



FOR IMMEDIATE RELEASE

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New Director of Audience Development at VMFA

VMFA is pleased to announce the appointment of Darrian P. Mack in the new position of Director of Audience Development. Mack joins the Art and Education Division, reporting to the Deputy Director for Art and Education, and will support mission-critical efforts across the museum with an emphasis on programming. Collaborating with a wide range of museum departments, he will also engage with diverse audiences in the community. Mack will begin his position at VMFA on March 25.



Originally from Baltimore, Mack is a graduate of Hampton University, and recently worked as Director of Programs and Engagement at the Richmond-based Gloucester Institute, a non-profit organization that provides leadership-development services for minorities. Mack also co-founded E-Mackquint, LLC in Wilmington, DE.

About the Virginia Museum of Fine Arts

With a collection of art that spans the globe and more than 5,000 years, plus a wide array of special exhibitions, the Virginia Museum of Fine Arts (VMFA) is recognized as one of the top comprehensive art museums in the United States. The museum's permanent collection encompasses more than 33,000 works of art, including one of the nation's finest collections of American Art, Art Nouveau and Art Deco, and the largest public collection of Fabergé outside Russia. VMFA is home to acclaimed collections of English Silver and Ancient, Impressionist, Post-Impressionist, British Sporting and Modern & Contemporary art, as well as renowned African, East Asian and South Asian holdings. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its 76-year history. Programs include educational activities and studio classes for all ages, plus fun after-hours events. VMFA's Statewide Partnership program includes traveling exhibitions, artist and teacher workshops, and lectures across the Commonwealth. VMFA is open 365 days a year and general admission is always free. For additional information, telephone 804-340-1400 or visit www.vmfa.museum.

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Press Contact:

Suzanne Hall, suzanne.hall@vmfa.museum, 804.204.2704

Pryor Green, pryor.green@vmfa.museum, 804.204.2701

Virginia Museum of Fine Arts, 200 N. Boulevard, Richmond VA 23220-4007