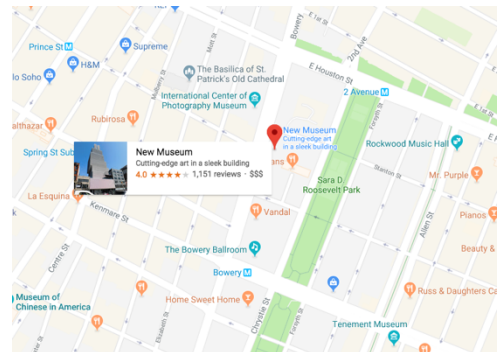


THE NEW MUSEUM

The *New Museum of Contemporary Art* is a museum in New York City located at 235 Bowery, on Manhattan's Lower East Side. It is among a selected few of global contemporary art museums which is exclusively devoted to presenting contemporary art from around the world.



The Museum began as a concept from the mind of the founding Director Marcia Tucker in 1977. As a curator at the Whitney Museum of American Art from 1967 through 1976, Tucker observed firsthand that new work by living artists was not easily assimilated into the conventional exhibition and collection structure of the traditional art museum. Interested in bringing the scholarly practices of these older institutions to younger artists and their work, Tucker imagined an institution devoted to presenting, studying, and interpreting contemporary art.



Positioned between a traditional museum and an alternative space, its mission was to be a catalyst for a broad dialogue between artists and the public, presenting the work of living artists who did not yet have wide public exposure or critical acceptance to a broader public. Throughout the 1980s, the exhibition program encompassed monographic exhibitions of emerging artists and group shows organized around important social and political issues.

Beginning in the late 1980s the New Museum place an increasing emphasis on areas other than painting and sculpture and began presenting film, video, television, photography, and performance works as a regular part of the exhibition program.

In 1996, the exhibition program began to focus increasingly on solo exhibitions by significant international artists who had not yet received attention in the US from Argentina, Brazil, Poland and United Kingdom among many other countries.

Today, the New Museum serves diverse and expanding audiences, including artists, students, and residents of the Lower East Side, as well as a growing international audience through new initiatives which continue to foster dialogues between artists and their public.

