

CORCORAN

GALLERY OF ART • COLLEGE of ART + DESIGN

FOR IMMEDIATE RELEASE

CONTACT:

Mimi Carter, Vice President of Communications and Marketing,
mcarter@corcoran.org, (202) 639-1867
Rachel Cothran, Director of Public Relations,
rcothran@corcoran.org, (202) 639-1833
Media Center: www.corcoran.org/press

CORCORAN UNVEILS “CORCORAN PEOPLE” MARKETING CAMPAIGN *Innovative Campaign Celebrates Diversity of Corcoran Talent & Experiences*

WASHINGTON, DC, February 7, 2013 — This week the **Corcoran Gallery of Art and College of Art + Design** officially launched a new membership and visitor outreach campaign celebrating the many talented people behind the Gallery’s renowned exhibitions, the College’s dynamic programs, and the institution’s vibrant cultural presence. The **Corcoran People campaign** showcases the diverse offerings and experiences at the Corcoran through the shared stories, passions, and talents of eclectic personalities—staff, faculty, students, artists, and members.



Mavis Gragg is a Corcoran Uncorked attendee, member, and docent in training.

The campaign will promote a year of exciting opportunities at the institution, including upcoming exhibitions and programs in the Gallery, College courses, and event highlights. It will allow the D.C. community to meet a wide range of people who contribute to the cultural life of the city through their work and association with the Corcoran.

The Corcoran People campaign includes print (newspaper and magazine) and out of home display ads as well as an innovative [Tumblr](#) feed where photos, videos, and links paint a robust portrait of the

Corcoran not usually seen in endorsement-driven marketing campaigns.

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“This is an exciting and edgy campaign for the institution,” said Fred Bollerer, director and president of the Corcoran. “It artistically captures the true vibrancy of the Corcoran community and the raw talent of our curators, staff, students and donors. Next to the art, their collective energy and creativity represent our greatest asset.”

Close Up: Corcoran People

The campaign to date features 23 personalities representing various artistic passions, backgrounds, and affiliations within the institution. Some of the people featured in the campaign are:



Shown here in a Metro light box ad, Maria Habib is the Corcoran’s Senior Director of Design, an artist, and teacher of Design Lab at the Corcoran College of Art + Design.

- **[Mavis Gragg](#), Corcoran member and docent, attorney.** When regulatory attorney Mavis Gragg renewed her Corcoran membership, she ended her email message with the words, “I’m happy to be in a committed relationship with the Corc.” Also a docent in training, Gragg recently attended the inaugural evening of Corcoran Uncorked--the Corcoran’s new Wednesday evening series—and remarked, “This is such a dynamic night and the Corcoran has so much to offer.”
- **[Todd Gray](#), Chef and Owner of Equinox, whose Muse Café is open Wednesday through Sunday, and Wednesday evenings for Corcoran Uncorked.** Whether it’s the 800-person party he’s catering for *Pump Me Up: DC’s Subculture of the 1980s*, or bites for a smaller Gallery 31 opening, Gray makes every food moment at the Corcoran count.
- **[Maria Habib](#), Corcoran Director of Design, alumna, and faculty member**
- **[Kate Robertson](#), Corcoran graduate student**
- **[Joe Hale](#), Director of College Exhibitions**, whose team puts on shows in Gallery 31 and organizes the annual exhibition of student work, *NEXT at the Corcoran*
- **[Enoc Perez](#), painter**, whose work is on view in *Enoc Perez: Utopia*, part of the Corcoran’s contemporary series NOW at the Corcoran.
- **[Sarah Newman](#), Corcoran curator of contemporary art**
- **[Holly Bass](#), D.C. performance artist and member of the Corcoran**
- **[Malek Malik](#), Corcoran ArtReach student since 2005**, selected to join inaugural ArtReach Master Class in 2012
- **[Jackie Hiersteiner](#), Corcoran alumna, MA candidate in Interior Design, and Chair of Alumni Committee**

“The goal of the campaign is to engage and entice the D.C. community to see that Corcoran People are what makes the Corcoran exciting, whether through our growing NOW series, or an ArtReach program for D.C. students like Malek Malik,” said Mimi Carter, vice president of Communications and Marketing at the Corcoran, part of the in-house team that created Corcoran People. “We have such dynamic College and Gallery program offerings for people of all ages, and this new campaign is about the innovative people who make those experiences possible, in a way that is unexpected for the Corcoran.”



Kris Price is a Corcoran alumnus, Design Manager at SEIU, and Family Member planning to attend the Corcoran’s new show, *Pump Me Up: D.C. Subculture of the 1980s*.

CORCORAN COLLEGE OF ART + DESIGN
GRADUATE PROGRAMS

“Instead of dreaming about a career in design, I could make it formally part of my life, make it a reality.”

KATE ROBERTSON
GRADUATE STUDENT, INTERIOR DESIGN

AREAS OF STUDY
Master of Arts (MA)
Art and the Book
Art Education
Exhibition Design
Interior Design
New Media Photojournalism
Master of Arts in Teaching (MAT)

MAKE YOUR DREAMS A REALITY

Kate Robertson, a graduate student in the College’s interior design program, is part of the Corcoran People college recruitment campaign. This is a postcard for the College’s upcoming Open House on February 9, 2013.

ABOUT THE CORCORAN

Established in 1869, the **Corcoran Gallery of Art** was one of America’s first museums of art—dedicated, in the words of founder William Wilson Corcoran, to “encouraging American genius.” Today it is Washington, D.C.’s largest nonfederal art museum, known internationally for its distinguished collection of historical and modern American art as well as contemporary art, photography, European painting, sculpture, and the decorative arts. A dynamic schedule of special exhibitions complements a range of educational programming, which together enriches the perspectives of the visiting public, supports the local arts community, and encourages thoughtful interpretation of today’s most compelling social issues. **The Corcoran College of Art + Design** was founded as a school of art in 1890 and stands as Washington’s only four-year accredited college of art and design. The College is one of the few in the nation whose educational model includes an integral relationship with a museum, fostering the talent of the next generation of artists. For more information about the **Corcoran Gallery of Art and College of Art + Design**, visit www.corcoran.org.



Hours

Thursday, Friday, Saturday, and Sunday: 10 a.m.–5 p.m.

Wednesday: 10 a.m.–9 p.m. The Corcoran is closed on Monday and Tuesday.

Admission

Wednesday through Friday and Sunday: \$10 adults; \$8 full-time students (with ID) and seniors (62+).

Free: active duty military, children under 12, Corcoran Members free.