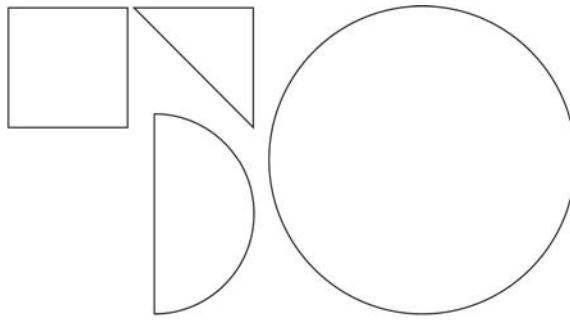


THE FIFTIETH ANNIVERSARY OF THE GUGGENHEIM MUSEUM



NEWS RELEASE

GUGGENHEIM ANNOUNCES ONLINE AUCTION TO BENEFIT EXHIBITION PROGRAMMING

AUCTION PREVIEW EVENT FOLLOWED BY ANIMAL COLLECTIVE AND DANNY PEREZ PERFORMANCE ON MARCH 4, 2010

Nearly 200 Works by Artists, Architects, and Designers from the Highly Successful Exhibition *Contemplating the Void: Interventions in the Guggenheim Museum* to Be Auctioned Online

(NEW YORK, NY–March 2, 2010) – As a finale to the Guggenheim’s 50th anniversary celebrations, the museum will auction works donated to benefit the museum’s exhibition programming, now on view in the exhibition *Contemplating the Void: Interventions in the Guggenheim Museum*. The works in this eclectic presentation include nearly 200 submissions from international artists, architects, and designers who were asked to imagine their own visionary interventions in the Frank Lloyd Wright–designed rotunda. The works will be previewed at an auction benefit event on March 4, 2010, which will be followed by a performance by Animal Collective and Danny Perez. The auction items will be sold online from March 4 through 18 at www.charitybuzz.com/guggenheim.

AUCTION PREVIEW BENEFIT Followed by Animal Collective and Danny Perez Performance Thursday, March 4, 2010

7–9 pm: Auction preview
9 pm–12 am: Animal Collective and Danny Perez

Tickets may be purchased on our Web site:
<http://www.guggenheim.org/new-york/membership/member-programs/ycc-programs/contemplating-the-void-auction-preview>

\$150 for Current YCC Members
\$175 for an Individual ticket
\$200 for an Artist ticket, which admits one to the auction preview and enables a *Contemplating the Void* artist to attend
\$600 for a one-year YCC membership and an Individual ticket

A portion of the ticket price will be tax deductible.

On March 4, 2010, from 7 to 9 pm, a ticketed auction preview event hosted by the museum’s Young Collectors Council will offer invitees the opportunity to view and be the first to bid on the nearly 200 works in the auction while enjoying cocktails and hors d’oeuvres. Following

NEWS RELEASE

the preview, Animal Collective and Danny Perez will present a site-specific and psychedelic immersive experience with original music and visuals created for the occasion:

<http://www.guggenheim.org/new-york/press-room/press-releases/2010/3257-animalcollective-release>.

ONLINE AUCTION BY CHARITYBUZZ

March 4–18, 2010

www.charitybuzz.com/guggenheim

Nearly 200 works from *Contemplating the Void: Interventions in the Guggenheim Museum* were donated to benefit the museum's exhibition programming and will be auctioned online at www.charitybuzz.com/guggenheim. Bidding is open to the public from March 4 to the afternoon of March 18. Bidders can register with a valid credit card at charitybuzz.com. Opening bids vary by work; bidding increments increase as the highest bid rises. Bidders will be notified by e-mail if they are outbid as well as when the auction closes.

Special thanks to Christie's and to Frederieke Taylor of Frederieke Taylor Gallery

Contemplating the Void: Interventions in the Guggenheim Museum: The Exhibition

Since its opening in 1959, the Frank Lloyd Wright–designed Guggenheim building has served as an inspiration for invention, challenging artists, architects, and designers to react to its eccentric, organic form. The central void of the rotunda has elicited many unique responses over the years, which have been manifested in both site-specific solo shows and memorable exhibition designs. For the building's 50th anniversary, the Guggenheim Museum invited more than two hundred artists, architects, and designers to imagine their dream interventions in the space for the exhibition *Contemplating the Void: Interventions in the Guggenheim Museum*. Organized by Nancy Spector, Deputy Director and Chief Curator, and David van der Leer, Assistant Curator for Architecture and Design, the exhibition, on view at the Solomon R. Guggenheim Museum from February 12 to April 28, 2010, features renderings of these visionary projects in a salon-style installation that emphasizes the rich and diverse range of the proposals received. The exhibition also functions as a 50th anniversary fundraiser for the museum and more than 95% of the works featured in *Contemplating the Void* have been gifted to this endeavor.

Among the many works in the exhibition are projects by artists Alice Aycock, FAKE DESIGN (Ai Weiwei), Anish Kapoor, Sarah Morris, Mike Nelson, Paul Pfeiffer, Doris Salcedo, Lawrence Weiner, and Rachel Whiteread; designers such as Fernando and Humberto Campana, Martí Guixé, and Joris Laarman Studio; and architects such as Álvaro Siza Vieira Arquitecto, BIG (Bjarke Ingels Group), Greg Lynn FORM, junya.ishigami+associates, MVRDV, N55, Philippe Rahm, Snøhetta, Toyo Ito & Associates, Architects, and West 8.

About the Solomon R. Guggenheim Foundation

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, education programs, research initiatives, and publications. Currently the Solomon R. Guggenheim Foundation owns and operates the Guggenheim Museum on Fifth Avenue in New York and the Peggy Guggenheim Collection on the Grand Canal in Venice, and also provides programming and management for two other museums in Europe that bear its name: the Guggenheim Museum Bilbao and the Deutsche Guggenheim in Berlin. The Guggenheim Abu Dhabi, a museum of modern and contemporary art designed by architect Frank Gehry, is scheduled to open in 2013.

About charitybuzz

Charitybuzz (www.charitybuzz.com) aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury destinations, fine art, jewelry, fashion, and sports memorabilia, charitybuzz brings its online community of socially conscious bidders opportunities to make

a difference. The company generates millions of dollars for charities around the globe. To learn more, please visit www.charitybuzz.com.

#1155

March 2, 2010

FOR ADDITIONAL INFORMATION:

Claire Laporte
Publicist
Solomon R. Guggenheim Museum
212 423 3840
pressoffice@guggenheim.org

**NEWS
RELEASE**

Glenda Luft
Director of Communications
Charitybuzz
212 625 0100 x231
gluft@charitybuzz.com