DeCordova Sculpture Park and Museum
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FOR IMMEDIATE RELEASE

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DeCordova’s Corporate Membership Program Expands to New York

Lincoln, MA, July 20, 2011—DeCordova Sculpture Park and Museum’s Corporate Program has expanded beyond the Greater Boston area to New York. Traditionally partnering with companies in the Greater Boston area, deCordova is pleased to welcome Westchester Capital Management, LLC (“WCM”) as its first out-of-state Corporate Member. Located in Valhalla, NY, WCM has recently joined the roster of nearly 100 companies that support deCordova by enrolling in Corporate Membership. A benefit of the firm’s Grand Patron-level Membership is the loan of a curated exhibition of original contemporary artwork in the headquarters office.

Elizabeth Geller, Head of the Corporate Program, says, “We are so excited to offer this opportunity to WCM and to expand the benefits of the Corporate Program outside of New England. Our continued cultivation of business partnerships outside of the Boston area will exponentially increase our opportunities for educational outreach while at the same time highlighting our talented and dedicated Lending Artists to new audiences.”

Roy Behren, Managing Member and Portfolio Manager of WCM, was introduced to deCordova’s unique corporate partnership opportunity during a business meeting with a current Corporate Member in the John Hancock Tower (Boston, MA). Five of this company’s public spaces (three conference rooms, a hallway, and board room) exhibit artwork on loan from deCordova.

At the time of Behren’s Boston visit, WCM was planning its transition to a new office space. He was interested in the opportunity to introduce high quality, original artwork in the new office environment while at the same time supporting a non-profit institution. WCM Chief Operating Officer Bruce Rubin reached out to Elizabeth Geller, to discuss the possibility of deCordova expanding its art loan benefit to a company outside of the Greater Boston area.

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“Having previously worked in corporate environments which exhibited artwork from their private corporate collection, I was thrilled to discover an option that offered WCM a means of exhibiting original, quality artwork in our new space,” Bruce Rubin said. “Investment in the permanent acquisition of artwork was an option for us, but the opportunity to enroll in Corporate Membership more closely aligned with our team’s philanthropic interests.”

For nearly forty years, deCordova’s Corporate Program has organized and installed annual rotated artwork installations in the Greater Boston area. The process of selecting artwork for an out-of-state member was remarkably efficient with the help of new media. Rubin created a YouTube video to send to Geller, touring her through the new office and highlighting locations in which artwork could be exhibited. Geller compiled a survey of artwork styles and sizes and emailed a presentation to Rubin to gauge his team’s preferred aesthetic. By sharing photos of installations at other Corporate Member locations and images of current available works, Geller and Rubin arrived at a final checklist of more than twenty works of art which were transported to Valhalla and reviewed by WCM’s art committee prior to installation. A sculpture by Pierre Tresfort from deCordova’s Permanent Collection is displayed in the reception area and five two-dimensional artworks highlight additional spaces within the office. The exhibition, which will be rotated annually, provides a unique gallery experience for clients of WCM, and an invigorating work environment for their employees.

For more information about deCordova’s Corporate Program visit http://www.decordova.org/join-give/corporate-membership. Visit the Corporate Program’s tumblr site at www.corporateartloan.org/ to view installation photos and learn more about recent events.

About deCordova’s Corporate Program

DeCordova Sculpture Park and Museum’s Corporate Program is a membership initiative that traditionally offers Greater Boston area businesses exclusive member benefits and the opportunity to support deCordova and New England-based contemporary artists. Annual Corporate Member fees directly support deCordova’s ongoing exhibition schedule, educational opportunities, and the extensive slate of programs and activities designed to enhance the public's participation with art and artists.

The Art Loan Option is an exciting Membership benefit which provides businesses the opportunity to exhibit artwork of both established and emerging contemporary New England artists directly in Corporate Member offices. Corporate Program staff work closely with Corporate Members to assess artwork needs, determine appropriate...
Corporate Program Expands 3 of 4

exhibition locations, and make curatorial recommendations for exhibition content. The original artworks available for loan are from deCordova’s extensive Permanent Collection and are augmented by the artwork of more than 200 Lending Artists. Upon annual renewal of a Corporate Membership, exhibitions are rotated to ensure a continuously stimulating and educational atmosphere.

About deCordova

Established in 1950, deCordova Sculpture Park and Museum is the largest park of its kind in New England and encompasses 35 acres of beautiful rolling woodlands and lawns. In 2009, deCordova changed its name from deCordova Museum and Sculpture Park to deCordova Sculpture Park and Museum to emphasize its renewed focus on sculpture and to support the institution’s goal of becoming a premier Sculpture Park by 2020. Providing a constantly changing landscape of large-scale, outdoor, modern and contemporary sculpture and site-specific installations, the Sculpture Park hosts more than 60 works, the majority of which are on loan to the Museum. Inside, the Museum features a robust slate of rotating exhibitions and innovative interpretive programming.

In March of 2010, deCordova acquired its first work by an international sculptor and continues to bolster the curatorial program by exhibiting high-quality, accessible art of nationally and internationally recognized artists indoors and out. To maintain its commitment to New England artists and emphasize the quality and vitality of the art created in this region, deCordova launched the deCordova Biennial in 2010 and the PLATFORM series in 2009.

DeCordova attracts more than 100,000 visitors from New England and tourists from around the world to its campus each year. Offering one of the largest non-degree granting studio art programs in New England, deCordova’s School enrolls approximately 2,000 students in various classes and workshops throughout the year. Unique to deCordova, the Corporate Program provides area businesses the opportunity to support the institution and New England-based contemporary artists through membership initiatives and Art Loan options.

General Information

DeCordova is open Tuesday through Sunday, from 10 am to 5 pm and on select Monday holidays. General admission during Museum hours is $12 for adults; $8 for senior citizens, students, and youth ages 6–12. Children ages 5 and under, Lincoln residents, and Active Duty Military Personnel and their dependents are admitted free. The Sculpture Art -more-
Park is open year-round during daylight hours. Guided public tours of the Museum’s main galleries take place every Thursday at 1 pm and Sunday at 2 pm. Tours of the Sculpture Park are given on Saturday and Sunday at 1 pm from April to November. All guided tours are free with Campus admission. Visit decordova.org or call 781.259.8355 for further information.

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