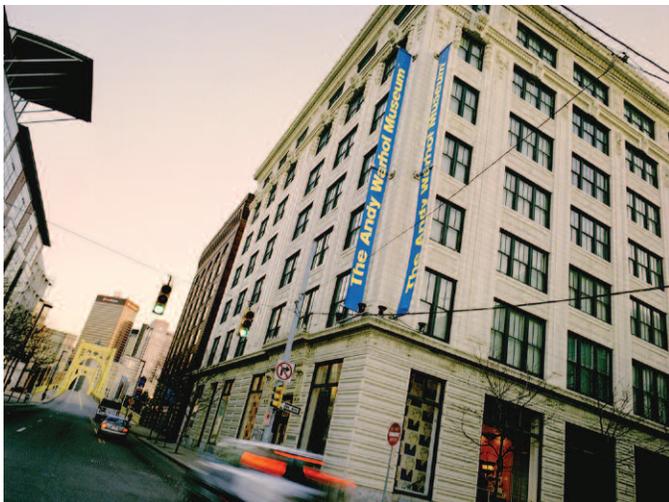


# the warhol:



## WHERE THE WORLD COMES FOR EVERYTHING WARHOL

The Andy Warhol Museum, the largest single-artist museum in the United States, illuminates the art, life, and times of one of the most influential American artists of the 20th century. The museum is a seven-floor, early 20th-century renovated warehouse with galleries, a store and café, processing areas, and archive storage facilities.

The Warhol's mission embodies its commitment to pushing the boundaries of art museums and their role in community-building: "As a vital forum in which diverse audiences of artists, scholars, and the general public are galvanized through creative interaction with the art and life of Andy Warhol, The Warhol is ever-changing and constantly re-defining itself in relation to contemporary life, using its unique collections and dynamic, interactive programming as tools." The museum is further distinguished by its commitment to local community outreach. In particular, the museum's efforts to engage disenfranchised and/or underrepresented audiences have resulted in strong, ongoing partnerships with Pittsburgh's African-American and Jewish communities and Pittsburgh Public Schools, among others.

Now in its 17th year, The Andy Warhol Museum has emerged as one of Pittsburgh's most influential and important cultural organizations. Attendance has nearly doubled since the museum opened, bringing visitation to more than 115,000 annually. From hosting G-20 Summit participants, to a highly trafficked website, to traveling museum collections around the globe, the museum's presence on the national and international stage continues to grow. Nearly nine million people around the globe have experienced traveling exhibitions that have been organized by The Warhol or that include works from the museum's permanent collection. Visitation to The Warhol's website, another indicator of the museum's influence, averages 4-5 million page views annually and the museum currently has more than 400,000 Twitter followers.

**Admissions** **115,000**

### Onsite Classes

Kids & Youth served **4,600**

Adults served **7,150**

**Offsite Educational Outreach** **1,400**

**Traveling Exhibition Audiences** **8-10 million**

### Sample of Traveling Exhibitions

*Andy Warhol: Artist of Modern Life* (2005-2006), in Moscow, St. Petersburg, and Samara, Russia; *Andy Warhol* (2007), Seoul, Korea, and Taipei, Taiwan; *Warhol Disaster Prints* (2007), Prague, Czech Republic. 2008-2009: *Andy Warhol*, Brisbane, Australia; *Warhol Live*, Montreal, Quebec, San Francisco, and Nashville; 2012-2013: *Andy Warhol: 15 Minutes Eternal*, Singapore, Tokyo, Beijing, and Shanghai

**Annual Web Views** **4-5 million**

**Twitter Followers** **400,000+**

### Collections

**10,000+ works** in all media, including:

- 900 paintings
- 77 sculptures
- 1,500 drawings
- 400+ black-and-white photographs
- 611 "time capsules" (dated and boxed materials from the artist's daily life)
- 2,500 videotapes and audiotapes
- Scripts, diaries, and correspondence

