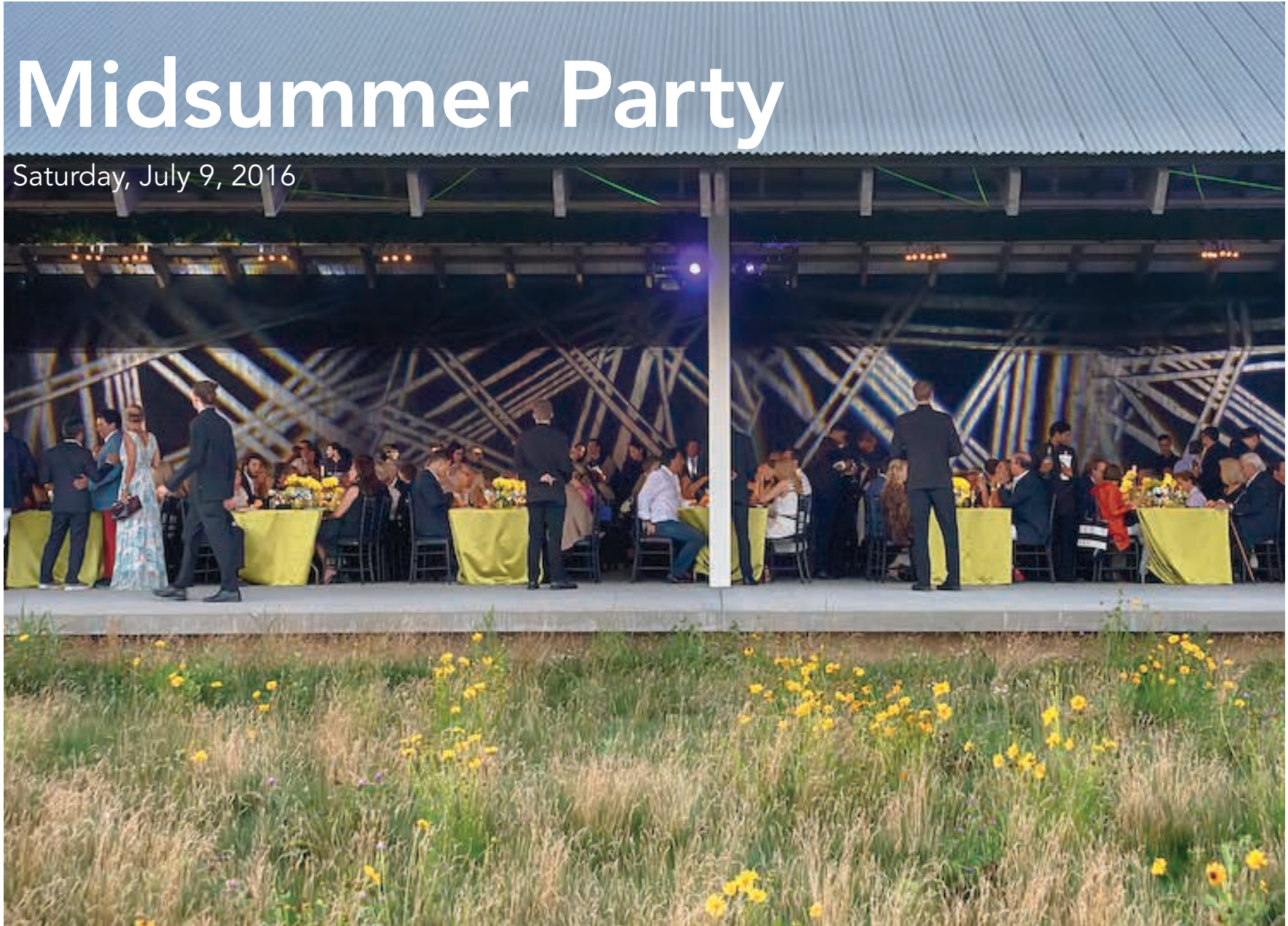




PARRISH ART MUSEUM

Midsummer Party

Saturday, July 9, 2016





The East End is one of the most dynamic creative areas in all of America and famous around the world. It has been home to artists who, inspired by its beauty, have transformed the modern visual imagination. Today it continues to be a magnet for creative, business, and professional talent, who generate a year-round energy. For more than a century, the Parrish Art Museum has been one of the East End's most vibrant assets, with a world-class collection of works by many of the century's most important artists. In November 2012, the Parrish opened its state-of-the-art facility, brilliantly designed by the world-renowned architects Herzog & de Meuron.

