



RUBIN
MUSEUM
OF ART

FROM:
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***THE RUBIN MUSEUM REDUCES SENIOR ADMISSION PRICE,
EXPANDS PROGRAMS FOR SENIORS***

New York – On January 1, 2011 the Rubin Museum of Art (RMA) unveiled a **new senior admission price**, reducing senior admission from \$7 to \$5. This price reduction, in addition to the museum’s monthly Free Seniors Day, aims to encourage more seniors (65 and older) to visit the museum.

Since 2008 the museum has offered **Free Seniors Day** on the first Monday of each month. In addition to free admission, Free Seniors Day also includes guided visits in the galleries, senior programs, film screenings, and a 10% discount on select items at the Shop and Café. This initiative has welcomed an additional 3,400 seniors to the museum in the past two years.

Since its founding, the Rubin Museum has worked to provide programming, events, and resources affordable and accessible to seniors. Making seniors an integral part of the museum’s visitorship is a priority for RMA co-founders, Shelley and Donald Rubin. As Donald Rubin, 76, states, “I am an active senior myself, and with age should come privileges. RMA offers a rich experience that we would like to see more people, who have free time during the day, enjoy.”

Free Seniors Day

Individuals and groups of adults 65 and older are encouraged to visit RMA on Free Seniors Day, the first Monday of every month from 11:00am – 5:00pm. Admission for seniors, ordinarily \$5, is free the first Monday of each month. Seniors also receive a special 10% discount on select items in the Shop and Café on Free Seniors Day and can participate in a number of free programs and tours. The museum offers free admission to all visitors on Friday evenings, 6:00 – 10:00pm.

Free Seniors Day Schedule

The first Monday of each month (11:00am – 5:00pm)

11:30am – 12:30pm: **Tibetan Art and Medicine** program

12:00pm: First **Five-Minute Focus Tour** of the day, with additional tours at the top of each hour until closing

12:00 – 2:00pm: **Auspicious Stitches** fiber arts workshop

1:00 – 2:00pm: Short **documentary film screening** exploring Himalayan art, culture, and religions

3:00 – 4:00pm: **Taste of RMA** guided visit to the galleries

Visiting the Galleries

RMA offers an introductory exhibition, *Gateway to Himalayan Art*, to acquaint visitors with the fundamentals of Himalayan art. A visit to RMA is enhanced by the presence of guides in the galleries; magnifying glasses located on each gallery floor; American Sign Language interpreted tours for visitors who are deaf or hard of hearing; high-contrast, large print labels and Visual Imaging and Touch Tours for visitors who are blind or partially sighted; and a wheelchair-accessible facility. Assisted listening devices and wheelchairs are also available.

Tours

Taste of RMA Tours are offered each day, including Free Seniors Day, from 3:00 – 4:00pm. These free, guided visits to the galleries are structured around a theme, which can range from the symbolism of eyes in Himalayan paintings to images of the Buddha, and provide participants with an overview of the museum's collection. For a quick examination of one work of art in the museum's collection, visitors are invited to attend a Five-Minute Focus Tour at the top of each hour.

Reservations for group visits are recommended, and private tours of the galleries can be arranged by calling Group Visits at (212) 620-5000, ext. 345 or by e-mailing reservations@rmanyc.org.

Programs for Seniors

Tibetan Art and Medicine: An Integration

Every Free Seniors Day, museum docent Denise Murphy explores Tibetan medicine, its relationship to Western medicine, and how medical concepts are expressed in the art of the Himalayan region.

Auspicious Stitches

Every Monday, the museum hosts Auspicious Stitches, a workshop for adults to create needlework, appliqué and other fiber arts based on Himalayan art and iconography. A large collaborative *thangka* (traditional Himalayan scroll painting) created by Auspicious Stitches participants is now part of the museum's permanent collection. \$5 suggested donation.

Support

The Rubin Museum is grateful to the New York City Department for the Aging for its promotion of senior programming.

About RMA

RMA holds one of the world's most important collections of Himalayan art. Paintings, pictorial textiles, and sculpture are drawn from cultures that touch upon the arc of mountains that extends from Afghanistan in the northwest to Myanmar (Burma) in the southeast and includes Tibet, Nepal, Mongolia, and Bhutan. The larger Himalayan cultural sphere, determined by significant cultural exchange over millennia, includes Iran, India, China, Central Asia, and Southeast Asia. This rich cultural legacy, largely unfamiliar to Western viewers, offers an uncommon opportunity for visual adventure and aesthetic discovery.

Admission to RMA is \$10 for adults; \$5 for seniors and students (with ID); free for seniors the first Monday of every month; and free for children under 12, museum members, and Cool Culture members. Gallery admission is free to all on Fridays between 6pm and 10pm.

The Rubin Museum of Art is located at 150 West 17 Street between 6th and 7th Avenues. Open Monday 11am to 5pm, Wednesday 11am to 7pm, Thursday 11am to 5pm, Friday 11am to 10pm, Saturday and Sunday from 11am to 6pm; closed on Tuesday. To reach the museum by subway, visitors may take the A, C or E to 14th Street; the 1 to 18th Street; 1, 2, 3 to 14th Street; F and M to 14th Street; N, R, Q, 4, 5 and 6 to 14th or the L to 6th Avenue. By bus, visitors may take the B20 to the corner of 7th Avenue and 17th Street.