

Press Release

Mattatuck Museum
Adventures in Art & History
63 Prospect St. Waterbury, CT 06702
mattmuseum.org

FOR IMMEDIATE RELEASE

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Unlock the Future of The MATT

Waterbury, CT – The Mattatuck Museum, a key component of the cultural, social, and educational life of the Waterbury community, announced in November of 2018 an \$8 million capital project committed to transforming the Museum. The Museum engaged the architectural firm of Ann Beha Architects (ABA) to develop a plan to reimagine the Museum while continuing to be a welcoming, inclusive, stimulating, and enriching community anchor. The construction team broke ground in the Spring of 2019 and the Museum plans to open its doors to the public in the Spring of 2021. The project has continued at full-speed through the inevitable changes COVID-19 has created for all workplaces.

With construction now in its final stages, the Mattatuck Museum is asking for the support of new friends and long-time donors alike to make this new vision for the Museum a reality. *The Campaign for the Last Million* will complete the fundraising for this project and allow the Museum to reopen knowing that this campaign has been a tremendous success. “Your support is integral to making this new space a reality,” says Campaign Leadership Council co-chair, Nancy Becker. “Every gift makes a difference and brings us closer to opening our doors!” Over the next four months, the Museum hopes to cross the finish line with this campaign as it completes construction on the expansion and renovation. In order to accomplish this, the Mattatuck invites the public to engage with an interactive site that provides opportunities to unlock exclusive content at mattmuseum.org/unlock.

"I am honored to play a role in the success of The MATT's transformation into a museum for today and for generations to come," says current donor Valerie Friedman. "Donors at any level can take ownership in the success of this project, an impressive cultural asset for the City of Waterbury. Please join me; let's show our support and finish the task."

The Campaign for the Last Million was created to invigorate the last of the fundraising needed to complete the Museum's expansion and renovation. It allows the public to track the Museum's progress and get behind-the-scenes glimpses at its plans for the future.

On the campaign's website, a depiction of the Museum's exterior greets the viewer, boasting an outdoor roof deck overlooking Waterbury's historic green and teasers of artwork through the windows. Further down the page, guests can see the floor plans from the Basement to the Third Floor, and even take a Virtual Tour of the rendered space. Here ABA's plan can be seen, from two new educational studio spaces, allowing for a 25% increase in school tours, family programs, and adult studio classes; to a café and community spaces; additional exhibition space; and a more welcoming exterior that invites the community and visitors into the Museum. "These renovations will allow the Museum to serve more students, improve exhibitions, and better care for the collection," notes Charles Monagan, President of the Board of Directors. "I invite you to learn more about the project and see how your support can contribute to the future of the Museum." Learn more about the expansion here: mattmuseum.org/campaign/.

Within the maps, rooms are divided into square feet through an interactive grid. For every \$25 donation made, the Museum will unlock one square foot of the building on the interactive map. As soon as all of the square feet in each room are unlocked, exclusive videos, images, and other special content from the Museum staff will be revealed. Watch the blue squares turn yellow as more of the building is unlocked and the Museum gets closer to their fundraising goals.

"Despite many challenges over the last 18 months, we look forward to welcoming the greater Waterbury community to the new Mattatuck Museum in spring 2021," says Bob Burns, Director of the Museum. "We have been saying all along that every donation makes a difference, and *The Campaign for the Last Million* further demonstrates that every dollar helps to unlock the future of the Mattatuck Museum."

For more information on how to contribute to Unlock The MATT contact Cyndi Tolosa, Director of Development at cyndi@mattmuseum.org or (203) 753-0381 x120, or visit mattmuseum.org/unlock.

Located in the heart of downtown Waterbury's architectural district, the Mattatuck Museum is a vibrant destination, known locally and regionally as a community-centered institution of American art and history. For more information on all the Museum's programs, events, and exhibits visit the website at mattmuseum.org or call (203) 753-0381.

The Mattatuck Museum is operated with support from the Connecticut Department of Economic & Community Development/CT Office of the Arts, which also receives support

from the National Endowment for the Arts, a federal agency, and is a member of the Connecticut Art Trail, a group of 21 world-class museums and historic sites (ctarttrail.org). The Mattatuck Museum is located off the Green in Waterbury, CT at 63 Prospect Street. The Museum is open by appointment only, Monday-Friday from 9:00am-4:00pm (and 12:00-5:00pm the first weekend of the month). Admission tickets can be purchased online at www.mattmuseum.org/visit. The website also outlines the Museum's updated guidelines for visitor, including what to expect on your visit, cleaning and safety protocols, and frequently asked questions. Follow us on Facebook, Instagram, and Twitter for more updates and content.

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Image: Screenshot of Unlock The MATT website:
www.mattmuseum.org/unlock/