



**Dallas Museum of Art to Use Crowdfunding Model to  
Expand Public Programming and Support Audience Participation in  
the Exclusive US Presentation of  
*México 1900–1950: Diego Rivera, Frida Kahlo, José Clemente Orozco, and the  
Avant-Garde***

SUPPORT OUR CROWDFUNDING CAMPAIGN

## DESTINATION DALLAS:

*Bringing México 1900–1950: Diego Rivera, Frida Kahlo,  
José Clemente Orozco, and the Avant-Garde to Dallas*

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Dallas, TX—February 1, 2017— Today the Dallas Museum of Art (DMA) launches its first crowdfunding campaign to support the development and expansion of public programs and special community events tied to its exclusive US presentation of *México 1900–1950: Diego Rivera, Frida Kahlo, José Clemente Orozco, and the Avant-Garde*. Exploring 50 years of Mexican modern art and cultural identity, this exciting exhibition features almost 200 works of painting, sculpture, photography, drawings, and films from more than 60 museums, collectors, and estates around the world. *México 1900–1950* showcases the work of titans of Mexican Modernism alongside that of lesser-known pioneers, including a number of rarely seen works by female artists. The exhibition will make its first and only stop in the US at the DMA following its critically acclaimed and successful presentation at the Grand Palais, Paris.

In conjunction with the exhibition, the DMA will use the crowdfunding model to inspire direct audience participation with this once-in-a-lifetime exhibition, and to mount a wide range of public programs and events that enhance audience engagement with the artistic and cultural histories of the artists and works on view in *México 1900–1950*. Beginning today, supporters can contribute to the crowdfunding campaign online at [DMA.org/crowdfunding](http://DMA.org/crowdfunding) or through the online platform Razoo, to support the development and production of exhibition talks, tours, films, an international symposium, the May 19 Late Night, concerts, workshops, teen programs, holiday celebrations, and other special events during the 19-week run of the exhibition.

Throughout the crowdfunding campaign and leading up to the exhibition's opening, visitors following the DMA's social media platforms and subscribers to the Museum's email can follow the process of developing the exhibition from beginning to end, with exclusive insights from DMA staff, spanning

nearly every department at the DMA. Supporters will have access to online sneak peeks and behind-the-scenes looks at all of the work that goes into making the exhibition a reality.

Supporters who help the DMA reach its \$40,000 goal will receive an array of “Thank You” rewards: from exhibition posters and canvas totes, to the fully illustrated exhibition catalogue. Contributors at \$100 or above will be invited to a special early morning preview of the exhibition before its March 12 public opening, and those contributing \$1,000 or above will be invited to the VIP opening reception. No matter the level of contribution, all supporters will be included on the exhibition’s digital wall of recognition.

Highlighting new narratives in Mexico’s modern art history, *México 1900–1950* marks the first exhibition at the DMA organized by the Museum’s new director, Agustín Arteaga. Learn more about *México 1900–1950* by signing up for the DMA email.

#### **About the Dallas Museum of Art**

Established in 1903, the Dallas Museum of Art (DMA) is among the 10 largest art museums in the country and is distinguished by its commitment to research, innovation and public engagement. At the heart of the Museum and its programs is its global collection, which encompasses more than 23,000 works and spans 5,000 years of history, representing a full range of world cultures. Located in the nation’s largest arts district, the Museum acts as a catalyst for community creativity, engaging people of all ages and backgrounds with a diverse spectrum of programming, from exhibitions and lectures to concerts, literary events, and dramatic and dance presentations. Since the Museum’s return to free general admission in 2013, the DMA has welcomed more than two million visitors, and enrolled more than 100,000 people in DMA Friends, a free program available to anyone who wishes to join, focused on active engagement with the Museum. For more information, visit [DMA.org](http://DMA.org).

The Dallas Museum of Art is supported, in part, by the generosity of DMA Members and donors, the citizens of Dallas through the City of Dallas Office of Cultural Affairs, and the Texas Commission on the Arts.

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