

PALM SPRINGS ART MUSEUM'S PALM DESERT LOCATION INVITES "FRIENDS OF PALM DESERT" MEMBERS

September 19, 2011 - (Palm Desert, CA)—The Palm Springs Art Museum in Palm Desert is now inviting enrollment of "Friends of Palm Desert" as part of its membership launch campaign.

The Museum will occupy the distinctive, 5-year-old, LEED certified building, formerly occupied by the Palm Desert Visitor's Center. The complex, which includes beautifully landscaped desert gardens, is located in Palm Desert at the intersection of Highway 111 and El Paseo Drive. Renovations to the building and the installation of outdoor sculptures in the garden will begin this fall in preparation for a Spring, 2012 opening.

"We are currently finalizing a terrific roster of Founder's Society members—generous donors who have contributed \$25,000 towards the initial funding of the museum's building and renovation campaign," said Greg Polzin, Director of Fundraising and Development. "Building on that strong base of early support, we are now seeking *"Friends of Palm Desert"* whose membership commitment of \$5,000 a year will assist the museum with operating costs once we open in the spring. We are asking new *Friends* to make a three year commitment at this level."

Friends of Palm Desert members will receive the following special benefits:

- Name listed on the Friends of Palm Desert plaque at the Palm Desert facility
- An invitation for two to the private Grand Opening
- A one-year complimentary membership in the prestigious President's Circle whose extensive benefits include:
 - Listing on the President's Circle panel in the Hall of Donors at the Palm Springs Art Museum (Palm Springs location)
 - Annual President's Circle cocktail party
 - VIP Preview tours prior to exhibition openings
 - Two President's Circle membership cards to ensure prompt, free admission to both museum locations
 - Free gift membership to the person of your choice
 - Additional membership cards for children and grandchildren (17 & under) upon request
 - 12 complimentary guest-admission passes
 - 20% discount in the Museum Store
 - Invitation to premier council tours and events
 - One complimentary catalogue/museum publication each year
 - Complimentary tickets to selected Annenberg Theater performances
 - Discount on rental of Palm Springs and Palm Desert facilities for a private event

In addition, *Friends of Palm Desert* will receive discounts for classes, lectures, performances and special events, use of the museum library (by appointment) as well as reciprocal free admission to over 300 museums.

Aside from the Founder's Society and Friends of Palm Desert membership levels, standard museum membership is also now open for all who wish to take advantage of both the Palm Springs and Palm Desert location offerings.

"Anyone who is already a Palm Springs Art Museum member will instantly become a member of the Palm Desert location once it opens," explained Polzin. "They will have membership under their preferred levels at both museums for the same single price including all of the traditional benefits already offered, as well as unlimited admittance at both locations."

Anyone interested in becoming a "*Friends of Palm Desert*" member may contact Greg Polzin at gpolzin@psmuseum.org or 760-219-5579. Others interested in becoming members of the museum may contact Becky Moreno, Membership Manager, at bmoreno@psmuseum.org or 760-322-4848.

The Palm Springs Art Museum in Palm Desert will provide exciting exhibitions, community events, educational tours, classes and lectures for all ages. The centerpiece of the project will be the finest sculpture garden in the state east of Los Angeles. Set in a lushly landscaped desert oasis of water features, native plants and winding walkways dotted with natural rock benches, the Palm Desert facility's sculpture garden will house the works of modern masters. While the naming opportunity of the main museum building has been secured by Helene Galen in honor of her late husband Lou, the naming of the sculpture garden is still available.

The interior of the building will house four separate gallery areas for rotating exhibits. One of the most exciting elements of the Palm Desert location will be the education wing: an attractive new space for art-making classes, curatorial lectures and hands-on museum experiences. The education wing will enhance the Museum's capacity for creative partnerships with local organizations, schools and universities for after-school classes and intern/mentor programs. It will also provide a space for social programs for area libraries and galleries.

Exhibition concepts and details about the museum's plans for adding fine art sculptures to the building's beautifully landscaped gardens will be announced in the coming months.

About the Palm Springs Art Museum

The Palm Springs Art Museum's main facility is located in downtown Palm Springs in a 150,000 square foot architecturally-significant building and features compelling exhibitions and a robust permanent collection of modern, contemporary, Western and Native American, Mesoamerican and glass art in 28 spacious galleries and two outdoor sculpture gardens. The museum offers educational lectures, films and an assortment of programs and art workshops for all ages.

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