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FOR IMMEDIATE RELEASE

di Rosa Executive Director Kathryn Reasoner to Step Down In May



NAPA, Calif., Feb. 18, 2015—di Rosa announces that Kathryn Reasoner is stepping down on May 31 after ten years as executive director to pursue independent projects. Plans for the search for her successor will be announced by di Rosa's Board of Directors in the coming months.

Reasoner joined di Rosa in 2005 following a decade as director of Headlands Center for the Arts in Marin. Her tenure at di Rosa marked the organization's transition from a private collection to a nationally regarded contemporary art museum. "A tremendous amount of change has been accomplished under Kathryn's leadership," said di Rosa Board President William S. Duff Jr. "From building professional infrastructure to launching a revitalized brand identity for the institution, she has been integral in shaping di Rosa as it stands today."

Already respected among many arts enthusiasts for its collection, di Rosa has steadily built a wider reputation as it shifted from focusing on preservation to producing a year-round program of exhibitions and educational events. Reasoner hired di Rosa's first full-time curator and expanded shows by emerging artists. She also successfully led efforts to allow the museum to welcome visitors on weekends and without appointment. As a result, tour participation grew by 60%, audiences more than doubled, and support from members and patrons also increased.

"It has been an honor to have served the community during such an exciting and enriching period," said Reasoner. "I credit the board and our dedicated staff for so much that has been accomplished."

Today di Rosa is a lively destination in the Carneros region of Napa Valley and presents programs for a wide range of audiences. The museum houses one of the most significant collections of Bay Area art in the world with nearly 2,000 works spread among three separate galleries, a sculpture park, a 35-acre lake, and wildlife preserve. di Rosa's holdings now encompass 217 acres with a professionally managed endowment of \$8.5 million.

"Kathryn has led di Rosa through an important process of maturation," said Duff. "We applaud her achievements and appreciate that she leaves the organization with a strong staff and infrastructure, as well as strong board leadership for its next phase of growth."

ABOUT DI ROSA: Located in the Carneros region of Napa Valley, di Rosa houses the foremost collection of contemporary Bay Area art, with works by 800 regional artists working from the 1960s to the present. A wide range of styles, media, and subject matter provide an overview of the creative energy and freedom to experiment that characterize this region of California. For more information, visit www.diRosaArt.org.

Photo by Israel Valencia, courtesy of di Rosa

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