GUGGENHEIM

NEWS RELEASE

The Solomon R. Guggenheim Museum Celebrates the 60th Anniversary of Frank Lloyd Wright Building on October 21

Festivities Include Live Jazz, Cupcakes, Tours, Conversations, and Free Admission for Visitors Born on October 21

(NEW YORK, NY—September 4, 2019)– Since its opening on October 21, 1959, the Solomon R. Guggenheim Museum's Frank Lloyd Wright–designed building has inspired generations of visitors as a unique "temple of spirit" where radical art and architecture meet. The Guggenheim commemorates the 60th anniversary of its landmark building, which was recently designated a UNESCO World Heritage Site, with activities and events this October. On October 21, museumgoers can enjoy live jazz, cupcakes, tours, and conversations, and any visitor with an October 21 birthday will be given free entry. Throughout the month, the Guggenheim will offer an enhanced schedule of tours, sketching workshops, and film screenings, and an expanded selection of architecturally themed merchandise in the Guggenheim Store. To learn more about Frank Lloyd Wright's iconic design and other 60th anniversary programs, visit guggenheim.org/60.

60TH ANNIVERSARY PROGRAMS

October 21

10 am–5:30 pm	**Free admission for visitors born on October 21** Present ID at the Admissions desk.
11 am, 2 pm, 3 pm	**Art in the Round: Architectural Building Tour** Tours meet outside the Thannhauser Collection on Rotunda Level 2. Free with admission.
11:30 am, 2:30 pm, 3:30 pm	**Conversations: Unique Building Perspectives** Guggenheim staff members discuss what it's like to work in Wright's

iconic building. Free with admission.

12–2 pm — **Anniversary Celebration**
Live jazz and cupcakes on the rotunda floor and in Cafe 3.

6:15–9 pm: — **Members' Private View and Anniversary Party**
Members at the Individual level ($85) and above are invited to this special anniversary party. Invitation to follow. For information on becoming a member, visit guggenheim.org/membership.

6:30 pm — **Archtober Panel**
Responding to Wright: Architects Design for the Guggenheim
Throughout the Guggenheim's history, esteemed architects have interpreted and engaged the museum's rotunda. For the 60th anniversary, three of those architects, Lise Anne Couture, Hani Rashid, and Meejin Yoon, discuss their bold, site-specific exhibition design interventions that amplified the singularity of Wright's architectural icon. A catalyst for transformational experiences, the building mandates custom fabrication and exhibition design for every show. The program mediates on the spectrum of design possibilities the building engenders. Peter B. Lewis Theater. $15, $10 members and students. Tickets include same-day museum admission and access to the Anniversary Party following the program.

Throughout October

Art in the Round Architecture Tours, Fridays, 2 pm
Weekly building tours for everyone from first-time visitors to lifelong Frank Lloyd Wright fans. Meet on the rotunda floor.

Saturday Sketching, Saturdays, 10 am–4 pm
Teens and families explore Frank Lloyd Wright's architectural shapes and spaces through drawing activities in the museum's galleries.

Silent Nights, Tuesday, October 1, 7–8 pm
On the first Tuesday evening of every month, visitors can view exhibitions and experience the museum in a quiet, contemplative atmosphere.

Drawing the Guggenheim
Sunday, October 27, 10 am–4 pm
A transatlantic collaboration featuring the Guggenheim constellation of museums, this day of activities is centered on drawing the iconic architecture of the Solomon R. Guggenheim Museum, New York; the Peggy Guggenheim Collection, Venice; and the Guggenheim Museum Bilbao. Participants share their sketches in real time with visitors in Venice and Bilbao using the hashtag #DrawingtheGuggenheim.

The below events take place in New York. For more information visit guggenheim.org/calendar.

- **Architecture Workshop: Guggenheim 360, 10 am–1 pm**
  Ages 14 and up. $25 per person (includes materials). Registration required.
- **Drop-in Sketching, 10 am–4 pm**
  Free with admission.
- **Family Architecture Tour, 10:30 am–12 pm**
  $25 per family, $20 members (includes admission), free for Family members. Registration required.
- **Open Studio, 1–4 pm**
  For families with children ages 3 and up. Free with admission.
- **Art in the Round Public Tour, 2 pm**
  Free with admission.
- **Film Screenings, 10:30 am and 12:15 pm**
  Enjoy a screening of the film *Frank Lloyd Wright's Guggenheim Museum* (2010, directed by Timothy Sakamoto, 85 min.), featuring architectural historian Neil Levine's engaging personal commentary on the building and its history. New Media Theater. Free with admission.

Open Daily Schedule
The Guggenheim Museum is open seven days a week from 10 am to 5:30 pm, and until 8 pm on Tuesdays and Saturdays, including pay-what-you-wish from 5 to 8 pm on Saturdays.

Guggenheim Store
The Guggenheim Store presents an exclusive collection paying homage to the building's modernist architecture and the 100th anniversary of the Bauhaus.

Highlights from the retail collection include a solid wood yoyo made in Detroit by Tait Design Co., a new espresso cup set from the museum's 1959 Modern collection, and terrazzo-inspired jewelry and housewares. A custom Moleskine notebook commemorating Frank Lloyd Wright's design for the Guggenheim and an updated edition of *Guggenheim Museum Collection: A to Z*, the popular guide to the museum's collection, will arrive on store shelves later this fall. Revised, updated, and completely redesigned, *A to Z* serves not only as a handy overview of the museum's holdings, but also as a concise, engaging primer on the art of the late nineteenth through the early twenty-first centuries. Shop the complete collection at the Guggenheim Store or online at guggenheimstore.org starting in October.

About the Solomon R. Guggenheim Foundation
The Solomon R. Guggenheim Foundation was established in 1937 and is dedicated to promoting the understanding and appreciation of modern and contemporary art through exhibitions, education programs, research initiatives, and publications. The Guggenheim international constellation of museums includes the Solomon R. Guggenheim Museum, New York; the Peggy Guggenheim Collection, Venice; the Guggenheim Museum Bilbao; and the future Guggenheim Abu Dhabi. In 2019, the Frank Lloyd Wright–designed Solomon R. Guggenheim Museum celebrates 60 years as an architectural icon and "temple of spirit" where radical art and architecture meet. To learn more about the museum and the Guggenheim's activities around the world, visit guggenheim.org.

VISITOR INFORMATION

Admission: Adults $25, students/seniors (65+) $18, members and children under 12 free. Open daily from 10 am to 5:30 pm; Tuesdays and Saturdays until 8 pm. Admission is pay-what-you-wish on Saturdays from 5 to 8 pm.

For general information, call 212 423 3500 or visit the museum online at guggenheim.org or guggenheim.org/social.

For publicity images, visit guggenheim.org/pressimages
Password: presspass

#Guggenheim60

#1569
September 4, 2019

FOR ADDITIONAL INFORMATION
Media and Public Relations
Solomon R. Guggenheim Museum
212 423 3840
pressoffice@guggenheim.org