

FOR IMMEDIATE RELEASE

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**THE OLANA PARTNERSHIP AWARDED A \$200,000 GRANT FROM ESDC FOR
CREATIVE MARKETING**

HUDSON, NY–

The Olana Partnership (TOP) and the Thomas Cole National Historic Site (TCNHS) are partnering to launch a joint exhibition of contemporary art, entitled *River Crossings: Contemporary Art Comes Home*. The project's primary goal is to attract new visitors to the region through a comprehensive multi-media marketing plan, and the creation of a documentary film. The award announced on Thursday by Governor Andrew M. Cuomo through Round Four of the Regional Economic Development Council Initiative (REDC) is part of \$709.2 million awarded statewide.

“This is a wonderful testament to the economic importance of cultural tourism” said Sara Griffen, who is stepping down this week as president of The Olana Partnership after twenty five years. “We are grateful to the REDCs, Empire State Development and to Governor Cuomo for recognizing how we fit into the larger economic web of New York State.”

River Crossings, opening in May 2015, is a new initiative that will host contemporary art in the 19th-century interiors and on the grounds of these two historic sites. The exhibition features some of the best-known and most highly sought artists in the art world today, including such iconic names as Chuck Close, Maya Lin, Martin Puryear and Elyn Zimmerman, who for the first time, is designing site specific work for Olana. The exhibition curators—the artist Stephen Hannock and Jason Rosenfeld, Ph.D. —have selected artists and artworks of the highest artistic merit that shed light on the connection between 19th-century American art and contemporary times, and that specifically speak to the historic environments in which they are installed. That dialogue takes on a special significance because the artworks will be placed into the very spaces where, it can be argued, American art began.

In conjunction with the exhibition, Olana and TCNHS will design a series of educational programs to expand and further interpret the *River Crossings* exhibition in the context of these historic sites. The programs will place *inquiry* at the heart of learning and encourage exploration. The goal is to engage both current and new audiences with a presentation that differs from the traditional “house museum” tour and provoke new ideas about the meaning of art and history.

About Olana:

The eminent Hudson River School painter Frederic Edwin Church (1826-1900) designed Olana, his family home, studio, and estate as an integrated environment embracing architecture, art, landscape, and conservation ideals. Considered one of the most important artistic residences in the United States, Olana is a 250-acre artist-designed landscape with a Persian-inspired house at its summit, embracing unrivaled panoramic views of the vast Hudson Valley.

Olana State Historic Site, a historic site administered by the New York State Office of Parks, Recreation and Historic Preservation, Taconic Region, is a designated National Historic Landmark and one of the most visited sites in the state. The Olana Partnership, a private not-for-profit education corporation, works cooperatively with New York State to support the restoration, development and improvement of Olana State Historic Site. To learn more about Olana, please visit www.olana.org

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