calls the Museum "a marvelous model for what a single-artist museum can be." *Smithsonian Magazine* describes the Museum as "among the best art museum experiences anywhere." The Museum was designed by Allied Works Architecture, which received the 2013 Design Award, 2012 Honor Award, and 2012 Craftsmanship Award from regional chapters of the American Institute of Architects for the project.