Within the first three years, the Parrish has welcomed some 190,000 visitors from 2,000 zip codes and 40 countries; mounted 20 acclaimed temporary exhibitions with accompanying publications, and presented more than 25 changing installations of the permanent collection; staged 300 multi-disciplinary events; and introduced the artistic process to thousands of students. The Museum takes pride in being an inspiration and destination for the region, the nation, and the world.

The new Parrish is a true center for beauty, creativity, and community, a vital focus for social engagement, offering visitors of all ages exciting new ways to experience the richness of art. It serves a highly educated and culturally savvy audience, drawn from a vastly diverse range of age groups and professions.

"a building of clarity, dignity, and exuberance...among the very best of the smaller museums completed in the United States in the last few years."

Paul Goldberger, Vanity Fair

"...[one of] 10 Blockbuster Buildings from Around the World"

Architectural Digest

**2013 Design Awards:
Best New Public Building**

Wallpaper* magazine

**2014 Design Award Winner: Best Museum
One of America's Best Small-Town Museums**

Travel + Leisure

**"The gold standard" (in museum leadership
and architectural redesign)**

Dennis Scholl, Knight Foundation



Art. Illuminated.

Our Purpose

Inspired by the natural setting and artistic life of Long Island's East End, the Parrish Art Museum illuminates the creative process and how art and artists transform our experiences and understanding of the world and how we live in it.

Our Mission

The Parrish fosters connections among individuals, art, and artists through care and interpretation of the collection, presentation of exhibitions, publications, educational initiatives, programs, and artists-in residence.





Why We Are a Platform for World-Class Brands

- Partnership and brand association with the region's most exciting new cultural and architectural venue
- Opportunity to reach affluent New Yorkers in the Hamptons resort community
- Prime networking with influential business, cultural, philanthropic, and civic leaders, renowned artists, and trendsetters
- Brand alignment with the most anticipated event of the 2016 Hamptons' social season



MIDSUMMER PARTY 2016

Honoring Barbara J. Slifka

The highlight of the summer social season in the Hamptons

- **Event Date:** Saturday, July 9, 2016
- **Honoring:** Barbara J. Slifka
- **Honorary Co-Chairs:** Emily Mortimer and Alessandro Nivola
- **Event Chairs:** Deborah F. Bancroft, H. Peter Haveles, Chad Leat, and Robin and Fred Seegal
- **Attendees:** 500+ dinner guests—trendsetters and leaders in the worlds of art, business, fashion, and real estate; individuals with sophisticated taste and a passionate interest in the visual arts
- **Past Honorees Include:** Patricia Birch, Ross Bleckner, Mildred C. Brinn, Chuck Close, Pierre de Meuron, Beth Rudin DeWoody, The Founding Partners of the new Parrish Art Museum, Barbara Goldsmith, Jacques Herzog, Tony Ingrao, Randy Kemper, Trudy C. Kramer, Dorothy Lichtenstein, Inga Maren Otto, Katharina Otto-Bernstein, Carroll Petrie, G.E. Smith, and Paul Taylor
- **Past Midsummer Party Co-Chairs Include:** Debbie Bancroft, Sloan Barnett, Susan Burden, Gloria Vanderbilt Cooper, Beth Rudin DeWoody, Mica Ertegün, Pia Getty, Andrea Glimcher, Pamela Gross, Agnes Gund, Duane Hampton, Anne Hearst, Delphine Krakoff, Jo Carole Lauder, Ronald Lauder, Marcia Mishaan, Fernanda Niven, James G. Niven, Katharina Otto-Bernstein, Holly Peterson, William P. Rayner, Patty Raynes, and David Wassong



Jonathan Sobel and Marcia Dunn Sobel



Peter Haveles, Terrie Sultan, Fred Seegal



John Bjornen and Cee Scott Brown



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Michael Kalland, Denise Kalland, Brad Shaheen,
Veronica Atkins, Linda Snyder



