



ARCHIVED PRESS RELEASE
from
THE FRICK COLLECTION

1 EAST 70TH STREET • NEW YORK • NEW YORK 10021 • TELEPHONE (212) 288-0700 • FAX (212) 628-4417

**EIGHTEEN MAJOR NEW YORK AREA
MUSEUMS PARTICIPATE IN INSTAGRAM SWAP**

THE FRICK COLLECTION PAIRS WITH NEW-YORK HISTORICAL SOCIETY

In a first-of-its-kind collaboration, eighteen major New York City area institutions have joined forces to celebrate their unique collections and spaces on Instagram. All day today, February 2, the museums will post photos from this exciting project.

Each participating museum paired with a sister institution, then set out to take photographs at that institution, capturing objects and moments that resonated with their own collections, exhibitions, and themes. As anticipated, each organization's unique focus offers a new perspective on their partner museum. Throughout the day, the Frick will showcase its recent visit to the New-York Historical Society on its Instagram feed using the hashtag #MuseumInstaSwap. Posts will emphasize the connections between the two museums and libraries, both cultural landmarks in New York and both beloved for highlighting the city's rich history. The public is encouraged to follow and interact to discover what each museum's Instagram staffer discovered in the other's space.

A complete list of participating museums follows:

[American Museum of Natural History](#) @AMNH
[The Museum of Modern Art](#) @themuseumofmodernart

[Intrepid Sea, Air & Space Museum](#) @intrepidmuseum
[Cooper Hewitt, Smithsonian Design Museum](#) @cooperhewitt

[Museum of the City of New York](#) @MuseumofCityNY
[New Museum](#) @newmuseum

[The Museum of Arts and Design](#) @mادمuseum
[Whitney Museum of American Art](#) @whitneymuseum

[The Frick Collection](#) @frickcollection
[New-York Historical Society](#) @nyhistory

[Museum of Contemporary African Diasporan Arts](#) @mocada_museum
[Neue Galerie New York](#) @neuegalerieny

[Queens Museum](#) @queensmuseum
[The Metropolitan Museum of Art](#) @metmuseum

[Guggenheim Museum](#) @guggenheim
[Liberty Science Center](#) @libertysciencecenter

[The Studio Museum in Harlem](#) @studiomuseum
[The Jewish Museum](#) @thejewishmuseum

INTERACT

Social:    /FrickCollection

#MuseumInstaSwap

#FrickCollection

BASIC INFORMATION

General Information Phone: 212.288.0700

Web site: www.frick.org

Building project: www.frickfuture.org

E-mail: info@frick.org

App: frick.org/app

Museum entrance: 1 East 70th Street, near Fifth Avenue

Library entrance: 10 East 71st Street

Museum Hours: Open six days a week: 10:00 a.m. to 6:00 p.m. on Tuesdays through Saturdays; 11:00 a.m. to 5:00 p.m. on Sundays. Closed Mondays, New Year's Day, Independence Day, Thanksgiving, and Christmas Day. Limited hours (11:00 a.m. to 5:00 p.m.) on Lincoln's Birthday, Election Day, and Veterans Day

Library Hours: frick.org/visit/library/hours

Museum Admission: \$22; senior citizens \$17; students \$12; "pay what you wish" on Wednesdays from 2 p.m. to 6:00 p.m.

First Fridays: Museum admission and gallery programs are free from 6 p.m. to 9 p.m. on the first Friday evening of the month (except January and September)

Library: open to the public and free of charge

PLEASE NOTE TO YOUR READERS: Children under ten are not admitted to the Collection

Subway: #6 local to 68th Street station; #Q to 72nd Street station; Bus: M1, M2, M3, and M4 southbound on Fifth Avenue to 72nd Street and northbound on Madison Avenue to 70th Street

Tour Information: Included in the price of museum admission is an Acoustiguide Audio Tour of the permanent collection. The tour is offered in six languages: English, French, German, Italian, Japanese, and Spanish.

Shop: The shop is open the same days as the museum, closing fifteen minutes before the institution.

Group Museum Visits: Please call 212.288.0700 for details and to make reservations.

Public Programs: A calendar of events is published regularly and is available upon request.

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For further press information, please contact Alexis Light, Senior Manager of Media Relations & Marketing; Phone: 212.547.0710; E-mail: mediarelations@frick.org