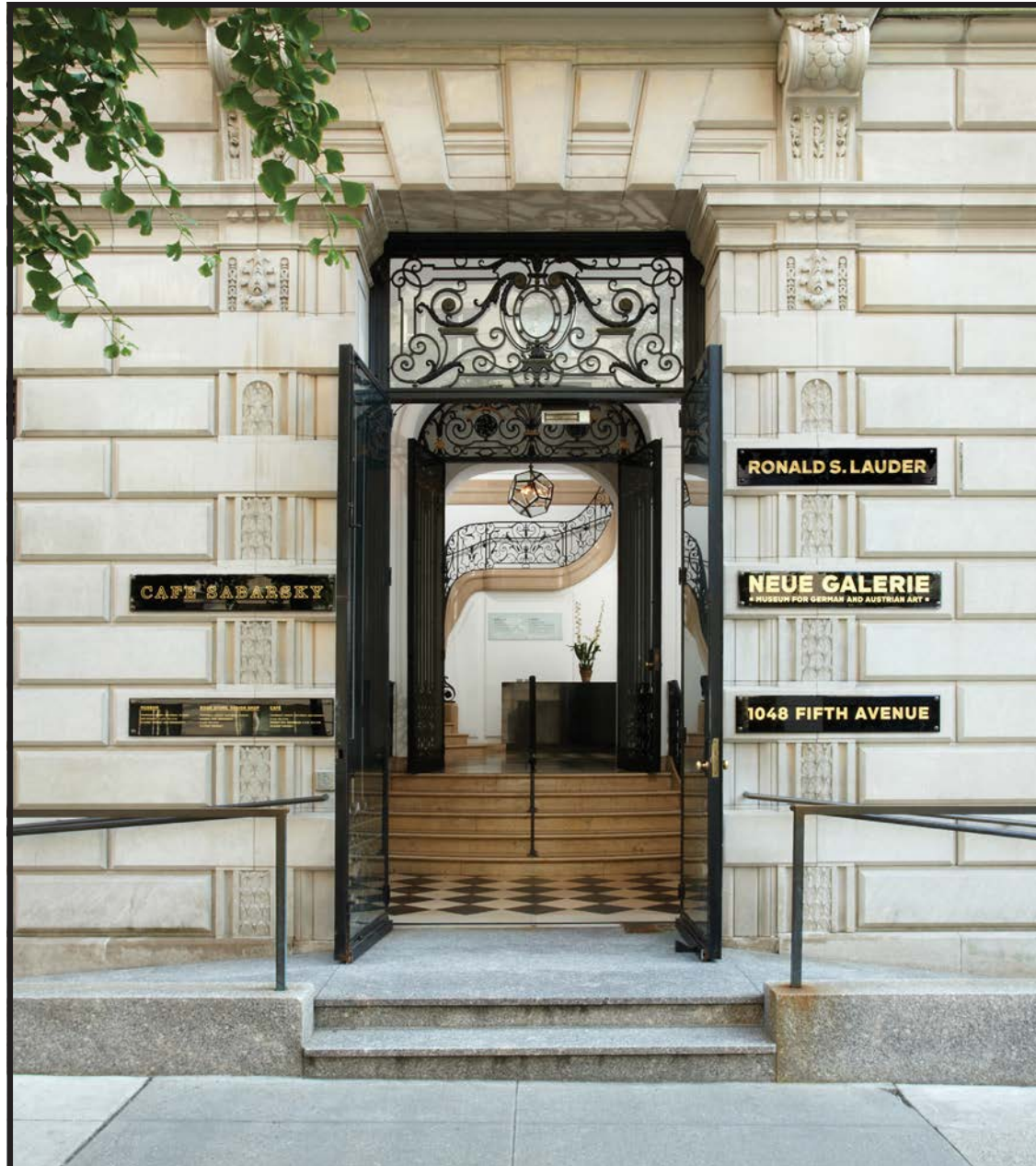


PRIVATE EVENTS

NEUE GALERIE NEW YORK



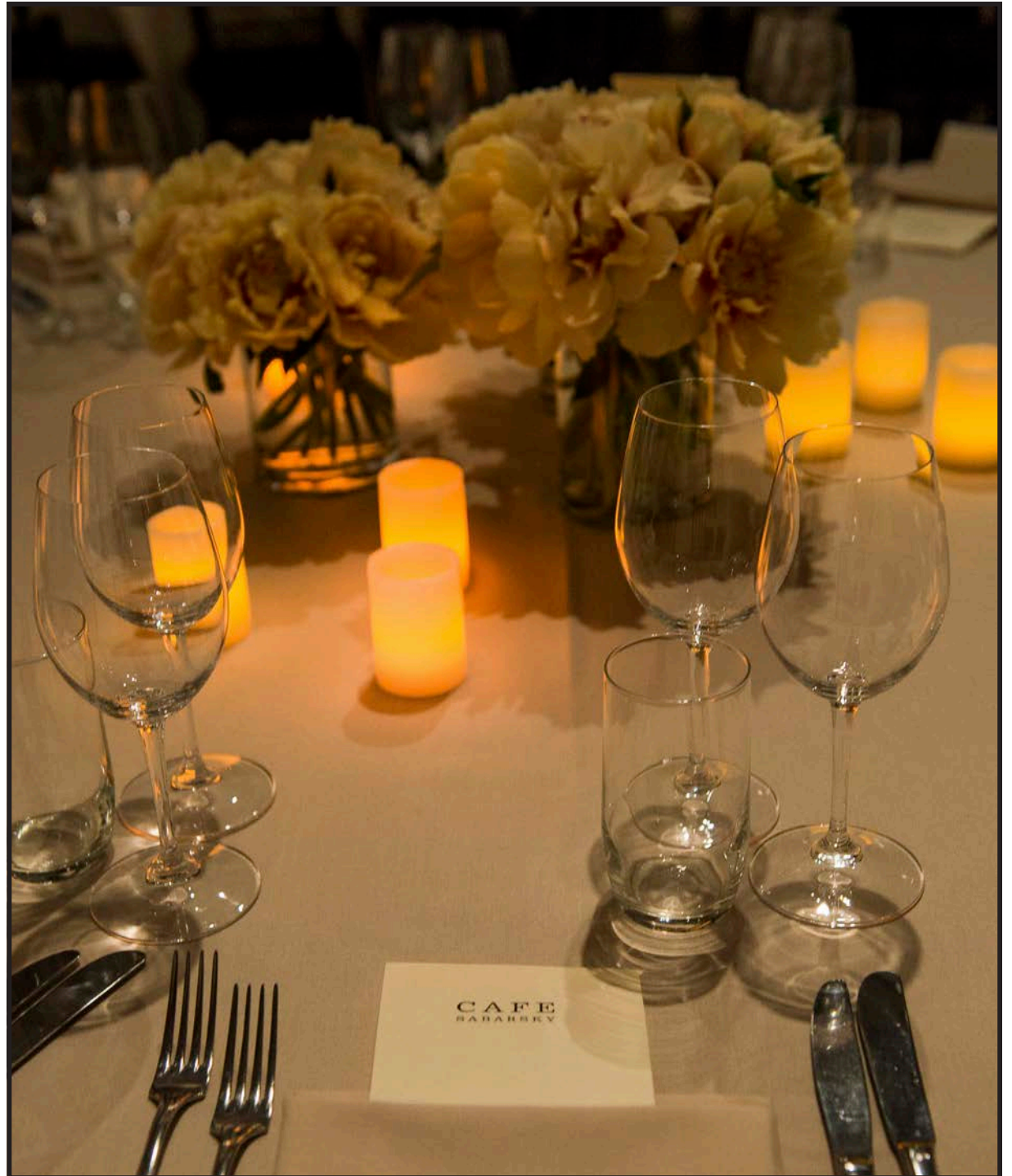
**RONALD S.
LAUDER**
**NEUE
GALERIE**
MUSEUM FOR GERMAN
AND AUSTRIAN ART
NEW YORK

CORPORATE AND PRIVATE ENTERTAINING AT THE NEUE GALERIE

The Neue Galerie New York is pleased to offer the unique opportunity to hold private events at the museum to corporate members and private donors. Café Sabarsky and the museum's galleries provide an intimate and beautiful setting for an event.

