

**Museum of Arts and Design**  
**SOFA Circle Response Form**  
**Thursday, April 19, 2012 to Monday, April 23, 2011**

**Benefactor at \$5,000 per couple** (\$4,910 is tax-deductible)

**Patron at \$1,000 per person** (\$955 is tax-deductible)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Enclosed is my check in the amount of \$\_\_\_\_\_ (Please make check payable to **Museum of Arts and Design**)

I (we) cannot attend, but wish to make a contribution of \$\_\_\_\_\_



**MAD SOFA CIRCLE EDUCATION CENTER FUND FOR THE FUTURE**

**\_\_\_\_\_ I (we) would like to participate in the special MAD SOFA Circle Education Center Fund to help support the costs of the Museum's programs, including hands on arts education serving 10,000 children and students annually. For many students, this is the only arts education they receive during the school year. Gifts of \$2,500 or greater will be specially recognized in the MAD Newsletter and Annual Report.**

**Please list my (our) name(s) as follows \_\_\_\_\_**

I authorize a charge of \$\_\_\_\_\_ to my (circle one) Visa/MC/Amex/Discover: Security Code \_\_\_\_\_

Account #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please mail or fax this completed form to:**  
**MAD SOFA CIRCLE Benefit Office**  
**Museum of Arts and Design**  
**2 Columbus Circle**  
**New York, NY 10019**  
**Fax: 212-299-7701**

Please call Stephanie Lang at **212.299.7729** or email **stephanie.lang@madmuseum.org** with questions.

## MAD SOFA CIRCLE BENEFITS

**Thursday, April 19th** (Park Avenue Armory, Park Avenue between 66th and 67th Streets)

- **12:30pm** – A **behind the scenes first look tour** with MAD Curators, *What's Happening Today*, an introduction to what to look for at SOFA NEW YORK (walking tour through SOFA).
- **5:00pm** – One ticket for advance viewing and Opening Night Preview (**2 hours prior to public opening**) with **admission to the MAD VIP Lounge and a private cocktail reception.**

**Friday, April 20th** (Park Avenue Armory, Park Avenue between 66th and 67th Streets)

- **11:00am** – Join **MAD's Chief Curator, David McFadden** as he moderates an illustrated discussion of COVET, a long-term project exploring the direct relationship between contemporary artists and historic artworks found in museum collections. COVET is inspired by ARTISTS' conversations with curators about content, context, social history and patronage. Participants include Molly Hatch (Ferrin Gallery, Pittsfield, MA), and Jonathan Wahl (Sienna Gallery, Lenox, MA), among others.
- **3:00pm** – Join **independent curator and critic, William Warmus**, former curator of Modern Glass at the Corning Museum of Glass, for a tour of the SOFA fair where he will highlight leading examples of contemporary decorative arts and design with an emphasis on works of glass.

**Saturday, April 21<sup>st</sup>**

- **11:00am** (Park Avenue Armory, Park Avenue between 66th and 67th Streets)  
Join **MAD's Jewelry Curator, Ursula Ilse-Neuman**, for a lecture on *The Transcendent Jewelry of Margaret de Patta: Vision in Motion*. Inspired by Bauhaus ideals and Constructivist design, Margaret de Patta revolutionized jewelry in the post-WW II era with sophisticated designs that exemplified the concept of 'vision in motion' championed by László Moholy-Nagy at the Chicago Bauhaus.
- **2:00pm** (The Galleries at the Museum of Arts and Design, 2 Columbus Circle)  
**Jennifer Scanlan, Associate Curator**, will guide you through MAD's current special exhibitions. View extraordinary jewelry in *Hanging Around: Necklaces from the MAD Collection*; majestic glass art in *Glasstress New York: New Art from the Venice Biennales*, curated in collaboration with SOFA exhibitor Adriano Berengo; exquisite works by Japanese artists and designers in *Beauty in All Things: Japanese Art and Design*; and the remarkably unusual *Swept Away: Dust, Ashes, and Dirt in Contemporary Art and Design*.
- **3:00pm** (The Theatre at the Museum of Arts and Design, 2 Columbus Circle)  
Admission to William Warmus's lecture: *Glass as High Art from Tutankhamen to Koons, an exploration of the ways glass has been used in art throughout the ages, by some unexpected artists.*

### **Additional Benefits of the MAD SOFA CIRCLE include:**

- **Free admission to MAD** for the run of SOFA NEW YORK 2012
- **10% discount in The Store at MAD** for the run of SOFA NEW YORK 2012 (A 20% discount for members)
- **Complimentary SOFA NEW YORK 2012 Exhibition catalogue and VIP ticket** for the run of SOFA NEW YORK 2012