



NEWS RELEASE

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Lauren Kistner, Marketing & Communications Manager
314.615.5277 / lkistner@laumeier.org

Laumeier Sculpture Park Completes Construction of New Adam Aronson Fine Arts Center

(ST. LOUIS, MO)—Laumeier Sculpture Park announced that it has completed construction of the new Adam Aronson Fine Arts Center. The architecturally significant, 7,500-square-foot building doubles the Park's capacity for indoor programs and events.

"The Aronson Fine Arts Center is a milestone among the many noteworthy improvements bringing fresh energy to the Park this year," said Marilu Knode, Laumeier's Executive Director & Chief Curator. "We are incredibly excited to use this beautiful facility to expand the cultural offerings of St. Louis County and the entire region."

Laumeier will celebrate the construction's completion at *Laumeier Now* on July 2, where 150 guests will be among the first to experience the new space. Staff will spend subsequent weeks preparing the Aronson for its first two public exhibitions opening in October, *Rags Media Collective: If the World is a Fair Place Then...* and *Zlatko Ćosić + Ashley McQueen: Harmony in 3*, the 2015 Kranzberg Exhibition Series.

Other recent and ongoing developments at Laumeier include the newly renovated Kranzberg Education Lab for learning opportunities, a new public plaza, an expanded event rentals program and a refreshed brand identity, featuring a new logo and website.

"This year, Laumeier celebrates the most significant period of growth in the organization's history, leading us into our 40th anniversary year, beginning in July 2016," said Knode.

Laumeier Sculpture Park operates in partnership with St. Louis County Parks. St. Louis County is the single largest contributor to the *Sculpting the Future* Capital Campaign with its investment of \$3 million for the construction of the new Adam Aronson Fine Arts Center and the renovation of Laumeier's 1917 Estate House into the Kranzberg Education Lab.

Adam Aronson Fine Arts Center [Completed June 2015]

The \$4 million Adam Aronson Fine Arts Center is the centerpiece of Laumeier's \$10 million *Sculpting the Future* Capital Campaign. Named in honor of a co-founder of the Park and designed by [Trivers Associates](#), St. Louis, the building provides a compelling contrast to Laumeier's historical buildings. The Aronson enables Laumeier to grow its presence as a national and international leader in contemporary arts programming.

The barn-style shape of the building provides maximum flexibility for artist experimentation inside the large gallery. The metal roof stands out in contrast to the cedar wood siding, which was selected to help the building blend into the surrounding landscape. Uniquely shaped "fins" on the exterior block direct morning sunlight from hitting the gallery walls inside, while the glazed windows allow for views into the gallery from the outside. The Aronson will serve as the new public focal point of the Park, featuring a large indoor gallery, reception area, collections storage, conservation space and event facilities.

Kranzberg Education Lab [Completed October 2014]

Laumeier's 1917 Estate House has been renovated into the new Kranzberg Education Lab, named in honor of Nancy and Ken Kranzberg, Co-Chairs of the *Sculpting the Future* Capital Campaign and long-time donors to the Park. Formerly used for exhibitions, the Welcome Center and Museum Shop, the Education Lab now features spacious studios and meeting spaces for classes, lectures and workshops. This transformation allows Laumeier to offer year-round education programs for all ages and rental spaces for meetings and events. Staff offices remain on the second floor.

Public Plaza [Completed June 2015]

A new public plaza joins Laumeier's upper parking lot located at Geyer and Rott Roads with the new Adam Aronson Fine Arts Center, the newly renovated Kranzberg Education Lab and the rest of the Park's 105 acres, creating a "campus" of indoor and outdoor spaces for the public. Altogether, the creation of this campus supports Laumeier's mission by physically connecting contemporary art and the natural environment through Laumeier's temporary exhibitions, education programs and public events.

Expanded Event Rentals Program [Launching July 2015]

The completion of the buildings and the public plaza allows Laumeier to enhance its event rentals program beyond the Park's existing outdoor sites. Laumeier's creation of new indoor rental venues provides a new revenue stream to support the organization. The large indoor gallery of the Adam Aronson Fine Arts Center is ideal for weddings and special events, while the Kranzberg Education Lab provides smaller spaces perfect for showers, rehearsal dinners and corporate meetings.

New Logo + Website [Launching July 2015]

Laumeier will launch its refreshed brand identity in July 2015 with a new logo and website developed by [TOKY Branding & Design](#), St. Louis. The logo incorporates sculptural elements and bold color, while the website features a clear, visual design with increased functionality and integrated payment processing.

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Laumeier Sculpture Park is a living laboratory where artists and audiences explore the relationship between contemporary art and the natural environment. Founded in 1976, Laumeier is one of the first and largest dedicated sculpture parks in the country, making it an institution of international significance as well as a unique complement to the cultural landscape of the St. Louis region. Laumeier is a nonprofit, accredited art museum that operates in partnership with St. Louis County Parks. Projects and programs are supported by the Mark Twain Laumeier Endowment Fund, the Regional Arts Commission, the University of Missouri-St. Louis, Missouri Arts Council and the Arts and Education Council of St. Louis. Laumeier presents 60 works of large-scale outdoor sculpture in a 105-acre park available free to the public year-round, and serves 300,000 patrons annually through temporary exhibitions, education programs, public events and sculpture conservation.