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VMFA Unveils Customized Membership Program

“Revolutionary program offers rich opportunities for members,” Nyerges said.

The Virginia Museum of Fine Arts introduces a new customized membership program this month. The new and innovative model allows patrons to “choose a focus” based on the museum’s encyclopedic permanent collections.

“The museum has grown rapidly since the May 2010 expansion opening, with a wide variety of special exhibitions as well as greatly expanded permanent collection galleries,” VMFA Director Alex Nyerges said. “We created this revolutionary program to provide rich opportunities for our members to experience the collections, explore their particular areas of interest and have increased engagement with the art and our curators.”



The eight focus choices are: African, American, Ancient (including Pre-Columbian and Native American), East Asian, European, Modern & Contemporary, Photography and South Asian

The new customized membership levels – Friends, Supporters, Partners – include all the benefits of general membership for two people, as well as opportunities for in-depth learning, cultural enrichment and social engagement. These levels provide members with a slate of enhanced new benefits including eight exclusive programs known as the Focus Series and reciprocal benefits at more than 450 U.S. art museums.

Once members choose a level, they will select a focus based on the museum’s collection. The eight focus choices are: African, American, Ancient (including Pre-Columbian and Native American), East Asian, European, Modern & Contemporary, Photography and South Asian. Members may keep the same focus from year-to-year or pursue a different one upon renewal.

The Focus Series

The Focus Series is a series of eight members-only programs highlighting VMFA’s encyclopedic collection. The purpose of the Focus Series is to engage our members with VMFA’s collection while introducing them to a wide variety of topics in the art world. All eight programs are open to members beginning at the Friends level of membership.

Thursday, Sept. 20

Focus: European Art

The Other Italian Renaissance

Stephen J. Campbell, Professor and Chair, History of Art, Johns Hopkins University

Wednesday, Nov. 14

Focus: Ancient Art

Dr. Helen Evans, Mary and Michael Jaharis Curator of Byzantine Art

The Metropolitan Museum of Art

Thursday, Jan. 10

Dr. Daniel Shulman, Program Director/Visual Art, Department of Cultural Affairs and Special Events

Chicago Cultural Center

All membership levels provide free admission to ticketed exhibitions, free parking, and discounts in the VMFA Shop, Best Café and Amuse. In addition to general and customized memberships, the leadership levels provide the highest personalized service and unparalleled access to the museum's collections, staff and its curators.

Additional membership options are available for out-of-town members (60 miles and beyond) and for students (high school and college)

For more information concerning the membership program, please visit www.vmfa.museum/support.

About the Virginia Museum of Fine Arts

With a collection of art that spans the globe and more than 5,000 years, plus a wide array of special exhibitions, the Virginia Museum of Fine Arts (VMFA) is recognized as one of the top comprehensive art museums in the United States. The museum's permanent collection encompasses more than 33,000 works of art, including some of the nation's finest collections of American Art, Art Nouveau and Art Deco. Additional acclaimed collections include English Silver and Ancient, Impressionist, Post-Impressionist, British Sporting and Modern & Contemporary art, and renowned African, East Asian and South Asian holdings. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its 76-year history. Programs include educational activities and studio classes for all ages, plus fun after-hours events. VMFA's Statewide Partnership program includes traveling exhibitions, artist and teacher workshops, and lectures across the Commonwealth. VMFA is open 365 days a year and general admission is always free. For additional information, telephone 804-340-1400 or visit www.vmfa.museum.

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