



FOR IMMEDIATE RELEASE

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*Asheville Art Museum Celebrates its First Anniversary of
Art works PRIMED Interim Expansion with Anniversary Party +
Volunteer Appreciation Social*

Saturday, March 23, 2013 | 6:00 – 9:00 p.m.

ASHEVILLE, NC—As of **March 23, 2013**, the Asheville Art Museum celebrates the first anniversary of its successful *Art works PRIMED* interim expansion project. Beginning in late 2011 and unveiled to the public on March 23, 2012, *PRIMED* resulted in a major transformation of the Museum, temporarily expanding operations to adjacent facilities to better accommodate the Museum’s growing schedule of exhibitions and educational programming enjoyed by audiences of all ages. The success was made possible by a tremendous outpouring of in-kind community support from countless organizations, community partners, individuals and artists across WNC.

The community is invited to help the Asheville Art Museum celebrate the first anniversary of the *PRIMED* expansion with an **Anniversary Party and Volunteer Appreciation Social** on **Saturday, March 23, 2013** from **6:00 – 9:00 p.m.** To show our gratitude for their ongoing dedication, Museum **members and volunteers are admitted free** to this festive affair, and are encouraged to bring friends and introduce new faces to the expanding Asheville Art Museum. **Event tickets for non-members are \$10 and may be purchased by calling 828.253.3227, visiting the Museum’s front desk during regular business hours, or purchased online through the Museum’s event calendar on www.ashevilleart.org.** We also ask that members, volunteers and non-members alike RSVP by calling 828.253.3227.

In keeping with the theme of new beginnings at the Museum, the *PRIMED* Anniversary Party will feature a springtime motif and attendees are encouraged to share their creative side by donning “creative springtime attire”. Guests will enjoy an evening of dancing and live music provided by musician Aaron Price and DJ Whitney Shroyer. Light hors d’oeuvres from Everyday Gourmet, signature Museum cocktails and a cash bar will also be provided. Members and volunteers will be recognized throughout the evening and will receive one complimentary signature Museum cocktail. Contributing sponsors of the *PRIMED* Anniversary Party are

Asheville Face & Body painting, Bluestar Dance Troupe, Charles Josef Bridal and Lady Luck Flower Farm.

Nearly doubling the Museum's size to approximately 53,000 ft², the *PRIMED* interim expansion resulted in the renovation and relocation of the Museum Shop and Visitor Services Center, as well as the addition of the new East Wing, including curatorial and education offices, exhibition galleries, the Art PLAYce interactive art space for children and families, a dedicated New Media Gallery and Artworks Project Space for site-specific art installations. More than 100 volunteers, designers, architects and artists dedicated their time, energy and expertise to the *Art works PRIMED* project and were critical to its success. The success of the project is also due in large part to the continued leadership and vision of the Museum's Board of Trustees and dedicated staff.

The developments made possible through the *PRIMED* project will continue to generate anticipation and excitement for what the new Asheville Art Museum will be for the community, region and beyond. While fully utilizing new and existing spaces, the Museum and its supporters will continue their successful *Art WORKS for Asheville* Capital Campaign. With the success of the Campaign, construction of the new Museum is planned to begin in late 2014. As the Museum embarks on these steps towards the future of the Asheville Art Museum, the continued support of the surrounding community is essential to the Museum's successful future as a leading visual arts institution in the region.

***Attached (list): high resolution images available upon request.**

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The Asheville Art Museum is the only nonprofit visual arts museum serving the 24 counties of Western North Carolina. Incorporated by artists in 1948, the Museum collects, preserves and interprets American art of the 20th and 21st centuries with a focus on work of significance to the Southeast.

Centrally located in downtown Asheville on Pack Square, the Museum is open 10:00 a.m. to 5:00 p.m., Tuesday through Saturday and 1:00 p.m. to 5:00 p.m. on Sunday. Special docent-guided tour packages are available for groups and students.

Admission to the Museum is \$8.00 for adults and \$7.00 for seniors and students (K-12 and college students with college ID). Children age five and younger are admitted free of charge. Members are admitted free of charge. The Holden Community Gallery, Museum Shop and Biltmore Gallery (all located on the first floor/street level of the Museum, are open at all times to the general public free of charge).

The Asheville Art Museum is accredited by the American Association of Museums and receives general operating support from businesses, foundations and individuals, as well as from the North Carolina Arts Council, an agency funded by the State of North Carolina, and the National Endowment for the Arts, which believes that a great nation deserves great art. Additional support is provided by the City of Asheville and Buncombe County.

The Asheville Art Museum asks when reprinting images, please keep all artwork at their original proportions; please do not crop them or alter them disproportionately. Provided image credit information is mandatory and images are not for resale.