Housed in a landmark mansion designed and built by Carrère & Hastings in 1914, the museum presents extraordinary Austrian and German fine and decorative art from the early twentieth-century on two gallery floors. The main floor includes Café Sabarsky, the Design Shop, and Book Store.

Private event opportunities at the Neue Galerie include cocktail receptions, seated dinners, and exclusive after-hours gallery tours.





NEUE GALERIE NEW YORK

Neue Galerie New York was created by two men who enjoyed a close friendship over a period of nearly thirty years: art dealer and museum exhibition organizer Serge Sabarsky and businessman, philanthropist, and art collector Ronald S. Lauder. Sabarsky and Lauder shared a passionate commitment to modern German and Austrian art, and dreamed of opening a museum to showcase the finest examples of this work. After Sabarsky died in 1996, Lauder carried on the vision of creating Neue Galerie New York as a tribute to his friend.

The museum is devoted to early twentieth-century German and Austrian art and design, displayed on two exhibition floors. The collection features art from Vienna circa 1900, exploring the special relationship that existed between the fine arts and the decorative arts during this time. Austrian highlights include Gustav Klimt's iconic portrait *Adele Bloch-Bauer I* and important masterworks by Egon Schiele, Oskar Kokoschka, and Josef Hoffmann.

The German art collection represents various movements of the early twentieth century: the Blaue Reiter and its circle, the Brücke, the Neue Sachlichkeit as well as applied arts from the German Werkbund and the Bauhaus. German highlights include works by Max Beckmann, Ernst Ludwig Kirchner, and Otto Dix. Special temporary exhibitions rotate in the third floor galleries throughout the year.

LANDMARK BUILDING ON MUSEUM MILE

The Neue Galerie is located at 1048 Fifth Avenue, at 86th Street, on the Museum Mile. The building was completed in 1914 by Carrère & Hastings, the renowned architects of the New York Public Library. It has been designated a landmark by the New York Landmarks Commission and is generally considered to be one of the most distinguished buildings ever erected on Fifth Avenue. Commissioned by industrialist William Starr Miller, it was later occupied by society doyenne Mrs. Cornelius Vanderbilt III and subsequently by the YIVO Institute for Jewish Research. It was purchased by Ronald S. Lauder and Serge Sabarsky in 1994.

Annabelle Selldorf is the architect for the renovation of the building. Her work for Neue Galerie New York has involved restoring 1048 Fifth Avenue to its original state, while adapting it to the most stringent museum standards with regard to the display and preservation of works of art.





CAFÉ SABARSKY

Café Sabarsky, which honors Neue Galerie co-founder Serge Sabarsky, draws its inspiration from the great Viennese cafés that served as important centers of intellectual and artistic life at the turn of the century. It is outfitted with period objects, including lighting fixtures by Josef Hoffmann, furniture by Adolf Loos, and banquettes that are upholstered with a 1912 Otto Wagner fabric. A grand piano graces one corner of the Café, and is used for all cabaret, chamber, and classical music performances at the museum. This piano is available for use during private events.



