

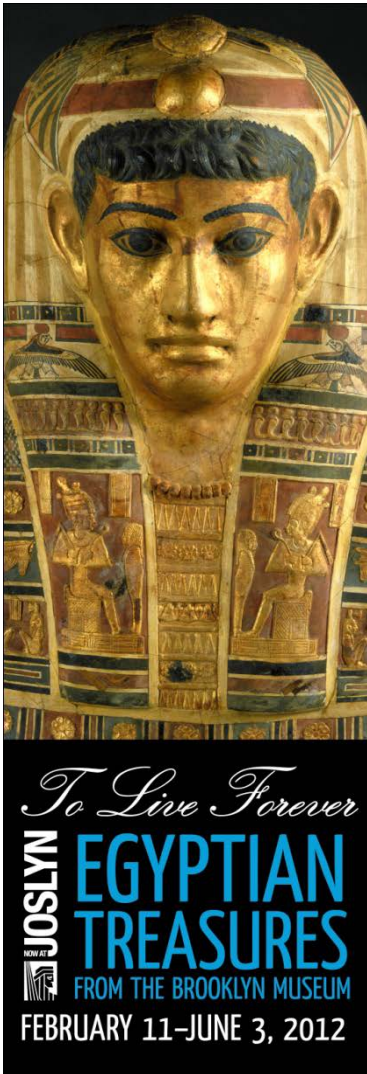


## NEWS RELEASE

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(Omaha, NE) – Encompassing more than one hundred objects from the Brooklyn Museum's world-renowned holdings, *To Live Forever* includes some of the greatest masterworks of the Egyptian artistic heritage. Exploring beliefs about life, death, and the afterlife as seen through the practice of mummification, the conduct of a funeral, and various types of tombs and burials, this exhibition answers the questions at the core of our continuing fascination with the art of ancient Egypt.

*To Live Forever: Egyptian Treasures from the Brooklyn Museum* is on view at Joslyn Art Museum from February 11 through June 3, 2012.

Belief in the afterlife and the view that death was an enemy that could be vanquished were among the most central cultural beliefs throughout thousands of years of ancient Egyptian civilization. *To Live Forever* features objects illustrating a range of strategies the ancient Egyptians developed to defeat death, including mummification and various rituals performed in the tomb. The exhibition reveals what the Egyptians believed they would find in the next world, and contrasts how the rich and the poor prepared for the hereafter. The economics of the funeral are examined, including how the poor tried to imitate the costly appearance of the grave goods of the rich in order to ensure a better place in the afterlife.

Each section of the exhibition contains funeral equipment for the rich, the middle class, and the poor. The visitor will be able to compare

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*Egyptian Treasures at Joslyn Art Museum*

finely painted wood and stone coffins made for wealthy patrons with the clay coffins the poor made for themselves; masterfully worked granite vessels with clay vessels painted in imitation of more desirable materials; and gold jewelry created for the nobles contrasted with faience amulets fashioned from a man-made turquoise substitute. Objects on view include the Bird Lady—one of the oldest preserved statues from all Egyptian history and a signature Brooklyn Museum object; a painted limestone relief of Queen Neferu; the elaborately painted shroud of Neferhotep; a gilded mummy mask of a man; and a gold amulet representing the human soul. Other highlights include the mummy and portrait of Demetrios, a wealthy citizen of Hawara; two mummies of dogs; stone sculptures and statues; protective gold jewelry made for nobility; canopic jars (used to store the body's major organs during mummification); and ceramic vessels used during Egyptian funerals.

Edward Bleiberg, Ph.D., curator of Egyptian, classical, and ancient Near Eastern art at the Brooklyn Museum, has organized the exhibition. He has authored the accompanying catalogue, which also includes an essay by the scholar Kathlyn M. Cooney; the catalogue is published by the Brooklyn Museum in association with D. Giles Ltd., London. It is available in Joslyn's Hitchcock Museum Shop or online at [www.joslyn.org/shop](http://www.joslyn.org/shop) (soft cover, \$35).

*To Live Forever Hours & Admission*

*To Live Forever* is open during all regular Museum hours and is free with regular Museum admission. Museum Hours:

- Tuesday, Wednesday, Friday, Saturday, 10 am–4 pm
- Thursday, 10 am–8 pm
- Sunday, noon–4 pm
- Closed Monday and major holidays

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On-site mobile tour iPod Touches provided in part by Best Buy Children's Foundation. Special thanks to the Frist Center for the Visual Arts, Nashville, TN, for development and production of audio content. Additional thanks to 91.5 KIOS FM: Omaha Public Radio for local assistance.

