

For Immediate Release:

January 16, 2007

The DeLand Museum – The Museum of Florida Art A New Era Dawns

Our state has become a melting pot of cultural influences and artistic styles rendering a richness of visual perspectives. This is the muse that has created the wealth and diversity of expression fashioned by artists living and working in our state.

For years, the DeLand Museum of Art has dedicated itself to offering a venue for both emerging and established Florida artists through exhibitions, collections and educational programming.

At the museum's Annual Meeting in 2006, the museum trustees announced a plan to reflect Florida's diversity in the visual arts by giving the museum an expanded and more defining name. With its ever expanding focus on Florida art, the museum will now become the *Museum of Florida Art*, thereby allowing the institution to brand itself in a way that formally establishes Florida art as the primary goal of its mission. After several years of considering this change, the Museum, with its new name, will now be able to attract patronage from beyond West Volusia in support of the cultural legacy of our state and its artists. Our more than 50 years of experience has positioned the museum for this change. For example: *The Legendary Florida* collection and its corresponding education program has gained recognition from the Florida Historical Society, The Florida Humanities Council and the Florida Department of State.

On Wednesday January 17, 2007, at 5:00 PM the Trustees of the Museum will host a reception at the Cultural Arts Center, 600 N Woodland Blvd., DeLand. The public is invited to come and share in this celebration as the museum confronts the second half of its first century with optimism and vitality.

William C. Hall

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Museum Hours:

Tuesday - Saturday 10-4

Sunday 1-4

Closed Monday

Non-Member Admission \$3.00 Children under 12 Free

Sundays Free

Tours can be scheduled for groups of 10 or more. Youth tours are free.

The DeLand Museum of Art offers a venue where:

- creativity is fostered.*
- appreciation of art is nurtured.*
- all people are welcomed.*

The mission of The Museum of Florida Art is to integrate exhibitions and education to create an enriching and stimulating experience for a diverse audience. The Museum of Florida Art offers a venue for emerging and established Florida artists to support the cultural legacy of our state.