Alexandra Stanton and Sarah Manning



Cindy Sherman



Tony Ingrao and Randy Kemper



Tara Donovan



Maren Otto and Robert Wilson



Lisa Jackson



Kim Taipale, Nicole Miller, Eric Fischl



Lisa Perry and Blona Pellan



Andrea Glimcher, Pat Birch Becker, Peter Haveles



Leah Lane, Stewart Lane, Bonnie Comley



Alice Aycock and Keith Sonnier

- **Noteworthy guests have included:** Lorraine Bracco, Chuck Close, LuAnn de Lesseps, Aretha Franklin, April Gornik, Camille Grammar, Kelsey Grammar, Joel Grey, Kathy, Rick, Nicky and Paris Hilton, Donna Karan, Calvin Klein, Reed Krakoff, Sandra Lee, Maya Lin, Pia Lindstrom, Nicole Miller, Marcia and Richard Mishaan, Isaac Mizrahi, Sonja Morgan, Lisa Perry, Hilary and Wilbur Ross, David Lee Roth, Cindy Sherman, Keith Sonnier, Darren Star, Kelly and Jay Sugarman, Christy Turlington, Rufus Wainwright, Vera Wang, Tom Wolfe, and Robert Wilson
- **Past Corporate Sponsors have included:** Art Elliman by Douglas Elliman Development Marketing, Brooks Brothers, Burberry, Chopard, Christie's, Coach, Corcoran, Dolce & Gabbana, Gagosian Gallery, Gilan Jewelers, Grand Prix Cafe, Harry Winston, Hearst, HSBC, Martin Katz, Paramount Group, Porsche, Renco Group, Rigby Asset Management, Saunders & Associates Real Estate, Spiegel, Sunrise Jets, Theory, Town & Country, and Vera Wang



2015 Midsummer Party



From '1989' in East Rutherford to Verdant Midsummer Art in Southampton

Taylor Swift entertains thousands at MetLife Stadium and the Parrish Museum hosts a verdant art party

This weekend was all about Taylor Swift.

The pop star took her "1989 World Tour" to MetLife Stadium in East Rutherford, N.J., for two nights. On Friday, she brought with her a smorgasbord of 60,000 fans, Heidi Klum, the U.S. women's soccer team, the singer the Weeknd (for a duet on "Can't Feel My Face") and her friends Gigi Hadid, Lena Dunham, Hailee Steinfeld and Lily Aldridge, the four of whom joined her on stage to help recreate, in part, the "Bad Blood" video.

Ms. Swift's incredibly fun show mostly featured songs from her "1989" album, but it also had lots of musical breaks in which she proselytized nearly as much as Kanye West does when he gets a microphone. Ms. Swift, who is clearly the most powerful person in music right now, is at least using her platform for good. She is becoming the Oprah Winfrey or Tony Robbins for teenage girls, encouraging her large audience to invest in their female friendships and not let the Internet get them down.

The Taylor Swift brigade is culture at its most accessible, communal and populist, so, of course, our next stop had to be culture at one of its more niche points. This would be at the Parrish Museum in Water Mill, N.Y., a beautiful Herzog and de Meuron building that caters to one of the wealthiest populations in the country.

"Visitors come from as far east as Montauk and as far west as Brooklyn," said Terrie Sultan, the Parrish's director on Saturday night at the museum's big midsummer fundraiser.

Ms. Swift has her obvious, know-all-the-words audience of screaming girls who make light-up signs and attractive gay men with shiny brows and clever dance moves. The Parrish party gets a mix of overly tan Southampton stalwarts along with new art collector finance upstarts who live in newly built nearby mansions.

Not a lot of people come to this event to look at the art, which this year featured a Chuck Close photography exhibit with molto nudity. But they did seem to appreciate that no less than four black-clad fellows greeted attendees by opening the doors to the museum and that for the first time this year, a bar had been set up next to a series of classic cars on the back lawn. (The vehicles arrived courtesy of the evening's dealership sponsor.)

"What's great is today was a beautiful beach day and we still had a lot of visitors to the museum," said H. Peter Haveles, the board of trustees president.

"Three years since we opened and we have no complaints," added Ms. Sultan. "The meadow is coming in, and I'm wearing a slinky on my arm in honor of Tara Donovan."

Despite the fact that Ms. Donovan's slinky sculptures might have been a good jumping-off point for the dinner décor on the back porch, designer Ron Wendt took a cue from Mr. Close's photos of an Anthurium plant and a Fuji Mum. He went with a sharp acid-green color scheme "which contrasts beautifully with the wood walls."

Green satin tablecloths and bottle vases along with sharp green mums created a mix of shades of green "that rolled right down the porch and onto the fields of the vineyard," said Mr. Wendt.

