



NEWS RELEASE

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For Immediate Release

FRICK ART & HISTORICAL CENTER RECEIVES HEINZ ENDOWMENTS GRANT FOR NEW SIGNAGE PROGRAM

New identifying and directional signage will improve visitor experience

PITTSBURGH, PA, December 9, 2008—The Frick Art & Historical Center is pleased to announce that it has received a \$100,000 grant from The Heinz Endowments to support the fabrication and installation of a new signage program for its five-and-a-half-acre museum site in Point Breeze. The comprehensive wayfinding and identifying signage program was developed by the award-winning Pittsburgh-based firm, Kolano Design. Fabrication and installation of new signs is expected to be completed by summer 2009.

The Frick's improved signage program fulfills objectives set forth in its Strategic Plan: to enhance the visitor experience by providing opportunities to understand and experience the Frick as an integrated destination; to broaden our engagement with Pittsburgh audiences in meaningful ways; and to improve facilities and grounds that make the Frick accessible to all as a place of quality and beauty.

In 2006, the Frick's Board of Trustees endorsed a Master Plan aimed at redefining the way visitors experience the museum and addressing goals enumerated in the Strategic Plan. A chief element of the Master Plan—improving the visitor experience—is addressed by the new signage program, which will help the public locate, understand and enjoy the Frick.

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FRICK ART & HISTORICAL CENTER

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The comprehensive exterior wayfinding and signage program includes identifying signs on Penn Avenue and at the Reynolds Street entrance, as well as directional signage, which will be erected throughout the site to improve visitor navigation. Identifying signs containing interpretive information will be created for the Frick’s major buildings: Clayton; The Frick Art Museum; the Car and Carriage Museum; the Children’s Playhouse; and the Greenhouse.

ABOUT THE HEINZ ENDOWMENTS

The Heinz Endowments supports efforts to make southwestern Pennsylvania a premier place to live and work, a center of learning and educational excellence, and a home to diversity and inclusion. Committed to helping its region thrive as a whole community—economically, ecologically, educationally and culturally—the foundation works within Pennsylvania and elsewhere within the nation to develop solutions to challenges that are national and even international in scope. One of the largest and most innovative independent philanthropic foundations in the country, the Endowments awarded more than \$84 million in grants in 2007.

ABOUT THE FRICK ART & HISTORICAL CENTER

The Frick Art & Historical Center is the legacy of Helen Clay Frick, daughter of nineteenth-century industrialist Henry Clay Frick. Having established The Frick Art Museum in 1969, Miss Frick desired that her family home, Clayton, and the surrounding estate be preserved for, and opened to, the people of Pittsburgh after her death. Her vision was realized in 1990.

Today, the Frick Art & Historical Center houses a galaxy of collections—including fine arts, decorative arts, automobiles and carriages, and historic artifacts— in multiple galleries and venues, many of which are historic objects in and of themselves. These collections, and the programs that interpret them, illuminate the era during which Pittsburgh became one of the nation’s most important cities and also make meaningful connections to contemporary times. Although still a relatively young institution, the Frick ranks among Pittsburgh’s most important cultural and educational assets.

ADDRESS AND HOURS OF OPERATION

The Frick Art & Historical Center is located at 7227 Reynolds Street. Free parking is available in the Frick's off-street lot or along adjacent streets. Hours are 10:00 a.m.–5:00 p.m., Tuesday–Sunday. The site is closed Mondays and major holidays. For information and reservations, please call 412-371-0600, 10:00 a.m.–5:00 p.m., Monday–Sunday.

For additional information or images, please contact Greg Langel, Media and Marketing Manager, at 412-371-0600 ext. 524 or GLangel@TheFrickPittsburgh.org.

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The Frick Art & Historical Center, a 501 (c) (3) non-profit organization, is an historic site and cultural center with a mission to serve the public through preservation, presentation, and interpretation of the fine and decorative arts and historically significant artifacts for all residents of and visitors to Western Pennsylvania.