



**UNIVERSITY MUSEUM  
OF CONTEMPORARY ART**  
University of Massachusetts Amherst

**NEWS RELEASE**

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**FOR IMMEDIATE RELEASE: December 16, 2010**

***RE:OPEN, RE:NAME, RE:DEFINE, RE:IMAGINE.....***

**THE UNIVERSITY MUSEUM OF CONTEMPORARY ART**

The University Gallery at the Fine Arts Center, UMass Amherst, announces the changing of its name to the ***University Museum of Contemporary Art (UMCA)***, effective January 1, 2011. The new name, selected because it better expresses the institution's mission and focus, grows out of an initiative to bring greater awareness to its role as a teaching museum, as steward of the UMass art collection, and as the only academic-affiliated museum in western Massachusetts to specialize in contemporary international art. "Our new name creates a clear picture of who we are and clarifies our museum's distinct identity," said Loretta Yarlow, director of the Museum.

This facility, located on the lower level of the Fine Arts Center, underwent a renovation in fall 2010 to its heating/ventilation/air-conditioning system, a redesign and expansion of its main entrance, as well as an upgrade to its Art Collection Storage/Study Room. While closed to the public during this renovation, the University Museum of Contemporary Art maintained a high public profile through the organization of landmark public art projects and exhibitions across campus and into the surrounding communities.

The new name and upgraded facilities will reflect an interdisciplinary approach to teaching and research and will enable the Museum to open its collection, cutting-edge exhibitions, and educational programs to more students, scholars, and visitors. The University Museum of Contemporary Art will re-open on February 3, 2011 with *Intersections Intersected: The Photography of David Goldblatt*, a retrospective exhibition of work by the pre-eminent South African photographer.

The new name also aligns the University Museum of Contemporary Art at UMass Amherst with peer museums at other universities with whom collaborations and shared touring national and international exhibitions take place, and clearly identifies its affiliation and membership in local, regional, national, and international museum associations.

The naming and graphic identity project was conducted with several focus groups and in partnership with Joseph Krupczynski/studio design.

**About the University Museum of Contemporary Art**

For over thirty-five years, the University Museum of Contemporary Art (formerly University Gallery) has been known for its seminal role in bringing world class contemporary art to our region and as a training ground for future museum professionals.

Through exhibitions, a permanent collection, educational programming, and a visiting artists program, the University Museum of Contemporary Art acts as a forum where renowned and emerging artists can test ideas and where diverse audiences can participate in cultural experiences that enhance understanding of the art of our time.

In its program, the University Museum of Contemporary Art balances a commitment to experimentation with a mandate to serve as a dynamic teaching and learning resource, affirming the University's dedication to education, research, and community service.

Museum Hours:           Beginning February 3, 2011

Tuesday – Friday, 11:00 AM – 4:30 PM, Saturday/Sunday 2 – 5 PM

Closed Mondays, holidays, and during spring break, March 12-21

University Museum of Contemporary Art

UMass Fine Arts Center

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[www.umass.edu/fac/umca](http://www.umass.edu/fac/umca)