

DENVER art MUSEUM

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MEDIA ADVISORY

Denver Art Museum Unveils Reimagined Campus Oct. 24 Opening Day Celebration & FREE Day *Admission is free for all visitors and reservations are encouraged.*



DENVER— Sept. 29, 2021— The Denver Art Museum (DAM) will reopen its expanded and reimagined campus to the public with a free general admission day Oct. 24, 2021, 10 a.m. – 5 p.m., unveiling its iconic Gio Ponti-designed Lanny and Sharon Martin Building, and the new Anna and John J. Sie Welcome Center. Part of an overall campus reunification and building renovation project designed by Machado Silvetti and Fentress Architects, the full campus reopening coincides with the Martin Building's 50th anniversary in October.

Reimagined galleries feature engaging exhibition design and stories from multiple perspectives. Visitors can explore seven levels featuring the museum's permanent collections, including Architecture and Design, Art of the Ancient Americas, Asian Art, European and American Art Before 1900, Indigenous Arts of North America, Latin American Art, Photography, Textile Art and Fashion and Western American Art.

Opportunities to engage and interact with artists and curators are ongoing throughout the day. Special exhibitions also will be on view, including *ReVisión: Art in the Americas* on level 1, *By Design: Stories and Ideas Behind Objects* and *Gio Ponti: Designer of a Thousand Talents* on level 2, *Fantastic Brush: 20th Century Chinese Ink Arts from the Robert and Lisa Kessler Collection* on level 5, and *Suited: Empowered Feminine Fashion* on level 6. The Denver Art Museum's campus Opening Day and activities are sponsored by Your 6 Front Range Toyota Stores and Saunders Construction, and Pepsi Beverages Co.

DAM staff and volunteers are eagerly looking forward to welcoming the community into new, dynamic spaces to explore art, world cultures and their own creativity. For more than three years, the DAM's campus has been undergoing a bold transformation to improve create an engaging visitor experience, while honoring and preserving the historic architecture of the Ponti-designed building.

Oct. 24 Opening Day admission is free for all visitors. Advance [ticket reservations](#) are encouraged for the best visit experience. Limited tickets will be available at the welcome desk on opening day, pending availability and capacity limitations.

Visitors may access the campus through both the Hamilton and Martin Building entrances, and parking is available at the city-owned Cultural Center Garage as well as surface lots and metered parking throughout the neighborhood. Full details for planning your visit, including public transit options, are located under the [Plan Your Visit](#) tab on the museum's website.

What to Expect

- **RIBBON CUTTING:** Music and other performances and opening remarks highlight the opening of the new campus, beginning at 9 a.m.
- **FREE ENTRY:** Admission is free for all visitors Oct. 24. Ticket reservations are strongly encouraged as the museum is currently operating under limited capacity for social distancing.
- **REDESIGNED GALLERIES:** Seven floors of reimagined art galleries featuring the museum's collections. Explore on your own or join in conversations throughout the day with curators, artists, educators and the staff who made the spaces come to life.
- **CREATIVE OPPORTUNITIES:** Engage in hands-on, creative activities in the new Ellen Bruss Design Studio, the Nancy Lake Benson Thread Studio, Family Central and the Bartlit Learning and Engagement Center.
- **SCULPTURE DEDICATION:** A dedication and blessing of [Wheel](#), by Cheyenne-Arapaho artist Edgar Heap of Birds, will take place at 12:00 noon on the Martin Plaza lawn. This celebrated work and community favorite was reinstalled in a new location earlier this year.
- **DINING OPTIONS:** Two new dining options, The Ponti restaurant and Café Gio will open their doors to the public for the first time on Oct. 24. Reservations will be available through [OpenTable.com](#) starting Oct. 4.
- **GIVEAWAYS:** Giveaway goodie-bags will be available at the Gift Shop while supplies last.
- **LIVE MUSIC:** Live music by Brothers of Brass and performances by other local artists throughout the day.

Other Opening Celebrations:

In addition to the free Oct. 24 Opening Day, there are several ways the community may participate in this moment at the Denver Art Museum.

- **Member Previews, Oct. 21-23:** Enjoy the benefits of becoming a museum member year-round! Join by Oct. 15 and be eligible to see the new spaces first on member preview days. Click [here](#) for details.
- **Full Circle, Oct. 22:** Raise a glass to creativity and community at this evening housewarming party, with live music, thematic treats and cocktails. Explore newly designed galleries in the new Martin Building. Ages 21 and over, tickets \$125, \$100 for museum members. Click [here](#) for tickets and details.

- **Untitled: Creative Fusions, Oct. 29:** The museum’s quarterly offbeat art event continues on the evening of Friday, Oct. 29. Part art show and part concert, this exciting experience is a fresh mix of contemporary art from [Alejandra Abad](#) and music from [Felix Ayodele](#). Come out and celebrate a night of resiliency and empathy as well as connect with local artists and creatives. Included in general admission, advance purchase recommended. Click [here](#) for tickets and info.

Visitor Health and Safety

The museum’s priority is the health and safety of visitors and staff. The Denver Art Museum follows all CDC guidelines for healthy indoor spaces, as well as state and local policies. Additionally, all museum staff are vaccinated against COVID-19. Visitors and staff are encouraged to wear masks while inside the museum. For the most up-to-date information and safety guidelines, visit our [website](#). Contact info@denverartmuseum.org with any questions ahead of your visit.

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Denver Art Museum

The Denver Art Museum is an educational, nonprofit resource that sparks creative thinking and expression through transformative experiences with art. Its holdings reflect the city and region—and provide invaluable ways for the community to learn about cultures from around the world. Denver metro residents support Scientific and Cultural Facilities District (SCFD), a unique funding source serving hundreds of metro Denver arts, culture and scientific organizations. For museum information, call 720-865-5000 or visit www.denverartmuseum.org.

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