

**FOR IMMEDIATE RELEASE**

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**VMFA Celebrates Art Museum Day**

*Museum will offer complimentary passes for the upcoming exhibition Napoleon: Power and Splendor*

Richmond, Virginia – In celebration of the 9<sup>th</sup> annual Art Museum Day, Virginia Museum of Fine Arts will offer visitors complimentary vouchers for the upcoming exhibition, *Napoleon: Power and Splendor*. An initiative of the Association of Art Museum Directors (AAMD), Art Museum Day gathers hundreds of institutions from across North America to recognize the arts and the important role art museums play in their communities.

Visitors to the museum on Friday, May 18 can request up to two vouchers from the museum’s Visitor Services desk and the VMFA shop. Each voucher is redeemable for one adult, senior, student or youth admission to *Napoleon: Power and Splendor*, which opens June 9 and runs through Sept. 3, 2018. The exhibition will offer visitors insight into how paintings, decorative arts, architectural settings and clothing were all used to support Napoleon’s rise to power and to establish and expand his empire.

Vouchers will be available on May 18, 2018 only. They may be redeemed at any time during the run of *Napoleon: Power and Splendor*, but may not be used for other exhibitions. In addition to this special opportunity, VMFA is the only art museum in the United States open 365 days a year with free general admission.

The theme for Art Museum Day 2018 is *Hyperconnected Museums*, a recognition of the many ways museums serve as central points of connectivity within their communities, both online and in person. Art museums are often anchors for public spaces and neighborhoods, and they partner with school systems and civic organizations in ways that make their towns, cities and regions better places for everyone who lives and works there. *Hyperconnected Museums* also serve as engines for the creative economy, tapping the human creativity embedded in works of art — whether thousands of years old or as recent as 2018 — to inspire new ideas and ways of thinking.

“VMFA exemplifies the concept of *Hyperconnected Museums*. Each day, we serve visitors from all corners of Virginia, be it through on-site experiences, our statewide education program, or through our online collections’ search and learn portal platforms,” said VMFA Director Alex Nyerges. “As we prepare for the U.S. premiere of *Napoleon*, we are delighted to celebrate Art Museum Day by offering visitors a special opportunity to receive complimentary admission to this exciting exhibition.”

AAMD’s Art Museum Day is an opportunity to focus attention on the role of art museums in North America, an extension of the International Council of Museums’ (ICOM) International Museum Day. AAMD represents 240 art museums across the United States, Canada and Mexico — from regional museums in small towns to large museums in major urban centers. Last year, VMFA — along with more than 161 other AAMD member museums — participated in Art Museum Day.

“I am thrilled that VMFA is again participating in Art Museum Day, an opportunity to bring communities together to experience great art and special programs, both in Virginia and across North America” said Christine Anagnos, Executive Director of AAMD. “Art is vital to our lives, a reflection of both the incredible diversity of humanity and the many common elements that unite us.”

### **About *Napoleon: Power and Splendor***

Napoleon Bonaparte (1769–1821) was one of the most powerful and historically influential European emperors between the Renaissance and the 20th century. Through an imagined visit to his palaces, exhibition attendees will discover the relationship between Napoleon’s politics and the visual and decorative arts. The exhibition reveals how artists helped to craft the Emperor’s public image during his reign, from his coronation in 1804 to his second and final exile in 1815.

More than 200 works of art — many of which have never before been shown in the United States — are included in this international loan exhibition that will be on display at VMFA from June 9 to Sept. 3, 2018. The exhibition contains many masterpieces, including paintings by Jacques-Louis David and Jean-Auguste-Dominique Ingres, sculpture by Paul Chaudet, and porcelain made by the Sèvres Imperial Manufactory.

Organized by the Montreal Museum of Fine Arts, with the participation of the Musée National du Château de Fontainebleau and the exceptional support of Mobilier national de France, *Napoleon: Power and Splendor* includes works from the Château de Fontainebleau, the Louvre, the Musée de l’Armée in Paris and other collections.

### **Tickets for *Napoleon: Power and Splendor***

Tickets for the exhibition are now on sale. The exhibition is free for VMFA members, children ages 6 and under, active-duty military personnel and their immediate families, Commonwealth of Virginia employees and K-12 teachers with ID; \$16 for adults, \$12 for seniors 65 and older, and \$10 for youth ages 7-17 and college students with ID. Visitors can reserve tickets [online](#) or by phone at 804.340.1405.

### **Exhibition Sponsorship information**

*Napoleon: Power and Splendor* is organized and circulated by the Montreal Museum of Fine Arts with the participation of the Château de Fontainebleau and the exceptional support of Mobilier national de France. Sponsors include The Lettie Pate Whitehead Evans Exhibition Endowment, The Julia Louise Reynolds Fund, Mrs. Frances Massey Dulaney, Mr. and Mrs. Fred T. Tattersall, Mr. and Mrs. Achille Murat Guest, Mr. and Mrs. Joseph T. Knox, Peachtree House Foundation, Mr. and Mrs. James H. Price III. The exhibition program at VMFA is supported by the Julia Louise Reynolds Fund.

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### **Media Contact**

Jessica Haddad | [jessica.haddad@vmfa.museum](mailto:jessica.haddad@vmfa.museum) | 804.204.2680  
Anthony Backherms | [anthony.backherms@vmfa.museum](mailto:anthony.backherms@vmfa.museum) | 804.204.2705  
200 N. Boulevard, Richmond VA 23220

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**The Virginia Museum of Fine Arts** in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational institution. Its purpose is to collect, preserve, exhibit, and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences, and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 6,000 years. VMFA’s permanent holdings encompass nearly 40,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris, and one of the nation’s finest collections of American art. VMFA is also home to important collections of Chinese art, English silver, and French Impressionist, Post-Impressionist, British sporting, and modern and contemporary art, as well as renowned South Asian, Himalayan, and African art. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its history.

**The Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone 804-340-1400 or visit [www.vmfa.museum](http://www.vmfa.museum).**