

Bethel Woods

CENTER FOR THE ARTS

At the historic site of the 1969 Woodstock festival

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LOVE FOR SALE AT BETHEL WOODS

The Museum at Bethel Woods Re-opens for the Season April 1st with a New Special Exhibit

BETHEL, NY (March 24, 2017) – On April 1st, The Museum at Bethel Woods will open for the 2017 season, featuring a new Special Exhibit, **Love For Sale: The Commercialization of the Counterculture**. This exhibit examines the pervasive influence of the counterculture on American popular culture and commerce, and is drawn from the extensive popular culture collection of author and collector Michael Stern. On display through **December 31st**, the Special Exhibit is included in the price of admission to the Main Exhibit, or just \$5.00 to view it separately.

The Museum at Bethel Woods explores the social, political, cultural and musical transformations of the sixties while drawing connections to the issues that continue to affect our world today. It features an award-winning permanent collection, evolving exhibits and engaging programs. Visit bethelwoodscenter.org for more information and to plan your visit.

Love For Sale: The Commercialization of the Counterculture uses a 1970 suburban home as a backdrop to examine the pervasive influence of the counterculture on American popular culture and commerce. The exhibit shows how “peace, love, and free expression” became commonplace in living rooms, dining rooms, and children’s rooms across America and how the counterculture was trivialized and marginalized in the process. Special sections of the exhibition feature everyday objects and uncommon artifacts of the commercialization of The Beatles, the commercial rise of drug culture, and the retail displays that helped create the hard sell.

The Museum will also present **WoodsTalk: Live – A Fireside Chat with Pop Culture Collector, Michael Stern and Exhibit Curator Jill Silos-Rooney, Ph.D.** This free discussion in The Event Gallery will examine the Special Exhibit from two perspectives: the historical and cultural themes, and the collector’s instincts and motivations. Led by Bethel Woods Museum Director Wade Lawrence, the chat starts at 4:00PM with plenty of time for questions and answers, and will be broadcast live on Bethel Woods’ Facebook page. Space is limited, so please reserve your seat at bethelwoodscenter.org.

The Museum will premier an additional gallery exhibit on opening day - **The Birth of the Rock Festival: Magic Mountain, Monterey, and Beyond**. This exhibit in the Crossroads Gallery will mark the 50th anniversaries of the first rock festivals during the Summer of Love and examine how early rock music festivals have left their legacies on festivals that followed. And for fine art lovers, the outdoor sculpture exhibit coming this spring will be **Sculpture by Glenn Zwegardt**, on view through Columbus Day, October 9.

Museum Spring Hours:

April 1-April 30

Thursday-Sunday, 10:00am-5:00pm

Museum Summer Hours:

May 1-September 4

Open every day, 10:00am-7:00pm

Museum Early Fall Hours:

September 5-October 9

Open every day, 10:00am-5:00pm

Museum Fall Hours:

October 10-December 23

Thursday-Sunday, 10:00am-5:00pm

(Home for the Holidays hours: December 26–31, open every day, 10am–5pm)

NOTE: Please call ahead to verify museum hours on concert days. Access to the grounds is closed on Pavilion concert days. The Monument continues to be open to visitors seven days a week, all year long via West Shore Road. The Museum will be closed on Thanksgiving Day, Christmas Eve day, and Christmas Day. The Museum will be closed to the general public Saturday and Sunday, June 9–12, for Mysteryland USA.

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About Bethel Woods Center for the Arts

Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information please visit www.BethelWoodsCenter.org.