

THE METROPOLITAN MUSEUM OF ART

THE MARKET

Tourism is rapidly becoming the world's biggest industry, and America remains one of the most popular destinations, thanks to its natural treasures but also to its unique cultural wealth, a significant portion of which is concentrated within a few miles of New York City. Nearly 119 million Americans say they included at least one of fifteen arts, humanities, historic, or heritage activities or events while traveling in 2002. In fact, visiting a museum is now the third most popular activity among all tourists.

The number of artworks produced in world history is beyond computation, but the number of first-class art collections in existence exceeds 1,000. Of these, The Metropolitan Museum of Art's ranks among the greatest and largest — with over 2 million artifacts spanning 5,000 years of world culture, from prehistory to the present, and from every part of the globe. Of the 300 museums in the Big Apple, the Metropolitan is the city's crown jewel, attracting on average approximately 5 million visitors each year.

ACHIEVEMENTS

The Metropolitan Museum of Art serves New York City, the United States, and people around the world with a large variety of educational training programs, attended annually by approximately 350,000 general visitors, students from grade school to the university level, and teachers. The programs include tours, lectures, symposia, teacher-training workshops, reference library services, apprenticeships, and funding for study. In 2003, 1.5 million free student guides to "Leonardo da Vinci, Master Draftsman" were distributed through the city's schools, and 37 graduates and senior scholars received fellowships. The Metropolitan lends more than 5,000 works of art each year to cultural institutions throughout the United States and the world. In addition, the museum's consistent and long-standing efforts to help visitors with disabilities were recognized with the American Association of Museums' Accessibility Award for 2003.

Perhaps one of the Met's greatest strengths is its ability to provide a continually fresh and exciting calendar of some 30 special exhibitions each



year to supplement its vast regular collection. Creating a reason to return again and again is central to the organization's philosophy, and while the Metropolitan remains a nonprofit institution, it takes considerable pride in the fact that it makes a huge contribution to the economy of its host city. Regional, national, and foreign tourists visiting the Met's acclaimed fall 2003 exhibition, "El Greco," spent a combined \$345 million during their visits to New York, according to a recent survey. The museum's studies of visitors to "Leonardo da Vinci, Master Draftsman" and "Manet/Velázquez: The French Taste for Spanish Painting" in spring 2003 found the economic impact of tourists to be approximately \$220 million and \$368 million, respectively. Taken together, these three 2003 exhibitions alone had an economic impact on New York City of \$933 million.

HISTORY

America's favorite museum was born, appropriately enough, on July 4, 1866, in a restaurant in Paris, where a group of American businessmen and financiers as well as leading artists and thinkers of the day rallied behind a proposal to create a "National Institution and Gallery of Art" for the United States. Under the leadership of John Jay, a distinguished public figure, the scheme quickly gathered support at home, and The Metropolitan Museum of Art was incorporated

on April 13, 1870. That same year, three private European collections, 174 paintings in all — including masterpieces by Hals, Van Dyck, Poussin, and Guardi — became the museum's first acquisitions. The exhibits were originally housed in the Dodworth Building on Fifth Avenue, and then the Douglas Mansion on West 14th Street, before finally moving to Central Park at 82nd Street and Fifth Avenue. The museum's magnificent Neoclassical facade was erected in the early years of the 20th century, during an era that saw its collections increase a hundredfold and the gallery rise to prominence in the art world.

Beyond the museum's Fifth Avenue address is its medieval adjunct, The Cloisters — a unique, integrated space in which carefully re-created gardens and architecture evoke a monastery of the Middle Ages. Overlooking the Hudson River in Fort Tryon Park, The Cloisters was purchased for the Met by John D. Rockefeller Jr. in 1924, providing a faithful and tranquil setting for an exceptional collection, including the famous Unicorn Tapestries.

The Met was the first public institution to recognize the brilliance of Matisse when it exhibited his paintings in 1910, quickly establishing the



museum's credentials as a leading repository and pioneer of Impressionist and post-Impressionist Art. As the collections grew, so did the museum itself, transforming over the following 80 years into a sympathetic configuration of galleries, each with its own distinctive character. This grand architectural plan was finally completed in 1991 and

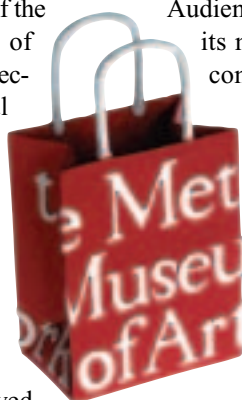
includes such extraordinary sights as the Egyptian Temple of Dendur (ca. 15 B.C.); the American Wing, with 25 period rooms offering an unequalled view of American art history and domestic life; and the Henry R. Kravis Wing, devoted to European sculpture and decorative arts from the Renaissance to the beginning of the 20th century.

