

THE ART INSTITUTE OF CHICAGO

FOR IMMEDIATE RELEASE

April 21, 2008

MEDIA CONTACTS:

Erin Hogan

(312) 443 3664

ehogan@artic.edu

Chai Lee

(312) 443 3625

clee4@artic.edu

ART INSTITUTE NAMES NEW DIRECTOR OF MARKETING

Gary Stoppelman Brings Extensive Marketing and Tourism Experience from Metropolitan Museum and Museum of Modern Art to Art Institute

Carrie Heinonen, Vice President of Marketing and Public Affairs at the Art Institute of Chicago, has announced the appointment of **Gary Stoppelman** to the position of **Director of Marketing**. Mr. Stoppelman, who joins the Art Institute on **April 21, 2008**, will provide marketing leadership in the areas of advertising, promotions, communications, and tourism initiatives as the museum moves closer to the opening of its Modern Wing in May 2009.

"I am thrilled to welcome Gary to the Art Institute," said Heinonen. "The museum is in a critical transitional period right now with the construction of the Modern Wing and the reinstallation of the existing galleries. Our marketing and communications needs are greater than ever before. Gary's experience with major New York museums in these areas will be of great benefit to the Art Institute, and we look forward to his arrival."

Stoppelman is a broadly accomplished professional with more than ten years of cultural marketing experience. Between 2006 and 2008, Stoppelman served as Manager of Tourism at The Metropolitan Museum of Art in New York, where he was instrumental in

increasing the efficiency of its tourism program through operational and creative improvements as well as broader strategic initiatives. At the Metropolitan, much of his work centered on the opening of that museum's new Greek and Roman galleries. Prior to his tenure at the Met, Stoppelman spent five years as Assistant Director of Marketing at The Museum of Modern Art (MoMA). During that time, he developed and successfully implemented the marketing efforts for the move of MoMA to Queens, while it underwent the construction of new quarters, and the 2004 public reopening of the museum's new building in Manhattan. Stoppelman has also previously worked with CultureFinder.com, New York Shakespeare Festival, and New York Theatre Workshop.

Stoppelman received his undergraduate degree in theater from the Tisch School of the Arts, New York University, and his MBA from Columbia University Business School.

#

MUSEUM HOURS:

10:30 a.m.–5:00 p.m. Monday, Tuesday, Wednesday, Friday
10:30 a.m.–8:00 p.m. Thursday
10:00 a.m.–5:00 p.m. Saturday, Sunday
TARGET FREE EVENINGS THURSDAY AFTER 5:00 p.m.

SUMMER HOURS (from Memorial Day to Labor Day):

10:30 a.m.–5:00 p.m. Monday, Tuesday, Wednesday
10:30 a.m.–9:00 p.m. Thursday, Friday
10:00 a.m.–5:00 p.m. Saturday, Sunday
TARGET FREEE SUMMER EVENINGS THURSDAY AND FRIDAY AFTER 5:00 p.m.

FREE FEBRUARY 1 TO 29

Closed Thanksgiving Day, Christmas Day, and New Year's Day.

Please check www.artic.edu before your visit.

Admission: Adults, \$12.00; children 12 and over, students, and seniors, \$7.00; children under 12 free; members always free. Free Evenings are free to all, except for certain special exhibitions that may require full or extra admission fee. City of Chicago residents with Chicago Public Library cards can borrow a "Check Us Out" card from any library branch for free general admission to the nine members of Museums in the Park, including the Art Institute of Chicago. To reach the Art Institute on the World Wide Web, contact us at: <http://www.artic.edu/aic>

The Art Institute of Chicago is a museum in Chicago's Grant Park, located across from Millennium Park.