



New Orleans
Museum of Art

FOR IMMEDIATE RELEASE

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Afternoon Focus on Hospice Kicks Off Special Programs for *The Art of Caring*

*“Caring Partners” and HBO Films will raise awareness of
important issues related to the exhibition, May 16 to Oct. 11*

[Hi-res images from the exhibition available upon request.]

NEW ORLEANS (Friday, May 8, 2009)—For its upcoming major exhibition, *The Art of Caring: A Look at Life through Photography*, the New Orleans Museum of Art will partner with more than 20 local and national organizations to raise awareness of important causes that impact the community. On nine Saturdays during the exhibition’s five-month run, from May 16 to October 11, the Museum will showcase the efforts of nonprofits that are making the world a better place.

The events kick off on opening day of the exhibition, Saturday, May 16, with “An Afternoon Focus on Hospice,” with representatives from the **Louisiana-Mississippi Hospice and Palliative Care Organization** and **Seasons Grief and Loss Center** on hand from 11-3 p.m. to share information on medical and support services for a life-limiting illness and bereavement. On May 16 only, visitors can also view works by children who have experienced the death of a loved one, as well as photographs from the Louisiana State Penitentiary Hospice at Angola.

The following afternoon, Sunday, May 16, all of the exhibiting artists present for the opening weekend festivities will participate in a two-part program. First, at 2 p.m., guest curator **Dr. Cynthia Goodman** moderates a panel featuring **Bob Gomel**, the former *LIFE* magazine photographer, and **Neal Slavin**, the accomplished fine art and corporate photographer. After the panel, **every available photographer featured in the exhibition will be present in front of their works** to interact with visitors.

Additional “Caring Partners,” as the partnering organizations are known, include **American Red Cross, The Council on Aging, Covenant House, East Jefferson General Hospital Wellness Center, Habitat for Humanity, Louisiana Society for the Prevention of Cruelty to Animals and Ochsner Blood Bank.**

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The Art of Caring *Public Programs*

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A series of **HBO Films documentaries** will complement the awareness events. Each film corresponds with one of *The Art of Caring's* seven themes: **Children & Family, Love, Wellness, Disaster & Recovery, Caregiving & Healing, Aging, and Remembering.** Check out noma.org or subscribe to our weekly E-News from NOMA (which you can do on the noma.org homepage) for more details on the HBO Films as they become available. As with all exhibitions and public programs, events related to *The Art of Caring* are **free to Louisiana residents** courtesy of The Helis Foundation.

Dates for future “Caring Partners” awareness events (with theme and confirmed participating organizations, where available), all on Saturdays, are: **June 6** (Children & Family with Children’s Defense Fund and Jewish Family Services), **June 20** (Healing with the NOMA Art Therapy Initiative), **July 11** (Aging with AARP, The Council on Aging and Jewish Family Services’ Life Line Program), **July 25** (Caregiving & Healing with Covenant House and Ochsner Blood Bank), **August 8** (Alzheimer’s with the Greater New Orleans Alzheimer’s Association), **August 29** (Disaster & Recovery on the fourth anniversary of Hurricane Katrina with American Red Cross, Disaster Management Program at Tulane University’s School of Public Health and Tropical Medicine, Habitat for Humanity, Make It Right Foundation and Tulane University School of Social Work, plus a reading of names of the victims of Katrina and the subsequent flooding of New Orleans, plus individual and community art making), **September 12** (Wellness with East Jefferson General Hospital Wellness Center, Elmwood Fitness Center and an Integrative Medicine Specialist), and **September 26** (Love with American Heart Association, Louisiana Society for the Prevention of Cruelty to Animals and Magnolia School).

The Art of Caring Public Program Listings

Saturday, May 16, 11 a.m.-3 p.m., “An Afternoon Focus on Hospice”

An afternoon with representatives from the **Louisiana-Mississippi Hospice and Palliative Care Organization** and **Seasons Grief and Loss Center** on hand from 11-3 p.m. to share information on medical and support services for a life-limiting illness. Also, view works by children who have experienced the death of a loved one, as well as photographs from the **Louisiana State Penitentiary Hospice at Angola**. In the Stern Auditorium, the HBO Films documentary *Letting Go: A Hospice Journey* screens continuously.

Sunday, May 17, 2 p.m., Panel discussion on *The Art of Caring*

Guest curator **Dr. Cynthia Goodman** moderates a panel on *The Art of Caring* with exhibiting artists **Bob Gomel**, the former *LIFE* magazine photographer, and **Neal Slavin**, the accomplished fine art and corporate photographer. After the panel, **every available photographer featured in the exhibition will be present in front of their works** to interact with visitors.

Wednesday, May 20, 6 p.m., Tour with Alice Webb Dickinson

As part of the Museum’s Mid-Week in Mid-City series of public programs on Wednesday evenings, join **Alice Webb Dickinson**, associate collections manager and the institutional curator for *The Art of Caring*, on a tour of the exhibition. A cash bar will be available in the Great Hall.

