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Genae Shields Genae Shields

Rochester Democrat and Chronicle USA TODAY NETWORK

Visitors to Rochester's Memorial Art Gallery will no longer have to pay general admission beginning May 1.

For several years, the Memorial Art Gallery has worked to expand access to art, creativity and cultural education. During a campaign for the University of Rochester, the gallery received millions of dollars from members of the community for the Free for All, Forever endowment.

MAG raised more than $9 million for the endowment, which will sustain free general admission and help cover the costs of welcoming more visitors.

"Strengthening Rochester's already



Starting on May 1, 2027, residents and visitors will be able to enjoy free general admission. Through Starting on May 1, 2027, residents and visitors will be able to enjoy free general admission. Through the endowment fund, the MAG received more than $9 million. the endowment fund, the MAG received more than $9 million. PROVIDED BY MEMORIAL ART GALLERY

vibrant arts and culture sector by expanding access for children is a key objective of the Rochester 2034 Comprehensive Plan, because we know exposure to the arts boosts intellectual growth and creative thinking," Mayor Malik Evans said in a statement.

In 2019, the Rochester City Council adopted the Rochester 2034 Comprehensive Plan, a 15-year plan to improve community infrastructure leading up to the city's 200th birthday. Within the plan, the city has three goals for arts and culture that include:

● Identify geographic areas that lack public arts or cultural programming and work to increase access through expanded programming at rec centers or libraries, installation of public art where possible, or partnerships that bring programs like the MAG Connector.

● Continue to support public art installations and pop-ups or other creative experiences that are community supported, community driven, and can proceed without public subsidy. Reduce bureaucratic

or process barriers that slow these initiatives down or reduce organizers' enthusiasm and momentum.
● Develop a transparent system for tracking City investments in public art.

On the `rst day of free admission, visitors can enjoy Creative Workshop tours, food, music and a special StART with a Story program. The day will also feature a talk by artist Caroline Kent following the unveiling of her new mural in the museum's pavilion.

The `rst free exhibition will be Isamu Noguchi: "I am not a designer."

Visit mag.rochester.edu to learn more.

— Genae Shields is the Business and Development Impact Reporter, working on mobility stories that focus on how people get around Rochester. As a member of the local community, Genae enjoys learning about emerging businesses and changes that impact Rochester's BIPOC and LGBTQ neighborhoods. She also enjoys supporting local artists and nonpro`t organizations. Reach out at gshields@usatodayco.com or on Instagram: @genaebriphoto for questions, comments, or concerns. Thank you for your continued support!

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