Overhead, Mr. Wendt ran greenery down the eyebeams, and with the help of lighting designer Ira Levy, he placed a cat's cradle of Day-Glo rope through the rafters and then shot ultraviolet light through. For a minute, maybe, you could mistake the scene for a pop star's concert.

"It was challenging," said Mr. Levy, "but it's what we do."

Guests, including Lisa Perry, Parrish chairman Fred Seegal, SLT founder Amanda Freeman, Helen Schifter, David Wassong and Cynthia Clift, and Marcia Dunn and Jonathan Sobel enjoyed citrus cured black cod and a "salad of many peas" with fresh milk curd and lemon.

Mr. Wendt, who splits his time between Bridgehampton and the city, said the Parrish porch is a perfect place for entertaining, "because it really underscores that this is a summer party. It feels almost homey."

The environs also included the setting sun "which hit the glass on the tables like a thousand diamonds," said Mr. Wendt. "Guests gasped when they walked outside."

Oh, come on. Did he really hear guests audibly gasp?

"Yeah, I did," said Mr. Wendt. "It was great to experience that."

No wonder Taylor Swift likes to perform to 60,000 people.



Bloomberg

By Amanda Gordon Jul 13, 2015

Hamptons Scene: Avoiding Pond Scum at Parrish as Clammers Party

Peter J. Solomon left two headaches behind when he ventured to the Parrish Art Museum Midsummer Party on Saturday night. One was the sight of protesters outside his neighbor Dan Loeb's home, who were chanting something about the 1 percent. The other was the state of Hook Pond, which he lives on and is trying to help fix, serving on a commission with East Hampton's mayor. Too little oxygen, too much nitrogen and phosphorus: we better do something about it or it could turn into a swamp, he said.



The Parrish offered diversions: a field of race cars from the Grand Prix Cafe, which services, restores and sells classic vehicles; Tara Donovan's installation of Slinkys, the childhood toy; a "salad of many peas" with fresh milk curd and little edible flowers... and cheerful company: Alex Navab of KKR & Co., Len Tessler of Cerberus Capital and Fred Seegal, chairman of the Parrish (and vice chairman at Solomon's firm), who said the museum's attendance has tripled since it moved from Southampton to its new Herzog & de Meuron-designed home in Water Mill.



Most intriguing were artists Tucker Marder and Isla Hansen, talking about the performance Marder is staging for the Parrish in August.

"It's a duck puppet-show ballet," Hansen said.

Marder said he's raising the ducks, Crested Indian Runners.

"They stand up like bowling pins and they have afros," Hansen added.



WWD

Hamptons Happening, Parrish Art Museum Events Draw Lisa Perry, Eric Fischl

By Leigh Nordstrom
Photos Steve Eichner

The social set out east had their calendars busy Saturday night. In Water Mill, NY, the Parrish Art Museum was throwing its annual Midsummer Party at its gleaming venue off Montauk Highway.

Lisa Perry, Nicole Miller, Eric Fischl and Robert Wilson, whose own benefit for the Watermill Center is coming up in late July, were flitting about the museum taking in works by Tara Donovan and Chuck Close, whose retrospective is ending on July 26.

"I love the Chuck Close portraits. They really sort of get under the skin," said English artist Malcolm Morley, whose own work hangs in the museum's collection. Close himself, on the other hand, was nowhere to be found. It was the museum's third year in the new space designed by Herzog & de Meuron, and Donovan, anyway, approved.

"One of the most unique things is there really is no artificial lighting. And my work is really affected by shifting light and patterns as the viewer walks around the work, so it's a really nice pairing," she said.



Artists celebrate 'midsummer' at museum party

By Mara Siegler
July 12, 2015



Artists and art lovers flocked to the Parrish Art Museum in Water Mill on Saturday for the annual Midsummer Party.

"It's a huge tradition," Eric Fischl told us of artists working and living on the East End. "It goes back to the 1800s. Not only is it a great place to work . . . but it's also something where you're participating in a very long history."

Work by Tara Donovan and Chuck Close was displayed, and vintage cars were showcased.

East End Artists, Art Collectors Pack Tony Parrish Museum Gala

By Guelda Voien | 07/13/15 3:28pm

"Dealers, collectors, artists and socialites flooded the Parrish Art Museum in Water Mill last Saturday evening for the Midsummer Party, where some tables set donors back a cool \$50,000.