THE PRODUCT

Among a multitude of superlatives, a number of remarkable statistics about the museum are apparent. It houses the greatest collection of Egyptian art outside Cairo — some 36,000 objects. The Met owns nearly 3,000 European paintings, including some of the most important Old Masters in the world; its Rembrandts and Vermeers alone are among the finest anywhere. Furniture, silver, glass, ceramics, and textiles from the late 17th to the early 20th centuries; exquisite tapestries, samplers, quilts, and woven and printed fabrics from all periods and civilizations, dating back to 3000 B.C.; metalwork, scientific instruments, and period rooms of the major Western European countries from the Renaissance; rare first editions, artists' treatises and manuals, illustrated atlases, and seminal works of art history — all combine to form an unparalleled insight into past eras and cultures.



In addition to its permanent collection, the Met's tradition of presenting landmark guest exhibitions has brought the best-of-the-best international museums to Fifth Avenue. Some of the most celebrated have been "Treasures of Tutankhamun" (1978), "The Vatican Collections" (1983), "Splendors of Imperial China" (1996), and "The Private Collection of Edgar Degas" (1997–98). Few cultural experiences can compare to the Met, which prides itself on being not merely a museum but also an extraordinary concert venue. The Metropolitan Museum of Art is an extension of the classroom, a benefactor of students the world over, and New Yorkers' most beloved oasis in which to feast the eyes and enrich the soul. The museum is, quite simply, a reason to live in New York City.



While The Metropolitan Museum of Art has assets totaling \$2.2 billion, its value to the entire nation is incalculable. Its reputation in the global art world, purchasing power, and corporate and private admirers and benefactors amount to a brand synonymous with excellence. Generations have been raised on its treasures; millions of visitors consider it a destination in itself.

RECENT DEVELOPMENTS

The Met continues to refine and reorganize the collections in its existing spaces. In June 1998, the Arts of Korea gallery opened to the public, completing a major suite of galleries — a museum within the museum — devoted to the arts of Asia. Meanwhile a multimillion-dollar renovation of the acclaimed Greek and Roman Galleries is near completion, allowing the public to enjoy, among other priceless antiquities, a collection of archaic Attic sculpture second only to that in Athens.

The Metropolitan Museum of Art's Web site (www.metmuseum.org) gives everyone an opportunity to experience the museum. About 6,500 objects — highlights from each of the curatorial departments as well as the entire Department of European Paintings and Department of American Paintings and Sculpture — can be accessed online. A new feature, the extended Timeline of Art History, helped attract more than 10 million visitors to the site in 2003. While shoppers can purchase the majority of the Met Store's catalogue online, the museum continues to expand its retail outlets around the country, recently opening in several new locations, including Newark Liberty International Airport in New Jersey.

PROMOTION

The Met's esteemed series of concerts and lectures is currently celebrating its 50th year as New York's oldest continuously offered major concert series of its kind. Audiences can see an average of 200 events during the season: a stellar collection of performers and artists against the museum's most dramatic backdrops. In addition, WQXR, the country's most popular classical music station, continues its long-standing partnership with the Met in a series of live Sunday afternoon performances.

Elsewhere, the museum's Multicultural Audience Development Initiative is fulfilling its mission to reach out to all the diverse communities of the tristate area (New York, New Jersey, and Connecticut), thereby increasing awareness of the museum's collections and programs, as well as participation in its activities. In recognition of its achievements, the Initiative has received a number of awards, including the National Black MBA Association's Award for Cultural Achievement.

BRAND VALUES

Central to the process of presenting a work of art is the role of scholarship and connoisseurship.

BRING THE FAMILY



Visit the Met's legendary collection.
Discover 5,000 years of visual splendor.
Experience art at its finest.

THE METROPOLITAN MUSEUM OF ART
Friday and Saturday 9:30a.m. – 9p.m. • Sunday, Tuesday – Thursday 9:30a.m. – 5:30p.m.
Fifth Avenue at 82nd Street, New York • Call 212-535-7710 • www.metmuseum.org



No tickets required for special exhibitions.
Pierre-Auguste Renoir, *Madame Georges Charpentier and Her Children*,
Georgette and Paul (detail), *The Metropolitan Museum of Art*,
Catherine Lorillard Wolfe Collection, Wolfe Fund, 1907.

The Met has brought together a team of curators, art historians, and conservators whose combined wisdom and meticulous research makes the museum what it is today. Because it is vital to authenticate every acquisition, no matter how obscure, the Met is assiduous in its investigation of provenance. Assembling as complete a record as possible on every artwork not only places the pieces in context, it contributes to their value and our appreciation of the skill of the artist or artisan. The museum has 17 curatorial departments, approximately 1,800 full-time employees, and 900 volunteers to help deliver its ongoing attention to detail and quality. The museum offers an award-winning standard in all of its services, from its distinctive range of gifts, including expert reproductions, to its magnificent publications and beautifully appointed restaurants and cafes.

THINGS YOU DIDN'T KNOW ABOUT THE METROPOLITAN MUSEUM OF ART

- The Met owns the world's oldest piano in existence, dating back to 1720.
- The Cloisters' Unicorn Tapestries depict some 101 species of plants, of which over 85 have been identified.
- The Met has championed many renowned performers before they were famous, including Itzhak Perlman, Murray Perahia, and Yo-Yo Ma.
- An Egyptian statuette of a hippo, nicknamed William, is the Met's unofficial mascot.