

PRESS RELEASE

THE RUBIN MUSEUM OF ART WILL REOPEN
TO THE PUBLIC ON SEPTEMBER 12

**Safety protocols protect staff and visitors,
enabling a contemplative, intimate Museum experience.**

**Free admission extended to all healthcare providers in appreciation
of their service.**

NEW YORK, NY, August 27, 2020 — The Rubin Museum of Art is pleased to announce its reopening to the public on September 12, with exclusive member preview days on September 10 and 11.

The Rubin will return to its regular Museum hours, open five days a week: Thursday, Saturday, Sunday, Monday from 11:00 AM to 5:00 PM, and Friday from 11:00 AM to 10:00 PM, with free admission from 6:00 to 10:00 PM. Visitors will encounter the new installation, *The Lotus Effect*, comprising folded lotuses submitted by the public as symbols of gratitude and compassion. The shop will also reopen, while Café Serai will remain temporarily closed. Timed entry tickets are now available for visits through September 26.

The Rubin hopes to be an oasis during this difficult time. “We know that the art and ideas from our collection serve as a source of comfort for many during these uncertain times and that the Rubin provides a space for contemplation, calm, and connection to ourselves and others, which is very much needed right now,” says **Executive Director Jorrit Britschgi**. “We’ve certainly all learned how to truly embrace impermanence for the last few months. After being closed for almost 180 days, having an actual reopening date is like finally seeing light at the end of the tunnel. We have planned to make this transition as smooth and safe for all as possible, and I look forward to welcoming visitors through our doors. While things may feel a bit different, the chance to experience art in an intimate environment will undoubtedly be rewarding.”

To ensure the safety of its staff and visitors, the Museum has developed comprehensive safety procedures in accordance with CDC and New York State and City guidelines, as well as new operational protocols including:

- Galleries and common spaces have limited capacity (25% of maximum capacity) to allow for physical distancing of all staff and visitors.

- Timed entry tickets are required for gallery visits. Visitors are encouraged to purchase tickets in advance online, with a limited number of timed entry tickets available onsite. Ticket reservations will also be required for Free Friday Nights. Healthcare providers will receive free admission through the end of the year.
- All visitors ages 2+ must wear a mask or face covering conforming to CDC guidelines and practice social distancing.
- Enhanced cleaning procedures are in effect and hand-sanitizing stations are located throughout the Museum.
- New hours for seniors and individuals who the CDC identifies as high risk will take place every Thursday before the Museum opens to the general public from 10:00 to 11:00 AM (free every first Thursday of the month).

All visitors to the Museum and shop will enter through the Museum's main entrance. The Museum's café entrance will now be exit only. To assist with new traffic patterns and procedures, added signage will help guide the experience. Certain amenities will be temporarily unavailable, including coat check, water fountains, food service, and interactive artworks and touchscreens.

When the Rubin reopens, visitors will be greeted by *The Lotus Effect*, a participatory installation led by artist Uttam Grandhi, featuring folded origami lotuses submitted by the public during the Museum's temporary closure. In Tibetan Buddhism, the lotus is a sacred symbol associated with awakening, transformation, and compassion, and *The Lotus Effect* serves as a community-built symbol of gratitude for the people and things that help us get through difficult moments. In the galleries, visitors will find *Shahidul Alam: Truth to Power*, which has been extended through January 4, 2021; *Measure Your Existence*, extended through January 25, 2021; *Shrine Room Projects: Shiva Ahmadi | Genesis Breyer P-Orridge | Tsherin Sherpa*, extended through June 7, 2021; *Charged with Buddha's Blessings: Relics from an Ancient Stupa*, extended through May 31, 2021; *Treasures from the Zhiguan Museum*, extended through November 9, 2020; and the permanent collection installations *Masterworks of Himalayan Art* and *Gateway to Himalayan Art*. The *Tibetan Buddhist Shrine Room* will also be open for visitors to experience, with a limited capacity of 2 people at a time for 10-minute allotments.

"The *Tibetan Buddhist Shrine Room* has been at the heart of the Rubin for many years and we look forward to welcoming visitors back to this meaningful space in a new way. Amidst all the changes in our world, visitors will have the opportunity to slow down and find some stillness," says Chief Experience Officer Jamie Lawyer. "I am also thrilled to see *The Lotus Effect* installation come to life in the Museum. It's been heartening to see our visitors' expressions of gratitude and interconnectedness during this time apart."

All onsite programs will remain on hold including group visits and tours. Visitors are encouraged to download the free Museum audio guide app, *The Rubin*, and listen to curators, guides, and other experts highlight selected works from current exhibitions. The Rubin will also continue to provide online programming including Mindfulness Meditation Online, Virtual Family Sundays (starting September 6), Himalayan Heritage (starting September 10), a free program for healthcare providers (on October 3), and more. This year's

annual Block Party will be hosted virtually on September 20. The schedule of online events is regularly updated at <https://rubinmuseum.org/events>.

The Rubin's reopening is subject to change based on New York State and City guidelines.

About the Rubin Museum of Art

The Rubin Museum explores and celebrates the diversity of Himalayan art, ideas, and culture across history and into the present. With its globally renowned collection, the Rubin fosters understanding and appreciation of this extraordinary region by connecting its art and ideas to contemporary issues that are relevant in our visitors' lives today. Largely inspired by the philosophical traditions of Buddhism and Hinduism, the Rubin offers innovative exhibitions and programs that examine provocative ideas across the arts and sciences. In doing so, the Museum serves as a space for reflection and personal transformation, opening windows to inner worlds so visitors can better navigate outer ones.

www.RubinMuseum.org

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