



# Special Events



**NEW**  
**235 BOWERY**  
**NEW YORK NY**  
**10002 USA**  
**MUSEUM**

Photo: Dean Kaufman



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## New Museum Special Events





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## History

The New Museum is the only museum in New York City *exclusively* devoted to contemporary art. Founded in 1977, the New Museum was conceived as a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building, designed by the 2010 Pritzker Prize Laureates, SANAA, on the Bowery in 2007, the New Museum continues to be a hub of new art and new ideas, and is a place of ongoing experimentation about what art and arts institutions can be in the twenty-first century.

Our world-class institution was named one of the “**Seven wonders of the world**” by *Condé Nast Traveler* and the “**Best museum**” by *Travel + Leisure*. The New Museum is located on the Bowery at the intersection of Soho and the Lower East Side, and has emerged as one of the hottest destinations in New York—home to dozens of galleries, innovative fashion and restaurant establishments, and architecturally significant buildings.

The New Museum Special Events team is dedicated to creating a one-of-a-kind event fit for your needs.



## Sky Room

Our Sky Room is our premier event space. With floor-to-ceiling windows and a wraparound terrace, the adaptable space provides stunning panoramic views of the Manhattan skyline as well as a backdrop for cocktail receptions.



### Room Capacity

110 seated  
200 cocktails



# Marcia Tucker Hall

Our versatile ground floor Lobby includes views of our Lobby Gallery, two-story windows with streetscape views, as well as the exterior of our New Museum Store, which serves as a useful backdrop for product displays and event décor.



## Room Capacity

90 seated  
200 cocktails



# Theater

Our double-height Theater has flexible seating arrangements for up to 180, and serves as an ideal setting for functions of all kinds including press events, private screenings, and even intimate dinners for up to 100. The Theater includes an adjacent AV production room, ideal for presentations and panels.



## Room Capacity

100 seated  
175 cocktails  
180 theater



# Corporate Entertaining

Hosting an event at the New Museum is a privilege of Corporate Membership. Corporate Members choose the New Museum for our versatile event space, including seated dinners, cocktail parties, and meetings. Support from our Corporate Members goes directly into funding our groundbreaking programs and exhibitions, which continue to bring “new art and new ideas” to audiences from around the world. Make your event extra special by including a private gallery viewing of our cutting-edge exhibitions.





## Weddings

Couples can marry in any of our three event spaces: the Sky Room, Theater, or Lobby. Our Sky Room is a perfect location to host an intimate wedding, engagement party, or rehearsal dinner. The floor-to-ceiling windows and our wraparound terrace provide a dramatic setting for any ceremony or celebration.





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## Private Events

Celebrate birthdays, anniversaries, holidays, or any special occasion at the New Museum. Our Special Events team is ready to personalize the space to fit your event needs!





# Private Gallery Tours

Take advantage of our renowned exhibitions by including a private tour at your event. Led by highly trained New Museum docents, our tours offer clients an added cultural experience to their event.





## Film and Photo Shoots

The New Museum's building, with its sweeping views of downtown Manhattan and the Brooklyn skyline, can serve as a unique backdrop for commercials, photo shoots, and film and television programs.





# Pricing Sheet

In order to take advantage of the New Museum’s facilities, clients must make an initial contribution at the \$5000 level or above. This donation provides the benefit of a New Museum membership for one year and goes directly to fund our groundbreaking exhibitions and programs.

In addition to this contribution, space rental fees will apply. See chart below for details.

Non-profit organizations with a tax-exempt certificate are eligible for a non-profit discount and exempt from the initial New Museum contribution.

## Rental Fee Pricing



### Location

**Sky Room**  
Includes: Sky Room + Terrace

### Room Capacity

110 seated  
200 cocktails

### Corporate/Private

\$6000\*

### Nonprofit

\$6000†



**Theater**  
Includes: AV Room + Green Room

180 theater seats  
175 cocktails  
100 seated

\$3500\*

\$3500†



**Marcia Tucker Hall**  
Includes: Lobby + 1st Floor Gallery

90 seated  
200 cocktails

\$6000\*

\$6000†

## Special Events Department

events@newmuseum.org  
212.219.1222 x254

New Museum  
235 Bowery  
New York, NY 10002

## Rental Combinations

**Sky Room + Marcia Tucker Hall**

\$10,000\*

\$8000†

**Sky Room + Theater**

\$8000\*

\$6500†

**Marcia Tucker Hall + Theater**

\$8000\*

\$6500†

**Sky Room + Marcia Tucker Hall + Theater**

\$11,500\*

\$10,000†

Offices M–F 10 AM–6 PM  
Museum W–Su 11 AM–6 PM

Rates are based on eight hour rental including: set up, event duration, and breakdown. Overtime fees apply. Maintenance and Museum Security charges apply. Film and Photo Shoot pricing available upon request.

\*Contribution fee applies

†Non-profit rate applies to organizations with an operating budget of \$20 million & below



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## Contact Us

For more information on space rentals, visit

[newmuseum.org/spacerental](http://newmuseum.org/spacerental)

Special Events

212.219.1222 x254

For more information on the New Museum's  
exhibitions and programs, visit

[newmuseum.org](http://newmuseum.org)





# Preferred Vendors

## Catering

Our exclusive caterers are bite and Poppy's Catering

### bite

Scott Skey  
31 Perry Street  
New York, NY 10014  
917.678.1974  
888.890.3286

[Scott@bitefood.com](mailto:Scott@bitefood.com)  
[bitefood.com](http://bitefood.com)

### Poppy's Catering

Jamie Schmones-Erickson  
243 Degraw Street  
Brooklyn, NY 11231  
646.459.2716

[jamie@poppyscatering.com](mailto:jamie@poppyscatering.com)  
[poppyscatering.com](http://poppyscatering.com)

## Lighting

Lighting is done exclusively by Aion Entertainment

### Aion Entertainment, Inc.

Greg Dratva  
79-62 68th Road  
Middle Village, NY 11379  
917.797.6435

[greg@aionentertainment.com](mailto:greg@aionentertainment.com)  
[aionentertainment.com](http://aionentertainment.com)

## Photography

### Billy Farrell Agency

Stephanie Ketty  
20 W 20th Street  
Suite 700  
New York, NY 10011  
212.924.4250

[bookings@BFAnyc.com](mailto:bookings@BFAnyc.com)  
[BFA.co](http://BFA.co)

## Sound

### One Dream Sound

Jeremy Wilson  
66 Grand Street  
Moonachie, NJ 07074  
718-433-3030 x232

[jeremy@onedreamsound.com](mailto:jeremy@onedreamsound.com)  
[onedreamsound.com](http://onedreamsound.com)

## Event Production/Florist

### Baura New York LLC

Garin Baura  
120 West 28th Street  
Studio 3B  
New York, NY 10001  
212.243.3645

[garin@bauranewyork.com](mailto:garin@bauranewyork.com)  
[bauranewyork.com](http://bauranewyork.com)

## Furniture/Props

### Green Room

Jill Simon  
270 Lafayette Street  
Suite 1303  
New York, NY 10012  
212.625.1818

[jill@yourgreenroom.com](mailto:jill@yourgreenroom.com)  
[yourgreenroom.com](http://yourgreenroom.com)

