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**Announcing Museum of Art + Light
New Contemporary Art Museum Opening in
Manhattan, Kansas, November 2024**

*The New Museum Bridges Traditional Visual & Performing Arts
with 21st Century Art of the Digital Age*

*Museum of Art + Light & Iconic, Digital Art Platform, Jointly Announce
An Inaugural Exhibition of Works by Artists of the Digital Age
Erick "Snowfro" Calderon, Tyler Hobbs, Sasha Stiles, Grant Yun, and Emily Xie
and Releases of On-Chain Collectible Artworks Starting in July
With Proceeds Being Split Amongst the Artists, Iconic and MoA+L*

MANHATTAN, Kan. June 25, 2024—The Museum of Art + Light (MoA+L), a new contemporary art museum dedicated to connecting technology and art of the digital age with traditional visual and performing arts, is set to open in November in Manhattan, Kansas. The 100,000-square-foot facility features three exhibition galleries encompassing 55,000 square feet, flexible classrooms, a maker space, a restaurant, and a curated store.

Founded by entrepreneurs and art collectors Tracey H. & Robert L. DeBruyn, Ronald Bowman, and Stanley E. Zukowfsky to bring art to their community, the four co-founders are driven by the belief that communities outside of city centers benefit from museums as places to welcome all people, provide a place for dialogue, and advance arts education. The DeBruyns, founders of the global educational publishing company The Master Teacher, have long valued and championed education in all subjects, with a special focus on professional development and the value of a multidisciplinary approach to arts education.

The Museum will be situated in the middle of the United States in Manhattan, Kansas (population of 54,000 with a regional population of 133,000). The city is well-known for its built-in knowledge economy and innovation sectors harbored within Kansas State University and Fort Riley U.S. Army Post, both of which have increased economic productivity and provided a globally diverse workforce. MoA+L believes that by positioning itself in a flourishing rural community, the Museum, and therefore the arts, will thrive at this richly diverse and desired destination. The Museum of Art + Light will welcome art enthusiasts, technology

aficionados, students, and families, including many first-time museum-goers, to the revolutionary new space.

“We wanted to create a museum where people from all walks of life would be immersed in an electrifying, captivating experience to engage in the artistic process, explore the meaning behind real works of art, and as a result, expand their horizons and elevate their quality of life,” said founders Robert and Tracey DeBruyn. “We have built a place that will make an impact on the modern visitor—people who communicate, get their news, learn, and play on a plethora of technology devices. We cannot wait for people to experience art in a new way at the Museum of Art + Light.”

The Museum of Art + Light will open in November 2024 with an exhibition in partnership with Iconic and two Museum-originated exhibitions.

Museum of Art + Light x Iconic

The Museum of Art + Light is partnering with Iconic, a leading digital art platform, to bring five of the world’s leading artists of the digital age to the MoA+L’s *De Coded Digital Gallery* in an exhibition titled *Code & Canvas: Defining Digital Art in the Age of Blockchain*. This groundbreaking exhibition, featuring both new and renowned pieces by Erick “Snowfro” Calderon, Tyler Hobbs, Sasha Stiles, Grant Yun, and Emily Xie marks the first time a traditional museum has dedicated an entire gallery to collect and display digital art permanently.

Leading up to the Museum’s inaugural opening in November, Iconic and the MoA+L will launch a series of releases, beginning in July with a special collection from Grant Yun. The proceeds will be split among the Museum, Iconic, and the artist. This exclusive release will feature 150 editions, each comprising a digital collectible and a matching hand-signed, hand-numbered physical print. Subsequent releases will include works by Tyler Hobbs, Erick “Snowfro” Calderon, Sasha Stiles, and Emily Xie. A piece of each artist’s digital work will also become a part of MoA+L’s permanent collection. Collectors interested in participating in the auctions can access the releases directly from [Iconic’s website](#).

“Digital art has a rich and vibrant history and the Museum of Art + Light is taking the groundbreaking step to contextualize the importance of this space with the world’s first permanent digital art wing in an art museum,” said Chris Cummings, Founder and CEO of Iconic. “At Iconic, we are thrilled to partner with MoA+L in this pioneering endeavor, bringing cutting-edge technology and visionary art together to inspire and engage audiences like never before.”

