

# GUGGENHEIM

## NEWS RELEASE

For Immediate Release  
October 13, 2011

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### Guggenheim Museum Announces Collaboration with Fine Paints of Europe to Introduce Paint Collections for the Home

(New York, NY) For more than fifty years the Solomon R. Guggenheim Museum in New York has selected the perfect wall colors to complement the celebrated collection of modern art showcased in its Frank Lloyd Wright–designed home on Fifth Avenue.

Beginning this fall, the Guggenheim will share these trade secrets with homeowners, interior designers, architects, and art lovers everywhere. Through an exclusive licensing arrangement with the Guggenheim, Fine Paints of Europe, Inc., of Woodstock, Vermont, will introduce two paint collections suitable for residential and commercial use on Thursday, October 13, 2011. The Classical Colors is a set of 150 wall colors drawn from much-loved paintings in the Guggenheim’s permanent collection. The Gallery Colors are comprised of 50 hues favored by generations of Guggenheim Museum curators, artists, and designers—including Wright himself.

“We see color as an important aspect of the art experience at the Guggenheim, whether we are aiming to highlight a particular canvas or unify a wall of very different objects,” notes Karen Meyerhoff, Managing Director for Business Development at the Guggenheim Museum. “The museum has chosen to develop these new collections with Fine Paints of Europe because of the company’s expertise in recreating even the subtlest nuances of color,” adds Meyerhoff. “We also admire their philosophy of customer service, which is not unlike our own intensive design process: Fine Paints of Europe’s color consultants offer clients complimentary assistance in addressing a broad array of surfaces and environmental and other contextual conditions before assisting in the selection of specific colors.”

Classical Colors reflects the color palette of paintings by Paul Cézanne, Vasily Kandinsky, Franz Marc, Vincent van Gogh, and other modern masters whose works are in the museum's celebrated collection. Colors range from the lively yellow of Franz Marc's *Stables* (1913) to the soft blue-gray found in the sky of Van Gogh's *Mountains at Saint-Rémy* (1889).

For the Gallery Colors collection, the museum delved into its archives to find original colors used for milestone exhibitions and shades chosen by Wright, artists, and museum curators. The resulting spectrum is intended to guide homeowners in the presentation of art, whether the goal be to frame a painting unobtrusively or to achieve the mood of a distinct era or culture. These colors are the product of complex formulations designed to produce interactive tones far more interesting than conventional paint colors.

The hues in the Gallery Colors collection are the result of rigorous testing: each time the Guggenheim mounts an exhibition, designers begin with small-scale models of the gallery space, sample wall colors, and tiny replicas of the artworks. The team then moves into the museum itself to view full-scale mock-ups. Because the final choice of wall color can influence how a museum visitor experiences the artworks, this testing phase is crucial to the museum's color decisions.

The Classical Colors and Gallery Colors collections were both further refined in consultation with Fine Paints of Europe, whose specialists fine-tuned the selections for a variety of architectural settings and lighting situations, to precisely match each hue.

"We know our clients are serious about the integrity of their physical space," says John Lahey, Founder, Owner, and CEO of Fine Paints of Europe. "They care about the beauty of paint itself: the depth of color, the touch, and the durability. So imagine how thrilled we are to be able to apply our own technical mastery to the development of these unique colors, drawn from one of the world's leading collections of modern art."

### *Fine Paints of Europe®*

Founded in 1987, Fine Paints of Europe® is a privately owned American company that imports and distributes paints from its manufacturing partner in The Netherlands, Wijzonol Paint Works, a leader in the production of high-performance coatings.

### *About the Solomon R. Guggenheim Foundation*

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, educational programs, research initiatives, and publications. Currently the Solomon R. Guggenheim Foundation owns and operates the Guggenheim Museum on Fifth Avenue in New York and the Peggy Guggenheim

Collection on the Grand Canal in Venice, and provides programming and management for the Guggenheim Museum Bilbao. The Deutsche Guggenheim in Berlin is the result of a collaboration, begun in 1997, between the Guggenheim Foundation and Deutsche Bank. The Guggenheim Abu Dhabi, a museum of modern and contemporary art designed by Frank Gehry on Saadiyat Island and adjacent to the main island of Abu Dhabi city, the capital of the United Arab Emirates, is currently in progress. More information can be found at [www.guggenheim.org](http://www.guggenheim.org).

### *Information*

Guggenheim Classical Colors and Gallery Colors fan decks and paints are available at selected Fine Paints of Europe retailers or directly through Fine Paints of Europe. To learn more about the Guggenheim Colors coatings, color tools, prices, and retailer locations, the public may visit [www.GuggenheimColorbyFPE.com](http://www.GuggenheimColorbyFPE.com) or call 888-680-4278.

(Color advice and technical support is available by phone daily, except Sunday.)

For more information about the Solomon R. Guggenheim Museum collection, the public may visit [guggenheim.org/new-york/collections/collection-online](http://guggenheim.org/new-york/collections/collection-online).

For more information about the museum building: [guggenheim.org/new-york/about/frank-lloyd-wright-building](http://guggenheim.org/new-york/about/frank-lloyd-wright-building).

For more information about the Guggenheim Museum's licensing program: [www.guggenheim.org/new-york/about/licensing-location-shoots](http://www.guggenheim.org/new-york/about/licensing-location-shoots).

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