PRIVATE GALLERY VIEWING

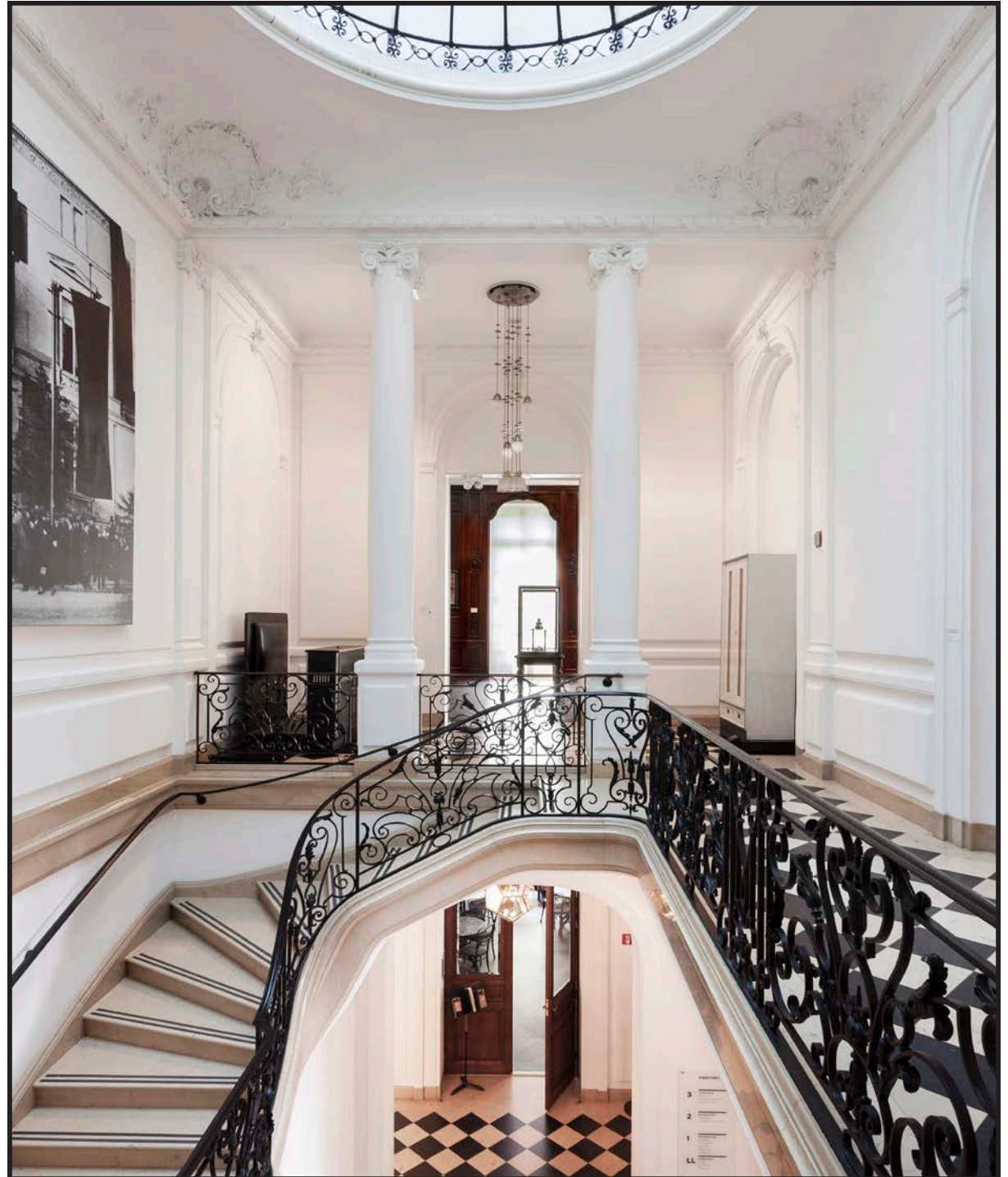
The museum's permanent collection and special exhibitions are available for private viewing and tours during events. Docents who are trained art historians can be arranged to discuss the works of art to further enrich the experience of your guests.



