



INSTITUTE OF CONTEMPORARY ART
RELEASE

NEWS

FOR IMMEDIATE RELEASE: JUNE 16, 2008

**INSTITUTE OF CONTEMPORARY ART (ICA)
ANNOUNCES SIGNIFICANT DONOR GIFT
THAT UNDERWRITES ADMISSION TO THE
MUSEUM FOR 5-YEARS. BEGINNING JULY 1
ADMISSION TO ICA WILL BE FREE.**

PHILADELPHIA, PA

Beginning July 1, 2008, the Institute of Contemporary Art (ICA), under the leadership of Director Claudia Gould, is pleased to announce that admission to the ICA will be free to the public for the first time in its history. This unprecedented initiative is made possible by a generous gift from Glenn R. Fuhrman. ICA Overseer and contemporary art collector, Mr. Fuhrman is an alumnus of the University of Pennsylvania's Wharton School (undergraduate 1987; graduate degree 1988).

During his years at Penn, he studied Art History and frequently visited the ICA. Beginning in 1997, Mr. Fuhrman sponsored a series of lectures for the Department of The History of Art culminating in a lecture given in 2005 by renowned historian and former Professor Leo Steinberg in whose class Mr. Fuhrman was a student during his time at the University.

The Fuhrman gift will underwrite admissions at the ICA for the next five years allowing access to its exhibitions. The museum plans to celebrate this gift with a community-wide opening event September 4, 2008. This event, which will also be free and open to the public, will kick-off the museum's fall exhibition schedule which will include the work of artists Douglas Blau, R. Crumb, Kate Gilmore and Odili Donald Odita.

Opening the doors free of charge renews the vision of ICA's founder Professor G. Holmes Perkins (University of Pennsylvania's Dean of the Graduate School of Fine Arts, from 1951 to 1971). His vision and passion were to expose his students, and the greater community, to the art of their time. Perkins felt that students required a broad perspective on related disciplines in order to fully grasp their own.

"We are so grateful to Glenn Fuhrman for his vision and generosity, which will open the world of contemporary art to new audiences," said Penn President Amy Gutmann. "This wonderful initiative reinforces the University's commitment to engagement with the community, both locally and globally."

Today general admission for adult visitors to ICA is \$6 with free hours on Sundays from 11am – 1pm. As part of the University of Pennsylvania, ICA has always been free to students, faculty, staff and members. In keeping with

CONTACT

JILL KATZ
DIRECTOR OF MARKETING &
COMMUNICATIONS
215-573-9975
PUBLICITY@ICAPHILA.ORG

INSTITUTE OF CONTEMPORARY ART
UNIVERSITY OF PENNSYLVANIA
118 SOUTH 36TH STREET
PHILADELPHIA, PA 19104-3289
WWW.ICAPHILA.ORG

GENERAL INFORMATION
ICA is located at:
118 South 36th Street at the
University of Pennsylvania

ICA is open to the public, except during installation, from 12pm to 8pm on

11am to 3pm on Saturday and Sunday.

Admission is \$6 for adults, \$3 for students over 12, artists, and senior citizens (until July 1, 2008); and free to ICA members, children 12 and under, PENN card holders, and on Sundays from 11am to 1pm.

For more information, call 215-898-7108/5911, or visit www.icaphila.org.

INSTITUTE OF CONTEMPORARY ART

Founded in 1963, the Institute of Contemporary Art at the University of Pennsylvania is a leader in the presentation and documentation of contemporary art. Through exhibitions, commissions, educational programs, and publications, ICA invites the public to share in the experience, interpretation and understanding of the work of established and emerging artists.

energized and inspired. It will also engage the casual and repeat visitor which is very important to our vision as a whole” says Director Claudia Gould.

Free admission to the Institute of Contemporary Art at the University of Pennsylvania for the public is sponsored by the Glenn R. Fuhrman (W87/WG88) Fund.

ICA’s mission which invites the public to share in the experience, interpretation and understanding of the work of established and emerging artists, free admission eliminates all financial barriers to achieving this goal and demonstrates a commitment to the greater Philadelphia community.

“Integral to ICA’s long range strategic plan of creating access to living artists, free admission allows ICA to continue to be the premier destination for