Museum-Originated Inaugural Exhibitions

Creative Director of Immersive Experiences Sydney Bouhaniche, a world-renowned lighting and projection mapping designer with over 35 years of experience, will lead MoA+L’s four-person motion graphics team in debuting *Renoir: A Luminous Evolution*, the world’s first solo 45-minute animated installation in the *Mezmereyz (Mez)* gallery centered around Pierre-Auguste

Renoir, the distinguished Impressionist painter. This groundbreaking exhibition uses state-of-the-art technology of 108 Epson projectors, a media server from Modulo Pi, and technology integration of Diversified, to bring to life 300 artworks, family photos, and family films across 36,000 square feet of projection area, telling a rich story of the artist's home, life, travels, and artistic passions centering visitors as a part of his storied world. The exhibition offers a new, scholarly perspective on the world of Renoir that remains accessible for broad audiences, including those who may be encountering the artist for the first time.

Lasting Impressions: Shaping a Personal Collection will open in the *Fine Arts Gallery* and will feature a curated selection of works from the founders' collections of 19th and 20th-century American and European works on paper, sculpture, tapestry, and painting. It will include a digital platform for education and experimentation using technology and interactive elements to interpret the artworks. *Lasting Impressions* will provide visitors with an understanding of MoA+L's beginnings and a look to the future where traditional fine art meets contemporary sensibilities.

MoA+L's featured exhibitions and collaboration bring a dynamic and high-tech edge to traditional museum programming, giving visitors an unparalleled artistic experience while also demonstrating how the intersection of technology, immersive experiences, and fine art offers a fertile ground for experimentation, imagination, and advancing arts education for the next generation.

"Showcasing artistic advancements in new media and technology is a critical tool in engaging with this generation of visitor in fostering creativity, inspiring innovation, and spurring connectivity," said Erin Dragotto, Executive Director of the Museum of Art + Light and daughter of the DeBruyns, and who led the strategic development, mission, and vision. "Museums are working feverishly to keep pace with technology and its role in elevating inventiveness and interpretation. MoA+L's aim is to be an active participant in co-creating these artistic spaces and shifting the landscape and future role of museums. In combination with our partnership with Iconic, unique exhibition spaces, and installation of classical fine arts works, our new museum is set to redefine the museum experience for the 21st century."

Dragotto handles the day-to-day operations and development of MoA+L while overseeing a growing team of 10 full-time employees. Prior to this role, she was VP of Development for the National Mississippi River Museum & Aquarium; co-founded the Chicago Teen Museum while simultaneously running the Chicago Council on Science and Technology; and led Educational Outreach at the Adler Planetarium. She has a master's in arts education from the School of the Art Institute of Chicago and a BA in liberal arts from Pepperdine University, Malibu, with extensive experience in administration and fundraising for non-profit organizations and museum management.

MoA+L will provide an array of educational programming that fosters self-reflection, enhances critical and creative thinking, produces emotional responses, promotes well-being, and facilitates community and cultural partnerships led by Vice President of Learning Engagement & Visitor Experiences Kristy Peterson, an art educator for more than thirty years in varied fine art museums and non-profit organizations across the United States. Hands-on workshops, drop-in demonstrations, discussions, performances, and artistic activities for all audiences are currently being shaped to encourage play, learning, exploration, and creativity. The Museum plans to partner with local school districts and provide resources for teachers and students in grades K-12.

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About The of Art + Light

The Museum of Art + Light is a 501c3 non-profit, contemporary art museum with the mission to bridge 21st-century technology with the visual and performing arts to incite positive emotion, cultivate meaningful connections, encourage artistic exploration, and spark innovation.

Through innovative exhibitions and strategic partnerships, the Museum aims to create an inclusive and engaging space that explores the limitless convergence of visual art, the creative process, and digital technology. For more information about the Museum of Art + Light, upcoming exhibitions, and ticketing, visit www.artlightmuseum.org.

Starting in November, the Museum will be open from 10 am to 5 pm, Monday to Sunday.

Follow the Museum on [Facebook](#), [X](#), and [Instagram](#).

About Iconic

Founded in 2015 by Chris Cummings, Iconic is a digital art platform that specializes in expanding cultural experiences through digital innovation. Iconic collaborates with artists, museums, and cultural institutions worldwide. Iconic is dedicated to bringing unique, culturally significant digital and physical art releases to collectors globally through its in-house platform. Iconic is the recipient of the 2022 United Nations World Summit Award for Innovation in Culture & Tourism. Notable partners include The White House Historical Association, the Universal Hip-Hop Museum, the Norman Rockwell Museum, and the Pollock-Krasner House and Study Center.