Hotel accommodations for our guest speakers provided by Courtyard Omaha Downtown.



Thanks to



Official Airline of Joslyn Art Museum

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*Egyptian Treasures at Joslyn Art Museum*

#### Museum Admission:

- \$8 adults; \$6 senior citizens (62+) and college students (with ID); \$5 ages 5-17; free for Joslyn members and children four and younger
- Free Saturdays: general public is admitted free on Saturdays, 10 am to noon
- \$5 Thursdays: \$5 general public admission on Thursdays, Feb. 16–May 31, from 4–8 pm

#### To Live Forever Events & Programs

### *Opening Events*

#### **Preview Party**

Thursday, February 9; 6–9 pm

The Joslyn Art Museum Association (JAMA) presents this cocktail reception and private preview of the exhibition. Honorary chairs are Gerry and Bruce Lauritzen and Emily and Clark Lauritzen. Special guest is Edward Bleiberg, Ph.D., curator of Egyptian, classical, and ancient Near Eastern art at the Brooklyn Museum. Event chairs are JAMA's Ellen Slosburg and Nessie Swedlund.

Reservations are \$100 per person (\$75 for members of Joslyn's Young Art Patrons). Invitations will be mailed; call (402) 661-3821 to receive one. Reservations may be made online at [www.joslyn.org/egypt](http://www.joslyn.org/egypt); by mail (return invitation's RSVP card with payment to the Museum); or by phone at (402) 661-3821.

#### **Members Opening**

Friday, February 10; 6–9 pm (doors open at 5:30 pm)

Curatorial Introduction at 6 pm

This event exclusively for Joslyn members includes exhibition viewing, light hors d'oeuvres, and a cash bar (Joslyn's Café Durham will also be open). At 6 pm, Edward Bleiberg, Ph.D., curator of Egyptian, classical, and ancient Near Eastern art at the Brooklyn Museum, will present "Archaeology in the Storeroom: Curating To Live Forever." This brief talk provides a behind-the-scenes glimpse at the creation of the exhibition (seating is first come, first served; event reservations do not guarantee lecture seating).

Invitations will be mailed to all Joslyn members (each invitation admits two; invitations or membership cards must be presented for admittance). Reservations are required: e-mail [reservations@joslyn.org](mailto:reservations@joslyn.org); online at [www.joslyn.org/egypt](http://www.joslyn.org/egypt); or by phone (402) 661-3858. To join Joslyn, visit [www.joslyn.org](http://www.joslyn.org).

#### **Free Public Lecture: "Living Forever in Ancient Egypt"**

Saturday, February 11; 10:30 am

Ancient Egyptian religion required people to prepare for their deaths by living a life of justice and providing themselves with specific objects to furnish a tomb. Fulfilling these spiritual and material requirements would allow them to live forever in the afterlife. Edward Bleiberg, Ph.D., curator of

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*Egyptian Treasures at Joslyn Art Museum*

Egyptian, classical, and ancient Near Eastern art at the Brooklyn Museum, will examine the requirements as well as the economic strategies for furnishing a tomb available to those lower on the social scale who could not afford a royal burial.

An excellent introduction to the exhibition. Admission is free. Seating is limited; first come, first served; concert hall doors open at 10 am.

## *Public Programs*

### **An Evening to Live Forever: Valentine's Day**

Tuesday, February 14 @ 6 pm

Ancient Egyptians considered the heart to be the most supreme of all the body's organs. They kept the heart inside of their mummies, for it was believed to be the keeper of the person's emotions and intellect (and the knowledge of a person's bad actions in life). Concerned about the fate of your heart? Wrap up with your favorite sweetheart this Valentines at Joslyn Art Museum. Enjoy creative cocktails, light hors d'oeuvres, and chocolate delicacies, along with exhibition viewing.

Reservations required; \$30 per person (includes hors d'oeuvres and one free cocktail). Joslyn Members will also receive a free glass of champagne. Reservations may be made online at [www.joslyn.org/egypt](http://www.joslyn.org/egypt) or by calling (402) 661-3862.

