



EDGAR DEGAS: *Figures in Motion*

OCTOBER 13, 2002 — JANUARY 5, 2003
<http://mag.rochester.edu/look/exhibitions/degas>

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DEGAS SETS RECORDS Blockbuster Show Attracts 71,000 Visitors

ROCHESTER, NY — A major exhibition of works by French master Edgar Degas has shattered attendance records at the Memorial Art Gallery. During its 12-week run at MAG, *Edgar Degas: Figures in Motion* attracted more than 71,000 visitors, surpassing the previous record of 61,000 set in 2000 by *Maxfield Parrish, 1870–1966*. Visitor surveys indicate that nearly 25% of those attending live outside the Rochester area, bringing as much as \$2 million in cultural tourism revenues to the region.

Demand for tickets was so strong that the Gallery extended its hours for the show's final two weeks.

The exhibition, which opened at MAG October 13, showcased 73 bronze sculptures—one of only four complete sets in existence—from the Museu de Arte in São Paulo, Brazil. In Rochester, the sculptures were complemented by a selection of paintings, pastels and prints from such distinguished collections as the Metropolitan Museum of Art, Detroit Institute of Arts and the Clark Art Institute.

MAG was the only East Coast venue for the exhibition, whose international tour also includes the Museo Nacional de San Carlos in Mexico City, where it was on view in summer 2002, and the San Diego Museum of Art, where it will open in June 2003.

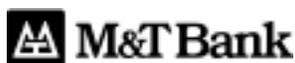
Edgar Degas: Figures in Motion is organized and circulated by Joseph S. Czestochowski, International Arts, Memphis, TN. In Rochester, the exhibition was made possible by major grants from Presenting Sponsor M&T Bank and Supporting Sponsor Verizon Wireless. Additional support was provided by Riedman Foundation. The media sponsor was the Democrat and Chronicle. Their combined support of \$375,000 represented the most ever for a MAG exhibition, with M&T's lead grant representing the largest corporate gift in Gallery history in support of an exhibition.

Promotion for the show was also funded by three New York state grants:

- \$20,000 from the Cultural Tourism Initiative, which is administered jointly by the Arts & Business Council Inc. and the New York State Council on the Arts;

more ...

Presenting sponsor:



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Additional support provided by: Riedman Foundation

- a \$15,000 budget line item sponsored by Assemblyman Joe Morelle (D-Irondequoit).
- another \$25,000 line item, also sponsored by Assemblyman Morelle, to copromote *Degas* and *Modigliani and the Artists of Montparnasse* at Buffalo's Albright Knox Art Gallery. This grant was matched by a \$25,000 line item grant to AKAG, sponsored by Assembly Majority Leader Paul Tokasz (D-Cheektowaga).

What's next

The selection of the Gallery as one of the venues for *Degas* was particularly noteworthy in view of the fierce competition for high-profile exhibitions. And like *Parrish* three years ago, *Degas* has helped put MAG and Rochester on the cultural map.

Museum officials will need to evaluate the exhibition before planning future blockbusters. In the meantime, however, the Gallery is planning three major exhibitions for the rest of 2003:

- *Leaving for the Country: George Bellows at Woodstock* (April 13–June 22), a tribute to the American master organized by MAG;
- the latest edition of the biennial Rochester-Finger Lakes Exhibition (August 3–October 5);
- an internationally touring exhibition, *Modern Masters: From Corot to Kandinsky* (October 26–January 4).

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