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Media Contact:

Emily Casey

v.845.295.2522

ecasey@bethelwoodscenter.org

THE MUSEUM AT BETHEL WOODS JOINS SMITHSONIAN MAGAZINE'S 14TH ANNUAL MUSEUM DAY

Featuring the 2018 Special Exhibit Peter Max: Early Paintings, Doors to Originality Outdoor Art Installation & Walking Tour

Free Admission on September 22, 2018 with a Downloadable Museum Day Ticket

BETHEL, NY (September 13, 2018) – The Museum at Bethel Woods will open its doors free of charge to all Museum Day ticketholders on **Saturday September 22, 2018** as part of Smithsonian magazine's 14th annual Museum Day, a national celebration of boundless curiosity in which participating museums emulate the free admission policy at the Smithsonian Institution's Washington DC-based museums.

Museum Day represents a nationwide commitment to access, equity and inclusion. Over 250,000 people downloaded tickets for last year's event, and Museum Day 2018 is expected to attract more museumgoers than ever before. The theme of this year's Museum Day is Women Making History, honoring women in society who are trailblazers in the arts, sciences, innovation and culture, and emboldening others to be pioneers as well.

At The Museum at Bethel Woods, guests explore the people, movements, and music that shaped American history – including trailblazing women like artist Janis Joplin who played for the thousands to Leni Binder a local who helped feed the masses. Guests learn about the making of one of the greatest festivals of all time and enjoy the experience of being there - through stories, immersive multimedia, and artifacts.

Bethel Woods is enthusiastic to participate in **Museum Day** for the seventh consecutive year. "We strive to make our programming affordable and accessible to all members of our community. We look forward to welcoming new guests to The Museum for the first time, and encouraging our neighbors to return to see our exhibits, and installations and all that is new at Bethel Woods this fall," said Darlene Fedun, Chief Executive Officer, Bethel Woods Center for the Arts.

In addition to its Main Exhibit focused on the 1960's and the Woodstock festival, The Museum proudly presents its 2018 Special Exhibit **Peter Max: Early Paintings**. The art of Peter Max, with its colorful imagery of gurus, Zen boats, snow-capped mountains and sunbeams, helped define the psychedelic 1960s. With paintings on exhibition in hundreds of museums and galleries worldwide, Peter Max's artistry has become part of the fabric of contemporary culture.

Though Peter Max has stayed in the public eye through five decades, visitors to The Museum have a rare opportunity to see inspiring artwork from a pivotal moment in the artist's illustrious career: the period from 1967 through 1972 when his work moved from nostalgic collage-inspired realistic paintings to his visionary, imaginative cosmic creations. Peter Max: Early Paintings brings together for the first time the collections of Robert Casterline and Shelly Fireman for a Peter Max experience that should not be missed.

The Bethel Woods grounds also feature an outdoor art installation and walking tour **Doors to Originality**, inspired by the Special Exhibit. Using Max's cosmic '60s art style as inspiration, twelve regional artists have created a series of Peter Max-inspired designs on vintage wooden doors which have been placed throughout the Bethel Woods campus. The free outdoor installation is on display until November 30 and the Special Exhibit during regular Museum hours through December 31, 2018.

The Museum at Bethel Woods is open daily through October 8th from 10 a.m. to 5 p.m. Beginning Oct. 9th through Dec. 31, The Museum will be open Thursday through Sunday only from 10 a.m. to 5 p.m. The Museum will be closed on Thanksgiving, Christmas Eve and Christmas Day and from January 1 through March. For information, (866) 781-2922 or bethelwoodscenter.org.

Museum Day tickets will be available for download at Smithsonian.com/MuseumDay. Visitors who present a Museum Day ticket will gain free entrance for two at participating venues on September 22, 2018. One ticket is permitted per email address. A list of participating museums, which will be continually updated as more museums continue to register, can be found at Smithsonian.com/MuseumDay/Search.

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About Bethel Woods Center for the Arts and The Museum at Bethel Woods

Bethel Woods Center for the Arts is a not-for-profit cultural organization, located at the site of the 1969 Woodstock festival in Bethel, NY. Located just 90 miles from New York City on a lush campus featuring bucolic countryside views, the Center is comprised of the Pavilion Stage amphitheater that accommodates 15,000, an intimate 440-seat indoor Event Gallery, and the award-winning Museum at Bethel Woods. The Center offers a diverse selection of popular artists, culturally-rich performances, and educational, community, and museum programs committed to inspiring expression, creativity and innovation through the arts. Bethel Woods is exemplary in its efforts to engage, inspire and advocate for the accessibility of the arts for all ages and to connect with community partners to broaden programmatic reach and to strengthen support and resources for its activities.

The Museum at Bethel Woods is dedicated to the study and exhibition of the social, political and cultural events of the 1960s, including the Woodstock festival, and the legacies of those times, as well as the preservation of the 1969 Woodstock festival site. More than a nostalgic celebration of a colorful decade, the award-winning Museum provides a focus for deeper issues and lessons of the decade. The Museum is a dynamic and vibrant community resource where individuals and groups of all ages participate in tours, lively lectures, cinematic conversations, changing exhibitions and special events. The Museum features include a permanent exhibit space, Special Exhibit Gallery, Corridor Exhibit Gallery, Museum Theater, Event Gallery, retail store, café, and the Woodstock Monument.

For more information please visit www.BethelWoodsCenter.org.

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