CORPORATE MEMBERSHIP
CORPORATE LEADER

\$25,000 (\$22,050 IS TAX-DEDUCTIBLE)

- Opportunity to host two private events at the Neue Galerie; one large reception for up to 300 guests and one private dinner for up to 60 guests
- Complimentary unlimited yearly admission for all employees and four guests at any time
- Invitations to exhibition opening receptions for four designated employees
- Invitation to Members' Thursday, a special evening each month in which the museum is open exclusively to members and their guests from 6 to 8 p.m.
- 20% discount on most items in the Design Shop and Book Store
- Two complimentary copies of all exhibition catalogues for the year
- Complimentary entry to all lectures, recitals, and films for all employees
- Monthly email newsletter, and special Members' Only emails with advance notice of acclaimed Cabaret Series and other special events
- Breakfast and lunch reservations in Café Sabarsky through the Membership and Development Department
- Acknowledgement of Corporate support on the Neue Galerie website





CORPORATE MEMBERSHIP

CORPORATE BENEFACTOR

\$10,000 (\$8,740 TAX-DEDUCTIBLE)

- Opportunity to host a private reception for up to 100 guests, or a private dinner for 60 guests
- Complimentary unlimited yearly admission for all employees and two guests at any time
- Invitations to exhibition opening receptions for two designated employees
- Invitation to Members' Thursday, a special evening each month in which the museum is open exclusively to members and their guests from 6 to 8 p.m.
- 20% discount on most items in the Design Shop and Book Store
- One complimentary copy of all exhibition catalogues for the year
- Complimentary entry to all lectures, recitals, and films for all employees
- Monthly email newsletter, and special Members' Only emails with advance notice of acclaimed Cabaret Series and other special events
- Breakfast and lunch reservations in Café Sabarsky through the Membership and Development Department
- Acknowledgement of Corporate support on the Neue Galerie website

INDIVIDUAL MEMBERSHIP
PRESIDENT'S CIRCLE

\$20,000 (\$18,700 TAX-DEDUCTIBLE)

- Opportunity to host a private reception for up to 100 guests, or a private dinner in Café Sabarsky for 60 guests
- Invitation to an annual private evening with museum President, Ronald S. Lauder
- Unlimited complimentary admission for ten
- Private tour of the museum's permanent and special exhibitions, by appointment
- Invitations to exhibition opening receptions
- Invitation to Members' Thursday, a special evening each month in which the museum is open to members and their guests from 6 to 8 p.m.
- 20% discount on most items in the Design Shop and Book Store
- One complimentary copy of all exhibition catalogues for the year
- Monthly email newsletter, and special Members' Only emails with advance notice of acclaimed Cabaret Series and other special events
- Opportunity to participate in the Neue Galerie's exclusive travel program
- Breakfast and lunch reservations in Café Sabarsky through the Membership and Development Department





INDIVIDUAL MEMBERSHIP BENEFACTOR

\$10,000 (\$9,690 TAX-DEDUCTIBLE)

