

PRESS RELEASE

RUBIN MUSEUM OF ART TO LAUNCH FIRST MAJOR CROWDFUNDING CAMPAIGN

“Find Your Focus” online campaign will support expansion of Museum’s popular Tibetan Buddhist Shrine Room

Sharelines:

-  Sept. 1: @RubinMuseum to launch first #crowdfunding campaign to expand the popular Shrine Room
-  Tibetan Buddhist Shrine Room will double in capacity with support of @RubinMuseum “Find Your Focus” crowdfunding campaign

New York, NY, August 17, 2015 — The Rubin Museum of Art will launch its first major crowdfunding campaign, using the online advocacy tool Razoo to raise funds for the construction and expansion of its popular Tibetan Buddhist Shrine Room installation. Beginning September 1, supporters can contribute online to the “Find Your Focus” campaign, which will continue through October 23.

Visitor feedback and growing demand from educational groups prompted the expansion plans for the Shrine Room, which will provide a contemplative, more inclusive environment when it is moved upstairs to the upcoming exhibition, “Sacred Spaces.” The crowdfunding campaign will directly support the new Shrine Room, allowing present and future visitors to be a part of this beloved installation. Funds will be used for construction and installation, including the purchase of a new lighting system, cabinets and beams, as well as to cover expenses for conservation and transport of the ancient artworks that make it an unforgettable space.

“We’ve heard from so many people how much they love the Shrine Room, and crowdfunding technology makes it easier to engage and support this immersive exhibition,” said Patrick Sears, executive director. “Not only are we opening up the Shrine Room to more visitors, but we are opening up the base of support with the ‘Find Your Focus’ campaign, and we’re excited to reach our goal.”

Donations will begin September 1 on the Rubin Museum website and on Razoo, and a live donation event will take place at the Museum on September 9. All “Find Your Focus” campaign donors will be listed on a digital scroll in the gallery as well as on the Rubin Museum website. Contributors will be invited to attend an opening reception for the Shrine Room and those contributing \$500 or above will be invited to attend a VIP viewing.

For more information about this project or to learn more ways to support the campaign please visit rubinmuseum.org/findyourfocus.

About the Rubin Museum of Art

The Rubin Museum of Art is an arts oasis and cultural hub in New York City’s vibrant Chelsea neighborhood that inspires visitors to make powerful connections between contemporary life and the art and ideas of the Himalayas, India, and neighboring regions. With a diverse array of thought-provoking exhibitions and programs—including films, concerts, and on-stage conversations—the Rubin provides immersive experiences that encourage personal discoveries and spark new ways of seeing the world. Emphasizing cross-cultural connections, the Rubin is a space to contemplate the big questions that extend across history and span human cultures.

Press Contact:

Robin Carol

Public Relations and Marketing Manager
Rubin Museum of Art
212-620-5000 x213
rcarol@rubinmuseum.org