### **Saturday Surprise, Egypt Style!**

Saturdays, Feb. 18, Mar. 3, 17, 31, Apr. 14, 28, May 12; 10 am–noon

Stop in and try hands-on projects based on Egyptian culture and objects in the exhibition.

Free during Joslyn's regular free Saturday morning hours.

### **Ra Sleeps: Family Night @ Joslyn**

Friday, March 2; 7–10 pm

Explore the exhibition under the cover of night. Learn about Ra – the sun god – and other Egyptian myths and rituals during this activity-filled evening that will include a movie, art-making, and a themed snack.

Reservations are \$5 per person (including Joslyn members). Space is limited for this unique event; advance reservations are required at [www.joslyn.org/egypt](http://www.joslyn.org/egypt) or by calling (402) 661-3868.

### **Uncorking the Past: Ancient Ales and Other Extreme Beverages**

Thursday, March 15 @ 6 pm

An evening of talks and tastings featuring Dogfish Head Brewery's award-winning ales Midas Touch and Chateau Jiahu, recreated from ancient world recipes.

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### *Egyptian Treasures at Joslyn Art Museum*

Patrick McGovern, Ph.D., scientific director of Penn Museum's biomolecular archaeology laboratory and the leading authority on ancient fermented beverages, talks about how ancient ales and extreme beverages are discovered and brought back to life. Following a trail of archaeological and chemical clues around the world and through the millennia, Dr. McGovern tells the story of humanity's ingenious, intoxicating quest for the perfect drink. Whether mind-altering, medicinal, a religious symbol, a social lubricant, or artistic inspiration, fermented beverages have been a profound force in history.

At the reception, guests can taste the award-winning Dogfish Head Brewery recreations. Complimentary hors d'oeuvres accompany the beverages. Dr. McGovern will sign his books *Uncorking the Past: The Quest for Wine, Beer, and Other Alcoholic Beverages* (Berkeley: University of California Press) and *Ancient Wine: The Search for the Origins of Viniculture* (Princeton: Princeton University Press).

Advance reservations recommended; \$50 for the general public, \$40 for Joslyn members. Tickets at the door, based on availability, are \$75. Guests must be at least 21 years old to attend. Reservations may be made at [www.joslyn.org/egypt](http://www.joslyn.org/egypt) or by calling (402) 661-3862.

### **Story Adventures**

Tuesdays, February 21 and April 17; 10:30 am

A librarian from Omaha Public Library will read aloud storybooks with Egyptian tales to preschoolers and their chaperones. Afterwards, go on an adventure in the exhibition.

Free when you present a library card. All others, free with regular Museum admission.

### ***Momentum: Ballet Nebraska Presents Cleopatra***

Friday, March 30 @ 8 pm

Saturday, March 31 @ 2 pm

Ballet Nebraska teams with Joslyn Art Museum to present an original ballet inspired by *To Live Forever*. Erika Overturff's new ballet gives a dramatic glimpse into the life of one of history's most compelling and intriguing personalities: Cleopatra, the last ruler of classical Egypt. Famous both for her beauty and her political adeptness, this central figure in a star-crossed clash of empires makes a fascinating subject for Overturff's interpretive skill.

*Cleopatra* is presented as part of *Momentum*, Ballet Nebraska's *mixed-repertory* program which offers a diverse collection of short dance works in a variety of styles, making it both an ideal introduction to ballet for first-timers and a fascinating showcase for experienced dancegoers. This installment includes *DanceSport* – a riotously witty look at the intersection between competitive sports and professional dance created by nationally-renowned choreographer and showman Harrison McEldowney.

Performances held in Joslyn's concert hall. Tickets to *Momentum/Cleopatra* are available through Ticket Omaha ([www.ticketomaha.com/productions/Momentum](http://www.ticketomaha.com/productions/Momentum)), by phone at (402) 345-0606, or in person at the box office at 13th and Douglas Streets. Joslyn members will receive a special 10% discount on performance tickets (early Joslyn member orders placed by December 31 receive a 15% discount). The code needed to receive the discount will be made available to Museum members). More information about the company and performance is available at [www.balletnebraska.org](http://www.balletnebraska.org).

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*Egyptian Treasures at Joslyn Art Museum*

### **Family Fun Day**

Sunday, April 22; 1–4 pm

Art-making workshops, *To Live Forever* SCVNGR trek, music, dancing, and more! Walk (or run!) like an Egyptian to the Museum!

Admission is free.