- Opportunity to host a private reception for up to 100 guests, or a private dinner in Café Sabarsky for 60 guests
- Unlimited complimentary admission for eight
- Private tour of museum for up to twenty-five guests, by appointment
- Invitations to exhibition opening receptions
- Invitation to Members' Thursday, a special evening each month in which the museum is open to members and their guests from 6 to 8 p.m.
- 20% discount on most items in the Design Shop and Book Store
- One complimentary copy of all exhibition catalogues
- Complimentary entry to all lectures, films, and recitals
- Monthly email newsletter, and special Members' Only emails with advance notice of acclaimed Cabaret Series and other special events
- Opportunity to participate in the Neue Galerie's exclusive travel program
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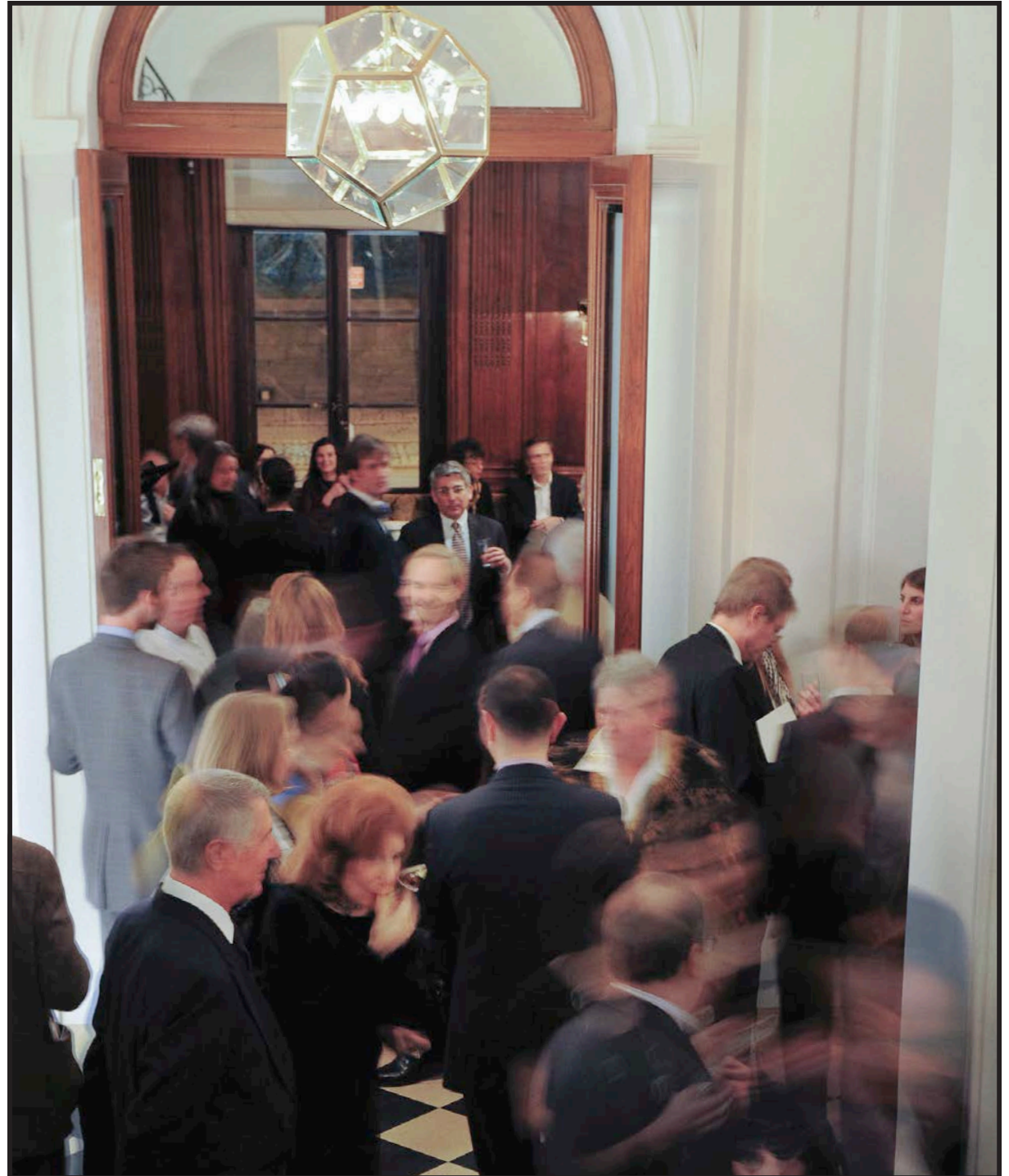


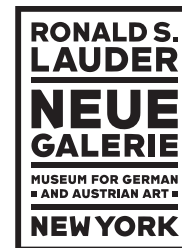
EVENT GUIDELINES

- The museum can accommodate up to 300 guests for cocktail receptions
- The museum can accommodate up to 60 guests for a seated dinner in Café Sabarsky
- Event contract and certificate of insurance required
- Café Sabarsky is the museum's exclusive caterer and arranges all food, wine, and rentals
- Special gifts for guests are available through the Design Shop and Book Store
- Food, drinks, and photography are only permitted on the main floor
- Musicians are permitted upon approval. DJ's are not allowed
- Religious ceremonies are not allowed on the premises

EVENT FEES

- The appropriate membership contribution is required prior to event date
- Administrative fee of \$5,000 per event
- Additional charges for security, operational, and custodial services for the duration of the event
- Catering and rental fees charged separately by Cafe Sabarsky





**FOR FURTHER INFORMATION,
PLEASE CONTACT:**

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