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from

THE FRICK COLLECTION

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THE FRICK COLLECTION MUSEUM SHOP OPENS ONLINE BRANCH

The Frick Collection is pleased to announce the addition of an online store to its website, www.frick.org. In a continued effort to enhance the accessibility of The Frick Collection and extend its offerings to a larger public, visitors to the Collection's website will now be able to purchase items from the Museum Shop over the Internet. Products ranging from books and catalogues, posters, greeting cards, and postcards to CDs, videos, and gifts are available. A membership to the Collection, offering unlimited admission to the museum and a 10% discount on purchases in the store, in addition to other benefits, can also be purchased on the website. With Yahoo providing a database and secure credit card system, shopping at the Frick's Museum Shop can easily be done from one's home, with shipping available to anywhere in the world.

The Frick Collection website already incorporates several innovative features, including a "virtual tour" of the galleries in the institution's Fifth Avenue mansion, providing Internet users all over the world entrance to the Collection. Also recently added are sound clips of excerpts from the audio tour, which is offered at no extra charge to visitors.

Photographs accompanied by descriptions of products are posted, with book jackets of exhibition catalogues on hand for review. In recent years, the Frick has made a special effort to offer catalogues from international exhibitions – publications that otherwise may be difficult to obtain locally. It is hoped that the new online facility of the Frick's website will enhance this service. A large selection of items are featured, with approximately 10% of the books and gifts and 100% of the postcards, greeting cards, prints, and posters from the store's actual inventory available for purchase online. All items are organized

into identifiable categories with some objects further classified, including a selection of sale items as well as gifts arranged according to price (such as “Gifts under \$20”), to make the process of shopping online a simple one. Other user-friendly features include an index that lists all available products, as well as a search engine.

Director Samuel Sachs II states, “Adding an online branch of The Frick Collection’s Museum Shop to our award-winning website will allow a greater number of people the opportunity to easily order publications by the Frick and other institutions. Just as the website itself has offered great convenience to those unable to experience the Frick in person, we hope this added amenity will provide a useful service to the general public.”

BECOMING A MEMBER ONLINE

Another feature of the new online shopping component on The Frick Collection’s website is the option to join as a supporter of the museum. Detailed information on the unique benefits of the various levels of membership is offered on the Museum Shop’s web page. By filling in a form with essential contact information and entering a credit card payment, becoming a Friend or Fellow of the Frick can now be accomplished in a simple transaction.

Membership to the Frick makes a fine present for a friend or colleague, and gift memberships are obtainable online as well. Finally, current members of The Frick Collection benefit from this enhancement of the website by having the opportunity to renew their participation online. In addition, corporations are now able to read about and view illustrations of the different spaces in the museum available for entertaining, with the option of purchasing a corporate membership on the website.

ABOUT THE FRICK COLLECTION

Henry Clay Frick (1849-1919), the coke and steel industrialist, philanthropist, and art collector, left his New York residence and his remarkable collection of Western paintings, sculpture, and decorative arts to the public “for the purpose of establishing and maintaining a gallery of art, [and] of encouraging and developing the study of fine arts and of advancing the general knowledge of kindred subjects.” Designed and built for Mr. Frick in 1913 and 1914 by Thomas Hastings of Carrère and Hastings, the mansion provides a grand domestic setting reminiscent of the noble houses of Europe for the masterworks from the Renaissance through the nineteenth century that it contains.

Of special note are paintings by Bellini, Constable, Corot, Fragonard, Gainsborough, Goya, El Greco, Holbein, Ingres, Manet, Monet, Rembrandt, Renoir, Titian, Turner, Velázquez, Vermeer, Whistler, and other masters. Mr. Frick's superb examples of French eighteenth-century furniture, Italian Renaissance bronzes, and Limoges enamels bring a special ambiance to the galleries, while the interior and exterior gardens and the amenities created since the founder's time in the 1930s and 1970s contribute to the serenity of the visitor's experience.

Renowned for its small, focused exhibitions and for its highly regarded concert series and lectures, The Frick Collection also operates the Frick Art Reference Library, founded by Henry Clay Frick's daughter, Miss Helen Clay Frick, located in an adjoining building at 10 East 71st Street. Both a research library and a photo archive, the Frick Art Reference Library is one of the world's great repositories of documents for the study of Western art. It has served the international art world for more than seventy-five years.

BASIC INFORMATION

General Information Phone: (212) 288-0700

Website: www.frick.org

E-mail: info@frick.org

Where: 1 East 70th Street, near Fifth Avenue.

Hours: open six days a week, with recently expanded hours: 10am to 6pm on Tuesdays through Thursdays and on Saturdays; 10am to 9pm on Fridays; and 1pm to 6pm on Sundays. Closed Mondays, New Year's Day, Independence Day, Thanksgiving, December 24, and December 25. Limited hours (1 to 6pm) on Lincoln's Birthday, Election Day, and Veterans Day.

Admission: \$10 (students and senior citizens, \$5)

PLEASE NOTE TO YOUR READERS: Children under ten are not admitted to the Collection, and those under sixteen must be accompanied by an adult.

Subway: #6 local (on Lexington Avenue) to 68th 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 admission is an Acoustiguide INFORM® Audio Tour of the permanent collection, provided by Acoustiguide. The tour is offered in six languages: English, French, German, Italian, Japanese, and Spanish.

Museum Shop: the shop closes at 5:45pm, and is open otherwise the same days and hours as the Museum.

Group 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 Stephanie Ruggiero, Media Relations & Marketing Coordinator

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