### **Mummification: Resurrection of an Ancient Art**

Thursday, May 10; 6:30 pm

This public lecture features one of the world's foremost experts on mummies – Bob "Mr. Mummy" Brier, Ph.D., senior research fellow at the C.W. Post Campus of Long Island University in Brookville, New York. In 1994, using ancient tools and materials, Dr. Brier and Ronald Wade became the first people in 2,000 years to mummify a human cadaver in the ancient Egyptian style.

The goal of the project was to learn more about the tools and surgical procedures used by ancient embalmers. Brier and Wade went to Egypt to obtain natron, the dehydrating agent used by the ancient embalmers and also obtained frankincense and myrrh, just as the Egyptians did. Working at the University of Maryland Medical School, the two researchers used replicas of ancient tools to remove the brain through the nose and the internal organs through a three-inch abdominal incision. The project was the subject of the National Geographic television documentary, *Mr. Mummy*.

In this fascinating program Dr. Brier will discuss his findings of his mummification project and how it illuminates the ancient Egyptian knowledge of anatomy and medicine.

\$15 for the general public; \$10 for Joslyn members. Price includes Museum admission. Seating is limited; first come, first served; concert hall doors open at 6 pm; cash bar available at 5 pm. Tickets may be purchased at the door (based on availability), but advance reservations are recommended and may be made online at [www.joslyn.org/egypt](http://www.joslyn.org/egypt).

### **Love Your Mummy Mother's Day Breakfast**

Sunday, May 13; 10 am–11:30 am (one seating only; doors open 9:45 am)

Treat your "mummies" to breakfast in Joslyn's beautiful fountain court this Mother's Day. Following breakfast enjoy a walk through the special exhibition *To Live Forever*. Docents will be on hand in the galleries to answer questions.

Reservations are \$30 for Joslyn members; \$40 for the general public; \$12 for children ages 4–12; free for children age 3 and younger. Groups limited to tables of ten. Space is limited and reservations are required by May 8: online at [www.joslyn.org/egypt](http://www.joslyn.org/egypt) or by phone (402) 661-3864.

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*Egyptian Treasures at Joslyn Art Museum*

## *Touring*

### **Mobile @ Joslyn**

Look, listen, and connect with Joslyn Art Museum and OnCell! Bring your mobile device\* (cell phone, SmartPhone, or iPod Touch) to enhance your experience of *To Live Forever* by dialing into, or live streaming, the mobile tour at no extra Joslyn charge (regular phone rates apply; free Wi-Fi in the exhibition). Thirty stops are included and may be accessed at your leisure, in the order of your choosing.

Bring your own or purchase a set of disposable earphones at the Museum admission desk for \$2 to hear the audio while keeping peace in the galleries. Out of respect for all of our visitors, speaker mode is not allowed in the galleries. You may listen to the tour as you would a phone call, but earphones will make your listening experience more enjoyable.

Want to be ready when you arrive? Download the tour at home before your visit at [www.joslyn.org/egypt](http://www.joslyn.org/egypt) or save the local dial-in number into your phone: (402) 881-3601.

### **SCVNGR @ Joslyn**

Bring your mobile device\* to explore *To Live Forever* and play the latest challenge-filled SCVNGR trek. New to SCVNGR? Use this powerful form of location-based social media to go places, do challenges, and earn points. Visit [www.joslyn.org/egypt](http://www.joslyn.org/egypt) for more information.

*\*A limited number of iPod Touches with earphones will be available at the Museum for visitors without a mobile device. No extra charge; first come, first served; must leave a driver's license to check-out (no exceptions).*

### **Group Tours**

Groups of 10 or more may arrange a docent-guided exhibition tour. Group tours must be scheduled a minimum of three weeks in advance and are offered free with the reduced group admission rate. To request a group tour, call (402) 661-3823, visit [www.joslyn.org/egypt](http://www.joslyn.org/egypt), or e-mail [tours@joslyn.org](mailto:tours@joslyn.org).

### **Public Tours**

Docent-guided tours are offered free with regular Museum admission.

