

# MUSEUM OF THE MOVING IMAGE

**FOR IMMEDIATE RELEASE**

## **COUNCIL MEMBER JIMMY VAN BRAMER HOSTS DEDICATION CEREMONY FOR NEWLY COMPLETED GEORGE S. KAUFMAN COURTYARD AT MUSEUM OF THE MOVING IMAGE**

***Special public opening of the Kaufman Courtyard on June 22, during Queens Art Express Block Party, with free admission to Museum galleries***

Astoria, New York, June 18, 2013—Museum of the Moving Image today held a dedication ceremony for its newly completed outdoor courtyard, to be named for philanthropist and Museum trustee George S. Kaufman. The event was co-hosted by the Museum and New York City Council Member Jimmy Van Bramer, who provided generous support and leadership in working with the Council and the City of New York to make the completion of the George S. Kaufman Courtyard possible. Council Member Van Bramer represents the 26<sup>th</sup> New York City council district, in which the Museum is located, and is the Chairman of the Cultural Affairs Committee.

Through the generous support of Council Member Van Bramer in partnership with the NYC Department of Cultural Affairs, \$1.25 million was provided for the project by the City of New York. An additional \$1 million, donated by George S. Kaufman, and other private contributions make up the \$2.5 million project cost.

“As Chair of the New York City Council’s Cultural Affairs Committee, I believe in the importance of investing in our local cultural institutions,” said Council Member Van Bramer. “I am proud to have been the driving force in helping make this project come to fruition. From the beginning, I believed these enhancements would heighten the Museum of the Moving Image’s prominence as a world renowned cultural institution. Not only will millions of visitors from around the world get to enjoy this newly designed open-air courtyard but so will local residents who share this neighborhood with one of our City’s greatest cultural institutions.”

“We are thankful to Council Member Jimmy Van Bramer not only for the funds provided through him and the City Council, but for his tireless advocacy for the courtyard and the Museum as a whole,” said Mr. Goodman. “We also want to thank our trustee George Kaufman whose major gift also made the completion of the courtyard possible and for his work in making the Museum’s neighborhood into a true media and arts campus. And, of course, support from the City of New York has been essential to the completion of the courtyard and the Museum’s expansion and renovation, of which the courtyard is the final part. We look forward to welcoming students and the public into this new space in

the coming days.”

The Kaufman Courtyard is the final chapter in the Museum’s capital expansion and renovation project, designed by Leeser Architecture. The 10,370-square-foot landscaped courtyard garden will provide space for an outdoor café, open-air screenings and exhibitions, and special events. The opening of the courtyard also benefits the more than 50,000 students who visit each year, with an off-street bus drop-off area, a dedicated entrance for school groups, and additional space for gathering.

The courtyard also offers a unique view of the Museum’s iconic rear façade, an almost 200-ft-long surface made up of 1,067 pale-blue aluminum panels, as well as a view into the Museum’s lobby, straight through to the main entrance on 35 Avenue.

The Museum will hold a special courtyard opening for the public on Saturday, June 22, from 1:00 to 6:00 p.m., during the Queens Council on the Arts’s “Queens Art Express” Block Party, which takes place on 37 Street, between 34 and 35 Avenues in Astoria. The Museum will welcome visitors to enter the Kaufman Courtyard from 37 Street, and will also offer FREE Museum admission during that period (tickets for screenings are not included).

The courtyard will open on an ongoing basis to Museum visitors beginning July 5.

In addition to Council Member Van Bramer and the Museum’s Executive Director Carl Goodman, the ceremony was attended by Queens Borough President Helen M. Marshall; New York City Council member Peter Vallone, Jr.; Museum Chairman Herbert S. Schlosser; Chairman of Kaufman Astoria Studios, Kaufman Organization and Museum trustee George S. Kaufman; Rochelle Slovin, Founding Director, Museum of the Moving Image; architect Thomas Leeser; a representative from the NYC Department of Cultural Affairs; Museum members; and friends and neighbors from the Queens cultural community.

The Museum is located on the campus of Kaufman Astoria Studios, a growing cultural hub in western Queens. The courtyard lies adjacent to the Studio’s new outdoor lot—the first in the City—to be completed later this summer.

“We have worked closely with the Museum of the Moving Image over the years and have watched the institution grow into a world-class film and media museum. The completion of the courtyard is the final step in [the](#) renovation project for the museum and we are excited to open it to the public,” said Mr. Kaufman. “My vision for the neighborhood was to create a vibrant, full-service production center and have the studio become the catalyst for neighborhood growth. Today, that vision has become a reality. The Kaufman Astoria Studios campus is now a cultural district. The blend of the Museum, our Studio and other arts organizations who call KAS home is attracting new creative

residents and tourists to the area.”

“The Museum of the Moving Image courtyard completion marks another wonderful moment in the history of this innovative institution,” said Department of Cultural Affairs Commissioner Kate D. Levin. “We are so pleased to be part of the ongoing public-private partnership to expand the facility, and this latest space will attract even more visitors to experience all that this dynamic museum has to offer.”

### **About Museum of the Moving Image**

Museum of the Moving Image ([movingimage.us](http://movingimage.us)) advances the public understanding, enjoyment, and appreciation of film, television, and digital media. In its expanded and renovated facilities—acclaimed for both its accessibility and bold design—the Museum presents innovative interactive exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and dynamic education programs.

### **About Kaufman Astoria Studios**

Kaufman Astoria Studios (KAS), founded in 1920, is New York’s legendary film and television production studio. KAS features seven studios including a 26,040 square-foot stage, KAS Music & Sound and K/A/S Lighting all within its campus. KAS offers the expertise, equipment and environment to create first-class productions. The studio has hosted numerous productions such as *Men in Black III*, *The Bourne Legacy*, *Smurfs*, *The Secret Life of Walter Mitty*, Netflix’s “Orange is the New Black,” Showtime hit “Nurse Jackie.” Long-time children’s favorite “Sesame Street” has called KAS home since 1992. Kaufman Astoria Studios created a studio campus and with its ability to attract entertainment, retail and office clients has forged a reinvigoration of the surrounding Astoria neighborhood. The Kaufman Astoria Studios campus is an energetic neighborhood with national retail and restaurant chains, a 14-screen movie theater, The Frank Sinatra School of the Arts, the Museum of the Moving Image, TDF Costume Collection, Queens Council on the Arts, and The Astor Room, a supper club-style restaurant located in the former commissary of the studio. For the latest news follow KAS on Twitter @KaufmanAstoria, Facebook at <http://www.facebook.com/KaufmanAstoriaStudio>, or the website [www.kaufmanastoria.com](http://www.kaufmanastoria.com).

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The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit [movingimage.us](http://movingimage.us).

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