### Facility

**17 galleries, 88,000 square feet**

## EXHIBITIONS AND PROGRAMS

- **Heroes and Villains: The Comic Book Art of Alex Ross** (October 1, 2011, to January 8, 2012) Considered one of the greatest artists in the field of comic books, Alex Ross has revitalized classic superheroes into works of fine art with his brilliant use of watercolor. Just as Andy Warhol elevated soup can labels into multi-million dollar artworks, Ross has transformed comic books. The groundbreaking exhibition, originating at The Warhol before touring, pairs the work of Alex Ross with his two most important influences – Andy Warhol and Norman Rockwell. *Heroes and Villains* also represents the best of The Warhol’s work in bringing accessible, contemporary art to a broader audience.
- **Sound Series 2011** presents contemporary music related to Andy Warhol’s esthetic in both the museum and in a range of venues around Pittsburgh including the New Hazlett Theater, the Carnegie Lecture Hall, and the Sculpture Court of Carnegie Museum of Art. Upcoming concerts feature groundbreaking artists including Bassekou Kouyate and Ra Ra Riot.
- **ANDY WARHOL: 15 MINUTES ETERNAL** represents the largest traveling retrospective of Warhol’s work organized to date by The Andy Warhol Museum. Drawn from the museum’s seminal collection of iconic works, *15 MINUTES ETERNAL* will be presented in leading venues in Singapore, Tokyo, Shanghai, and Beijing in 2012 and 2013. The exhibition will contain more than 700 objects ranging from iconic Warhol images to ephemeral objects that provide a context for Warhol’s work to be understood. In addition, Warhol’s film and video work will be presented at each venue to provide a full view of Warhol’s oeuvre. *ANDY WARHOL: 15 MINUTES ETERNAL* has been organized by The Warhol with lead sponsorship from BNY Mellon.



## EDUCATION, OUTREACH, COLLABORATIONS

- Strong educational programming at The Warhol stems from enduring partnerships with area schools. Two new programs are the **Wesley Spectrum Highland partnership**, a semester-long project to improve autistic youth’s ability to interpret facial expressions; and the partnership with **Pittsburgh Public School’s Science and Technology Magnet School**, exploring the intersections between art and science. **Warhol at Westinghouse**, a 2012 program, is a collaboration with the Westinghouse Academy in Homewood to support artist residency, project management, and community outreach that will increase cultural opportunities for Westinghouse students, the majority of whom are African-American and live at or below the poverty line.
- **Youth Programs** at The Warhol engage hundreds of teens a year. **Youth Invasion**, initiated in 2002, is an annual, week-long event where teens literally “take over” The Warhol. Planned and operated by teen committees, the program mainstays are a huge opening party (attracting 300+), a fashion show, youth art work, and youth bands. **Power Up** is a unique employment program for young African-American women in partnership with the Young Men and Women’s African Heritage Association. The program gives youth the tools to express ideas, to focus on their own wellness, and to advocate for women’s health. **RUST (Radical Urban Silkscreening Teens)** is a teen-artist printmaking collective, modeled after Andy Warhol’s “Silver Factory,” with a socially conscious twist. The project takes Warhol’s printmaking techniques on the road to create art illustrating cultural and civic milestones in Pittsburgh.
- Many of The Warhol’s education programs explore the intersections between art and health. Partnering with professionals from area universities, research centers, and foundations, successful examples are: **Art in Action**, created by The Warhol, the Toyota Kids Marathon of Pittsburgh, and the Children’s Hospital of UPMC, which brings both the concept of a marathon and The Andy Warhol Museum to kids who could not participate in these programs due to illness; **The Art of Play**, a juried exhibition of youth artwork on the importance of play, sports, and physical fitness, produced by The Pittsburgh Penguins Foundation and The Warhol; and the museum’s ongoing tours and activities for **Alzheimer patients and their caregivers** in collaboration with the University of Pittsburgh’s Alzheimer Disease Research Center.



## The Andy Warhol Museum

One of the four Carnegie Museums of Pittsburgh

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