

The Museum of Modern Art

For Immediate Release
December 1995

ELIZABETH ADDISON APPOINTED DEPUTY DIRECTOR FOR MARKETING AND COMMUNICATIONS AT THE MUSEUM OF MODERN ART

Glenn D. Lowry, Director of The Museum of Modern Art, has announced the appointment of Elizabeth Addison as Deputy Director for Marketing and Communications. In this newly created position, Ms. Addison will set up a division that integrates marketing and communications and oversees the Departments of Communications (formerly Public Information), Visitor Services, Graphics, and Photographic Services and Permissions. Currently Director of Public Affairs at the Art Gallery of Ontario, Toronto, Canada, Ms. Addison assumes her new responsibilities at MoMA on January 29, 1996.

Mr. Lowry stated, "This new key position, which will bring cohesion to the various Museum departments that communicate and interact with the public, is an important aspect of the Museum's overall plan to significantly increase public awareness of and involvement with the institution. I worked with Liz Addison for many years at the Art Gallery of Ontario, and I am confident in her creative judgment and her ability to integrate the Museum's marketing and communications efforts and successfully build participation in the wide range of experiences that this Museum offers."

During her twelve-year tenure at the Art Gallery of Ontario, Ms. Addison has been instrumental in elevating the profile of the museum locally, nationally, and internationally while successfully diversifying and increasing its audience. In her current position she

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oversees the departments of Marketing, Public Relations, Visitor Services, Creative Services (which includes graphic design), Volunteer Services, and Special Events. Among the significant projects spearheaded by Ms. Addison were the reopening of the Art Gallery of Ontario following a multi-million-dollar expansion and renovation in 1993, and last year's presentation of the Barnes Foundation exhibition, which attracted a record number of visitors to the gallery.

"The communications and outreach team at MoMA is superb, and over the years has developed many successful programs and promotions," stated Ms. Addison. "I am looking forward to working with everyone involved in Communications, Visitor Services, Graphics, and Photographic Services and Permissions to integrate their existing marketing efforts and begin to develop new strategies."

Ms. Addison received a Bachelor of Arts degree with honors in art history from The University of Windsor and The University of Toronto in Canada and has studied marketing management at Toronto's Ryerson Polytechnic University. She is a member of various boards and committees in the culture and tourism sectors including the Metropolitan Toronto Convention and Visitors Association, Events Toronto, The Toronto Attractions Council, The Audience Research Consortium, The Ontario Association of Art Galleries, and The International Council of Museums.

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