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Indianapolis Museum of Art Announces Plan to Charge for Parking on IMA Campus and Create Green Fund with Proceeds

174 spots will remain free; Visitors encouraged to carpool, take IndyGo, cycle or walk

INDIANAPOLIS, IN, June 24, 2011 — The Indianapolis Museum of Art announced today that it will charge visitors a daily flat fee of \$5 to park in the underground garage or in the large surface lot beginning September 1, 2011. More than 170 spaces in outlying lots at the Museum, including the new parking loop at 100 Acres will remain free. IMA members will receive free parking in the garage or on the large surface lot by scanning their IMA membership cards; and visitors who purchase more than \$50 worth of merchandise at the IMA Store or the Madeline F. Elder Greenhouse will receive free parking. The new parking system will address multiple concerns:

- By encouraging carpooling, trips on IndyGo, the use of bicycles, and other alternative methods of transportation, the IMA hopes to alleviate the strain on parking and to delay the need for additional parking facilities.
- Last summer, the IMA experienced a string of car break-ins in its parking lots. In addition to the added security now offered by the campus police, the gates to gain access to the charged lots will provide further enhanced security.
- The IMA is recognized as a leader among museums in environmental sustainability, and encouraging alternative methods of transportation is an extension of its leadership in this area.

“The IMA has coped with limited parking since its expansion in 2005; and with the popularity of The Toby and the addition of 100 Acres: The Virginia B. Fairbanks Art & Nature Park, the problem has been compounded, especially on Thursday evenings and weekends, which are the times of highest attendance at the IMA,” explained Nick Cameron, Chief Operating Officer at the IMA. “We’d like our visitors to join us in our efforts to be better stewards of the environment through their transportation choices.”

As part of the plan, the revenue earned through parking will be dedicated to a Green Fund, which will offset expenses relating to the IMA’s efforts to reduce its carbon footprint. Measures in place and underway include the use of geothermal energy in 100 Acres, a campus-wide recycling program, the addition of rain gardens, and the use of soy-based inks in museum printers. The IMA was the first Energy Star certified museum, and it has taken measures to reduce energy consumption since 2006 as documented daily on its website www.imamuseum.org

The IMA is located on IndyGo bus routes 34 and 38. In April, IndyGo announced that it is partnering with the IMA on its Summer Youth Pass Program. This pass provides unlimited trips on any of IndyGo’s 30 fixed routes for a fraction of the regular cost—three months of riding for the price of one. Summer Youth Pass holders can gain free admission to two special exhibits, *Hard Truths: The Art of Thornton Dial* and *Dynasty and Divinity: Ife Art in Ancient Nigeria*.

The IMA is located along the Canal Tow Path, a popular trail for cyclists, runners and walkers. The IMA offers bike racks in several locations throughout its 152-acre campus.

Indianapolis Museum of Art

Encompassing 152 acres of gardens and grounds, the Indianapolis Museum of Art is among the 10 oldest and 10 largest encyclopedic art museums in the United States, and features significant collections of African, American, Asian, European and contemporary art, as well as a newly established collection of design arts. The IMA offers visitors an expansive view of arts and culture through its collection of more

than 54,000 works of art that span 5,000 years of history from across the world's continents. The collections include paintings, sculpture, furniture and design objects, prints, drawings and photographs, as well as textiles and costumes.

Additionally, art, design, and nature are featured at 100 Acres: The Virginia B. Fairbanks Art & Nature Park and Oldfields–Lilly House & Gardens, an historic Country Place Era estate on the IMA grounds. Beyond the Indianapolis campus, the IMA recently opened to the public the recently acquired landmark Miller House and Garden in Columbus, Indiana. One of the country's most highly regarded examples of mid-century Modernist residences, the Miller House was designed by Eero Saarinen, with interiors by Alexander Girard, and landscape design by Dan Kiley.

Recognizing the IMA's positive impact on its community, the Museum was named a recipient of the 2009 National Medal for Museum and Library Services – the nation's highest honor for museums and libraries. The IMA's commitment to free general admission, programming for schools and teachers, environmental leadership and online initiatives were among cited community contributions in the Museum's selection for the award.

Located at 4000 Michigan Road, the IMA and Lilly House are open Tuesday through Saturday, 11 a.m. to 5 p.m.; Thursday and Friday, 11 a.m. to 9 p.m.; and Sunday, noon to 5 p.m. The IMA is closed Mondays and Thanksgiving, Christmas and New Year's days. For more information, call 317-923-1331 or visit www.imamuseum.org.

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