Diamond baron Henri Barguidjian, real estate royalty Jane and David Valentas, designer Nicole Miller and financier-turned-collector Frederic Seegal hob-knobbed with a variety of East Enders as they admired Tara Donovan's intricate Slinky sculptures.

Revelers were flanked by Chuck Close photography, which lined the halls of the Herzog & de Meuron-designed museum. The exhibition, Chuck Close Photographs, is on display until July 26.

The outdoor area was festooned with vintage Ferraris and Astin Martins from the personal collection of Julian Ellison, the founder of television station LiveAuctioneers. Barons of real estate and finance puffed cigars while assessing the vehicles as their wives tottered on high heels unsuited for the grass.

Ms. Donovan was in attendance, as were many other artists whose works is on display at the Parrish: Donald Sultan, Malcolm Morley, Eric Fischl, Alice Aycock and Jules Feiffer. Mr. Close couldn't make it.

Museum director Terrie Sultan said the museum straddles two goals with its programming: bringing world-class art to the Hamptons, while making sure to keep the fare decidedly local.

"We're lucky, we have great locals," she said, highlighting Mr. Close's long Island connection and the history of artists from painters to photographer Cindy Sherman who've called Long Island their home or made it their subject.

The event raised more than \$1 million for the museum, according to a representative.

The food by Olivier Cheng was very Hamptons housewife: pea shoots, a fillet of black cod with a single heirloom tomato and a delicious apricot tart.

Three years after moving to the built-to-suit wood and glass hangar from a tiny Southampton space, the Parrish appears to be prospering.

"I love it," said Stewart F. Lane, the Tony award-winning Broadway producer who sat across from the Observer at dinner, gesturing to the grand open terrace where the meal was served. Mr. Lane and his wife Bonnie Conley have supported the museum for years, he said, and will continue to do so.



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PRESENTING SPONSOR - \$50,000

The Parrish Art Museum works with its partners to tailor a sponsorship package that best promotes their brand's messaging and core principles

Core Benefits:

- Category exclusivity
- Acknowledgement in press releases and tip sheets sent to 800+ press outlets
- Acknowledgement in extensive pre- and post-event press coverage
- Logo inclusion on party invitation mailed to Museum's A-List members & donors
- Listing of one of your corporate officers as a Midsummer Party Corporate Chair on the party invitation
- Logo inclusion in Museum's summer newsletter mailed to members and donors and used as collateral material at Museum's entrance from June through August
- Sponsor acknowledgment in dedicated Midsummer Party e-blast (reach of 15,000+)
- Premier placement of logo on Parrish Art Museum website on the Midsummer Party web page (approximately 10,000+ unique visitors per month)
- Mutually agreed upon content included in Museum's social media party campaigns (reach of 10,000+)
- Verbal recognition of sponsor from the podium during party



Hospitality Benefits:

- Underwriter table (12 tickets) at the Midsummer Party, with premier seating (\$50,000 value)
- Curator-led private tour of the exhibition of your choice for twenty (20) guests, followed by drinks with Museum Director or Chief Curator
- One-year membership at the Business Benefactor level (\$5,000 value)

Branding Benefits:

- Display opportunity at the event and the ability to distribute promotional material
- Opportunity to host events—dinners, cocktail receptions, private tours. (entertaining costs are assumed by the sponsor)
- Incremental opportunities created with sponsor catering to your branding needs

PARTICIPATING SPONSOR - \$25,000

The Parrish Art Museum works with its partners to tailor a sponsorship package that best promotes their brand's messaging and core principles

Core Benefits:

- Category exclusivity
- Acknowledgement in press releases and tip sheets sent to 800+ press outlets
- Acknowledgement in extensive pre- and post-event press coverage
- Inclusion on party invitation mailed to Museum's A-List members & donors
- Sponsor acknowledgment in dedicated Midsummer Party e-blast (reach of 15,000+)
- Verbal recognition of sponsor from the podium during party

Hospitality Benefits:

- Benefactor table (10 tickets) at the Midsummer Party (\$15,000 value)
- Curator-led private tour of the exhibition of your choice for twenty (20) guests, followed by drinks with Museum Director or Chief Curator
- One-year membership at the Business Benefactor level (\$5,000 value)

Contact:

Nina Madison

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PARRISH ART MUSEUM

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