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First Full Communications Office Created at The Frick Collection by New Director

Heidi Rosenau Appointed to Handle Publicity, Advertising, and Marketing

Samuel Sachs II, the new Director of The Frick Collection, has announced the appointment of **Heidi Rosenau** to the recently created post of Communications Officer. With this development, The Frick Collection now has its first full-time position devoted to publicity, advertising, and marketing needs.

Comments Mr. Sachs, “I look forward to working with Ms. Rosenau towards a shared goal of bringing wider audiences to the internationally respected institution. There are many stories to tell here. With her years of experience at New York museums, I know she will serve her colleagues in the media well, providing helpful information and materials about the schedule of special exhibitions, new acquisitions, and developments with the museum and library.”

Ms. Rosenau brings to The Frick Collection a wealth of professional experience in the field of museum public relations. She comes from New York’s National Academy Museum and School of Fine Arts (formerly the National Academy of Design), where she served since 1994 as the Director of Communications and Educational Programs. In that role, she increased press coverage of the institution’s exhibitions, as well as for the expanded scope of public and family-oriented programs, which she also created. During Ms. Rosenau’s tenure at the National Academy, widely reviewed exhibitions included those relating to Norwegian artist Edvard Munch, Southern painter Louis Rémy Mignot, and paintings from Edith Wharton’s *Gilded Age*.

Working closely with the Academy’s new Director, Ms. Rosenau played a key role in the changing perceptions of the institution through the development of a series of printed materials. Among the items featuring the new look and logo were a marketing card, membership brochure, kit folder, and a system of stationery. Also redesigned was the Academy’s newsletter, which she wrote and edited.

A member of the Public Affairs Office of the Solomon R. Guggenheim Museum from 1989 to 1994, Ms. Rosenau participated in a highly effective promotional campaign to reintroduce the reopened institution following its renovation and expansion. Additional team projects during the period of closure in New York included the promotion of an international traveling

exhibition and initial efforts to expand operations to Bilbao, Spain. She served as the chief coordinator and press contact for a variety of exhibitions in the early 1990s, including those on Robert Rauschenberg, Marc Chagall, virtual reality, and Paul Klee.

Adds Ms. Rosenau, “In stepping into this new position at such an exciting time, I offer my thanks to William Stout, who has deftly handled many public affairs issues at The Frick Collection during the past seven years. Mr. Stout continues to serve the collection as the Assistant to the Curator and Registrar.”

About The Frick Collection

The Frick Collection is an anthology of the some of the most distinguished works of Western art from the early Renaissance through the late nineteenth century, including masterpieces by Bellini, El Greco, Rembrandt, Titian, Turner, Vermeer, Whistler, and many others. These paintings are complemented by one of the world’s finest collections of Renaissance bronzes and by great French sculpture of the eighteenth century. These treasures are surrounded by outstanding decorative art works from the ateliers of Riesener, Lacroix, Boulle, Carlin, Gouthière, and Sèvres. Each year more than 250,000 visitors from New York, across America, and around the world come to the Collection’s famed Fifth Avenue mansion at 1 East 70th Street, once the residence of Henry Clay Frick (1849-1919). Designed by Thomas Hastings of Carrère and Hastings and constructed in 1913-1914, the building was changed after Mrs. Frick’s death in 1931, with alterations and additions made by the architect John Russell Pope. In 1935 the Collection opened to the public.

The Frick Collection also operates the Frick Art Reference Library at 10 East 71st Street, both a research library and a photoarchive. The internationally renowned Library is one of the world’s great repositories for the documentation and study of Western art.

Basic Information

Where: the Collection is located around the corner from New York’s famed Fifth Avenue, at 1 East 70th Street.

When: the Collection is open from 10:00am to 6:00pm Tuesdays through Saturdays, and from 1:00pm to 6:00pm Sundays. Closed Mondays, January 1, Lincoln’s Birthday, July 4, Election Day, Veteran’s Day, Thanksgiving Day, December 24, and December 25.

Admission: \$7, general public; \$5, students and senior citizens. Children under ten are not admitted to the Collection, and those under sixteen must be accompanied by an adult.

General Information Phone: (212) 2880700

Subway: #6 local (on Lexington Avenue) to 68th Street station

Bus: M1, M2, M3, and M4 southbound on Fifth Avenue to 72nd Street, northbound on Madison Avenue to 70th Street

Museum Shop: the hours and phone are the same as that of the Museum

Information on the Frick Art Reference Library: (212) 288-8700

Library Hours: 10:00am to 5:00pm, Monday through Friday; 9:30am to 1:00pm on Saturday. Closed August and on Saturdays in June and July

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April 27, 1998

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