

CREATIVE GIVING

Every New Yorker will want to be at the **New Museum of Contemporary Art** when it reopens in its own dedicated building on December 1st. The lower Manhattan cultural landmark will have a fun look, with its asymmetrical stack of seven stories and an outdoor neon sign that announces “Hell Yes!” Its inaugural show, called “Unmonumental,” promises intense engagement with living artists via their work in sculpture, collage, sound, and the Internet.

With a goal to insure that everyone feels welcome—regardless of their financial situation or their familiarity with contemporary art—the museum is offering free admission to the public on Thursday evenings from 7 P.M. to 10 P.M. These special weekly events are made possible by CIT, a global commercial finance company. “At CIT we take pride in supporting cultural and civic organizations in the communities in which our employees and clients live and work,” says Jeffrey M. Peek, Chairman and CEO of CIT. “Our efforts are focused on helping these groups grow their audiences by underwriting events that introduce their programs to the broader public. Our ability to leverage our best resources, expertise, and relationships to accomplish this has been tremendously successful and we are pleased to offer our support.”

Success for many of CIT’s programs is measured by audience growth and by the public’s increased access to cultural and civic resources. The results have been thrilling



and inventive. To kick off its Opera-For-All program, **New York City Opera** used CIT’s support to entertain ten thousand listeners with “Afternoon Arias” in Bryant Park. **New York City Ballet** presented a free open dress rehearsal of *Romeo + Juliet* to more than twenty-three hundred visitors. CIT’s sponsorships have allowed both organizations to offer deeply discounted tickets to their regular performances, and the results have been better than expected—tens of thousands of tickets have been sold, and, significantly, to younger and first-time audience members. According to Jane Gullong, Executive Director of New York City Opera, “CIT’s sponsorship of Opera-For-All has enabled us to achieve one of our primary goals—to cultivate new audiences. Last year’s program sold out in three days and reached more than twenty-one thousand people. Remarkably, nearly forty percent of these ticket buyers came to City Opera for the very first time.”

CIT’s participation in the Mayor’s Fund to Advance New York City has also seen great success. Its support of the city’s **Third Grade Vision Program** has meant that in less than one year, the program made 528 school visits, evaluated 7,537 students, and distributed 5,646 pairs of free glasses for children who were in danger of grade retention. Working with the **City Hall Portrait Conservation Initiative**, CIT is helping to restore vividness to five treasured historic paintings, including John Trumbull’s 1805 portraits of Alexander Hamilton and John Jay. CIT’s involvement has been a catalyst in drawing attention to this program, which has since raised more than 1.6 million dollars to conserve City Hall portraits.

It is only a short walk from City Hall to the New Museum, but visitors to both can trace three centuries of cultural vitality—a vantage on New York City that CIT is very proud to support.

For more information on CIT, visit cit.com



Martin Puryear

The Museum of Modern Art, New York

Beginning November 4th at MoMA, a retrospective of the sculpture of acclaimed American artist **Martin Puryear** will feature forty-seven works charting the development of his artistic career over the last thirty years. Working primarily in wood, Puryear has maintained an unwavering commitment to manual skill and traditional building methods. His sculptures are rich with psychological and intellectual references, examining issues of identity, culture, and history. CIT is proud to be the corporate sponsor of this exhibition.



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