The Art of Caring *Public Programs*

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Saturday, June 6, 11 a.m.-3 p.m., “An Afternoon Focus on Children & Family”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from **Children’s Defense Fund** and **Jewish Family Services**. In the Stern Auditorium, the HBO Films documentary *We Are Together: The Children of the Agape Choir* screens continuously.

Saturday, June 20, 11 a.m.-3 p.m., “An Afternoon Focus on Healing”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from NOMA’s **Art Therapy Initiative**. Activities include art therapy for children, led by the Museum’s resident certified art therapist, **Holly Wherry**.

Saturday, July 11, 11 a.m.-3 p.m., “An Afternoon Focus on Aging”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from **AARP, Catholic Charities’ PACE Program for Seniors, The Council on Aging** and **Jewish Family Services’ Life Line Program**.

Saturday, July 25, 11 a.m.-3 p.m., “An Afternoon Focus on Caregiving & Healing”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from **Covenant House, Louisiana State University School of Nursing** and **Ochsner Blood Bank**. Activities include a blood drive.

Saturday, August 8, 11 a.m.-3 p.m., “An Afternoon Focus on Alzheimer’s”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from the **Greater New Orleans Alzheimer’s Association**. In the Stern Auditorium, the HBO Films documentary *Alzheimer’s Project* screens continuously.

Saturday, August 29, 11 a.m.-3 p.m., “An Afternoon Focus on Disaster & Recovery”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from **American Red Cross, Disaster Management Program at Tulane University’s School of Public Health and Tropical Medicine, Habitat for Humanity, Make It Right Foundation** and **Tulane University School of Social Work**. Activities include a **reading of names of the victims** of Hurricane Katrina and the subsequent flooding of New Orleans, plus individual and community art making as part of the **NOMA Art Therapy Initiative**. Also, photographs by Tulane University School of Social Work Dean **Ron Marks** will be on view for this day only. In the Stern Auditorium, the HBO Films documentary *Alive Day Memories: Home from Iraq* screens continuously.

Saturday, September 12, 11 a.m.-3 p.m., “An Afternoon Focus on Wellness”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from **East Jefferson General Hospital Wellness Center** and **Elmwood Fitness Center**. Activities include **Yoga in the Sculpture Garden** and **discussions about nutrition, classical homeopathy and herbal therapy** with Integrative Medicine Specialist **Dr. Irene Sebastian**.

The Art of Caring *Public Programs*

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Saturday, September 26, 11 a.m.-3 p.m., “An Afternoon Focus on Love”

An afternoon of community awareness events presented in conjunction with “Caring Partners” from the American Heart Association, Louisiana Society for the Prevention of Cruelty to Animals and Magnolia School. Activities will include pet adoption.

More on *The Art of Caring*

From May 16 to October 11, the New Orleans Museum of Art presents *The Art of Caring: A Look at Life through Photography*, a major exhibition of more than 200 works exploring the moments that shape our being, from intimate memories to historic tragedies. Renowned photographer **Annie Leibovitz** sets the tone with a preface comprised of images hand-picked from her archive.

The Art of Caring: A Look at Life through Photography showcases numerous works from the LIFE Photo Archive that appeared originally in LIFE Magazine, including recognizable classics by such legendary photographers as **Alfred Eisenstaedt** and **W. Eugene Smith**. Contemporary artists include other established photographers such as **Tina Barney, Harry Callahan, Nan Goldin, Chester Higgins, Ed Kashi, Sally Mann, Nicholas Nixon, Tatsumi Orimoto, Robert Polidori, Neal Slavin** and **Larry Sultan**. The exhibition features as well the work of a younger generation of artists including **Elinor Carucci, Jeff Charbonneau, Eliza French, Peter Granser, Jessica Todd Harper, Misty Keasler, Walter Martin, Palōma Munoz, and Dona Schwartz**.

The Art of Caring: A Look at Life through Photography is organized by guest curator **Cynthia Goodman, Ph.D.**, prominent contemporary art historian and museum director, for the New Orleans Museum of Art. The exhibition will be accompanied by a fully illustrated catalogue, with an essay by Dr. Goodman, published by **Ruder Finn Press**.

Initial funding for *The Art of Caring: A Look at Life through Photography* was generously provided by the **National Hospice Foundation**. Additional funding was received from the **Steere Family** and from **Wally Findlay Galleries International Inc.**

About NOMA and the Sydney and Walda Besthoff Sculpture Garden

The New Orleans Museum of Art, founded in 1910 by Isaac Delgado, houses more than 30,000 art objects encompassing 4,000 years of world art. Works from the permanent collection, along with continuously changing temporary exhibitions, are on view in the Museum’s 46 galleries Wednesdays from noon to 8 p.m. and Thursdays to Sundays from 10 a.m. to 5 p.m. Admission to the Museum is free to Louisiana residents through the generosity of The Helis Foundation.

Admission to the adjacent Sydney and Walda Besthoff Sculpture Garden, featuring work by 59 artists, including several of the 20th century’s great master sculptors, is always free during regular Museum hours.

The New Orleans Museum of Art and the Besthoff Sculpture Garden are fully accessible to handicapped visitors and wheelchairs are available from the front desk.

For more information, call (504) 658-4100 or visit www.noma.org.