

Press Release



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The Newark Museum of Art: A New Name for New Jersey's Largest Art and Culture Institution

New Moniker and Identity Updates the Former Newark Museum

NEWARK, NJ – November 6, 2019 – The Newark Museum, New Jersey's largest art and culture institution with a collection that ranks 12th among art museums in the United States, officially debuted a new name and brand positioning concept to the public. As of today, the Newark Museum officially becomes The Newark Museum of Art, providing a clearer positioning for this 110-year-old premier cultural landmark located in the state's largest city. As a direct result of the name change, the Museum will also assume a new logo identity.

Museum CEO and Director Linda C. Harrison announces the name change today at an event, where she appears with local and regional VIPs, including Newark Mayor Ras Baraka.

“Our leadership team spent an extended period time looking at our identity and talking to a number of important target audiences of the institution,” said Harrison. “The cultural community respects The Newark Museum of Art as a leader in the museum field, but the general public may not realize exactly who we are and why they should visit. Giving the community a better idea of who we are, our mission, and our vision, gives them more reasons to engage with us.”

The announcement is the centerpiece of a daylong community celebration that also featured music, children's hands-on activities, and samples from the menu of the new café opening at the museum early next year.

The day also features the creation of a photo mosaic of visitor “selfies.” When completed, the mosaic will recreate Edward Hopper’s painting, *The Sheridan Theatre (1937)*, one of the most prized and popular works in the Museum’s collection.

The new name, one that specifically calls direct attention to the museum’s art holdings, can help audiences understand more about the museum and what it offers, according to Harrison, who became only the eighth director in the museum’s 110-year history in 2018. She believes the new name will make the museum more inviting to a wider range of audiences.

Founded in 1909, by leading museumologist John Cotton Dana, The Newark Museum of Art is considered one of the most influential museums in the United States. Its renowned global art collections rank 12th among North America’s art museums. Furthermore, the museum’s art collection contains significant holdings of science, technology and natural history. The Museum also encompasses the Victoria Hall of Science, the Alice and Leonard Dreyfuss Planetarium, the MakerSPACE, the Billy Johnson Auditorium, the Alice Ransom Dreyfuss Memorial Garden, an authentic 1784 Schoolhouse, the Newark Fire Museum, and the Ballantine Victorian Mansion.

In addition to a new name and logo, the Museum will expand its operating hours on select days. Understanding that the Museum’s regular hours – 12 noon until 5 p.m., five days a week – can be limiting, the new hours will be implemented in early 2020.

“The Newark Museum of Art is an active part of the City of Newark’s revitalization of the downtown district,” Harrison said. “We want the museum to be the city’s hub – the place where art, science, technology, social issues, and culture converge to ignite compassionate conversations.”

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Founded in 1909, The Newark Museum of Art is the largest art and education institution in New Jersey and one of the most influential museums in the United States. Its renowned global art collections, supported by significant holdings of science, technology and natural history, rank 12th among North America’s art museums. The Museum is dedicated to artistic excellence, education and community engagement with an overarching commitment to broadening and diversifying arts participation. As it has for over a century, the Museum responds to the evolving needs and interests of the diverse audiences it serves by providing exhibitions, programming and resources designed to improve and enrich people’s lives.

The Newark Museum of Art, a not-for-profit museum of art and science, receives operating support from the City of Newark, the State of New Jersey, the New Jersey State Council on the Arts/Department of State (a partner agency of the National Endowment for the Arts), the New Jersey Cultural Trust, the Prudential Foundation, the Geraldine R. Dodge Foundation, the Victoria Foundation, the PSEG Foundation, the Estate of Phyllis and Sanford Bolton, the Wallace Foundation, and other corporations, foundations, and individuals. Funds for acquisitions and activities other than operations are provided by members and other contributors.