



DONATING: AN AFFAIR OF THE HEART OR THE MIND?

Ariana Museum, 26 April 2024 to 2 March 2025

PRESS RELEASE

Geneva, 15 April 2024

The Musée Ariana is pleased to present *Donating: An Affair of the Heart or the Mind?* from 26 April 2024 to 2 March 2025, with free admission to the museum gallery. Why do people choose to donate to a museum? This exhibition sets out to answer that question by highlighting the many stories and accounts that underlie the majority of the Ariana's collections.

Over the decades, the Musée Ariana's collections have been shaped by the generosity of donors and the loyalty of a number of patrons. Three-quarters of the museum's works are the result of donations, bequests, or acquisition grants.

Who are these one-off or perennial philanthropists? Patrons, friends, artists, gallery owners, collectors, art lovers, heirs, ordinary citizens—each have their own reasons.

Contributing to the development of a museum can take many forms and serve many purposes, for example by adding one or more works to its collections or by providing financial support for its activities. Why do people choose to make a donation? It may be to contribute to the community's heritage, which will be passed on to future generations, because of one's attachment to the institution, or in memory of a loved one who owned the object for example.

To mark the occasion, a new module will be inaugurated in the "Accumulation" hall, showcasing the different ways in which the museum's collections have been enriched through its acquisition policy.

Public opening Thursday 25 April 2024, 6 p.m.

Programme (selection)

Guided tours

Sundays 28 April (in the presence of the exhibition curator), 12 May, 30 June 2024, 2 March 2025 at 11 a.m. | Free admission. No registration required.

Thematic tour: exhibition and collection of the Ariana Museum

Sunday 22 September 2024 at 10.30 a.m. | Free, no registration required

Regards croisés

Combined tours of the *Conditional Freedom* and *Donating: An Affair of the Heart of the Mind?* exhibitions
Sundays 3 November 2024 and 19 January 2025 at 11 a.m. | Free admission, no registration required

Visit and meeting with a donor

Sundays 2 June, 6 October 2024 and 2 February 2025 at 3 p.m. (in the presence of the exhibition curator).
Free, no registration required

For more information www.musee-ariana.ch

Visuals and photos on request: laurence.ganter@ville-ge.ch

Press

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Un musée

Ville de Genève

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