- Saturdays @ 10:30 am & 1 pm
- Thursdays @ 6:30 pm (*except* February 16, February 23, March 15, May 10)
- First & Third Wednesdays @ 1 pm (February 15, March 7, 21, April 4, 18, May 2, 16)

## *Art Classes for All Ages*

Joslyn Art Museum offers a range of art classes for all ages inspired by the exhibition: *Mummy & Me* and *Animals on the Nile* (ages 5-7) and *Everything Egypt, Clay of the Dead, Jewelry: Nile Style, and Ancient Gamers* (ages 8-12). For adults and teens, offerings include: *Gilded & Embossed Paper, Street*

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### *Egyptian Treasures at Joslyn Art Museum*

Art: Hiero-graffiti, Egyptian Relief Sculpture, and a host of exciting jewelry workshops. A spring break camp, *Art Like an Egyptian*, is offered for ages 6–12.

Complete class descriptions and prices are available at [www.joslyn.org/egypt](http://www.joslyn.org/egypt). Advance registration and payment required for class attendance.

## *Everyday Fun for Families*

### **Art Packs**

Discover another world in the galleries using Joslyn's new *To Live Forever* Art Pack filled with touchable materials and family-friendly activities. Free with Museum admission during all regular Museum hours.

### **Kid's Can**

Stop by the Kid's Can to write a story with hieroglyphs, read about Egyptian gods and goddesses, or to pick up a gallery scavenger hunt. Free with Museum admission during all regular Museum hours.

### **Scott EdTech Gallery**

Your headquarters for all things Egypt! Virtually explore an Egyptian tomb, settle on the sofa with books, play a game of Senet, or reach into a set of canopic jars and see what you find! Free with Museum admission during all regular Museum hours.

## *Programs for Special Audiences*

### **Girl Scouts Go Egypt!**

Sunday, February 19; 1–4 pm

A spring semester welcome to all Girl Scouts and leaders! Art-making, Girl Scout-led tours, SCVNGR treks, and more. Space is limited; advance registration required. Information available at [www.joslyn.org/egypt](http://www.joslyn.org/egypt) or by calling (402) 661-3868.

### **Thursdays for Teachers**

Thursday, February 23; 4:30–7:30 pm

Interactive tours through *To Live Forever* and hands-on Egyptian-themed workshops make up this installment of Thursdays for Teachers. Teachers will learn to integrate Egyptian art and culture into their curriculum and can explore Joslyn's Teacher Resource Center and its extensive selection of curriculum resources available to borrow. These include books, reproductions, teaching posters, and videos featuring ancient Egypt that teachers may check out at no cost. Also, the newly revitalized Ancient Egypt outreach trunk is available for use in the classroom. Open to all teachers. Space is limited; advance registration required by February 1. Call (402) 661-3847.

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*Egyptian Treasures at Joslyn Art Museum*

*Cleopatra*

Thursday, March 29 & Friday, March 30

Joslyn Art Museum and Ballet Nebraska are bringing *Cleopatra* to Metro area schools! Students will enjoy a behind-the-scenes look at a major ballet production, and witness excerpts from the ballet, *Cleopatra*. Some students will round out their visit with a brown bag lunch in the fountain court and a guided tour of the exhibition *To Live Forever!* Reservations are required. Schools wishing to attend should call (402) 661-3823.

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[www.joslyn.org/egypt](http://www.joslyn.org/egypt)

- Get a sneak peek of some of the objects in the exhibition and learn interesting facts
- "Meet" our mummies: Demetrios and two dogs
- Watch videos
- Link to articles about our world-renowned featured speakers
- Register for all related events
- Buy some Egyptian keepsakes
- Catch Egyptomania!

For exhibition images, contact Amy Rummel, director of marketing and public relations, at (402) 661-3822 or [arummel@joslyn.org](mailto:arummel@joslyn.org).



Our Mission – Joslyn Art Museum collects, preserves, and interprets the visual arts of the highest quality, fostering appreciation and enjoyment of art for the benefit of a diverse audience. Our Vision – To be cherished and respected as a premier art museum.

The Museum was a gift to the people of Omaha from Sarah Joslyn in memory of her husband, George, who made his fortune as president of the Western Newspaper Union. The Museum's original 1931 building is one of the finest examples of Art Deco architecture in the nation, with 38 types of marble from seven countries. The Walter and Suzanne Scott Pavilion, a 58,000-square-foot addition built in 1994, was designed by renowned British architect Norman Foster, Baron Foster of Thames Bank, as his first U.S. commission. The Museum features galleries, a 1,000-seat concert hall, fountain court, education technology gallery, lecture hall, classrooms, library, café, and shop.

[www.joslyn.org](http://www.joslyn.org) | (402) 342-3300 | 2200 Dodge Street | Omaha, NE 68102