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FOR IMMEDIATE RELEASE

di Rosa Announces New Executive Director

NAPA, Calif., Dec. 10, 2015—di Rosa is pleased to announce the appointment of seasoned arts and cultural institution leader **Robert L. Sain** as the museum's new executive director. The hire follows an extensive national search led by Museum Management Consultants, Inc. in conjunction with members of di Rosa's Board of Directors. Sain will join di Rosa on January 15.

"What an honor and joy to have the opportunity to lead di Rosa at this institutional moment as it embarks on a compelling quest to become a force for shaping what a next generation arts organization can be," Sain said. "I am energized by the Board's commitment to public engagement coupled with their determination to rethink what it means to be a contemporary art museum in the 21st century. This is a magical place infused with the adventurous spirit of the founder Rene di Rosa where unexpected things can happen in the pursuit of big ideas."



Sain brings substantial experience in audience cultivation, strategic partnerships, and fund development for cultural organizations. Since 2011, Sain has served as executive director for Alabama Contemporary Art Center in Mobile, overseeing a radical overhaul of the institution's vision, branding, and programming while securing first-time support from high-level donors and national foundations.

Throughout his career, Sain has consistently pushed the boundaries for redefining education as central to the life of museums. Just prior to his work in Alabama, for example, he created and taught a course on museum practice and public engagement at Otis College of Art and Design in Los Angeles, where he enlisted the Getty Museum to serve as a learning laboratory for students. In 1999 he founded LACMALab at the Los Angeles County Museum of Art, a research and development unit exploring experimental approaches to audience engagement and art presentation, and directed the program for seven years. In that time LACMALab commissioned over 30 artists, 60 art students from surrounding art schools, and four architecture groups to create work for testing art viewing practices.

Sain also served as executive director of several California art institutions, steering critical expansion efforts at Montalvo Arts Center in Saratoga (2006-2008) and the Children's Museum/Museo de los Niños in San Diego (1992-1999). At both organizations,

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Sain initiated unprecedented collaborations with likely and unlikely partners throughout the community.

“We feel extremely fortunate to have attracted an executive of Bob’s stature in the art world,” di Rosa Board President William S. Duff, Jr. said. “Bob’s exceptional understanding of contemporary museum practices and his entrepreneurial approach make him an ideal fit for di Rosa at this moment of our history.”

Sain joins di Rosa during an exciting time in the museum’s development, including a dramatic increase in funding for family and educational programs and a newly adopted five-year strategic plan designed to guide di Rosa’s evolution into a world-class art institution and treasured community resource.

“Public engagement and community impact are our new watchwords, and Bob articulates a vision that aligns perfectly with di Rosa’s potential,” Duff, Jr. said.

ABOUT DI ROSA:

Located on over 200 acres in Napa Valley, di Rosa is a catalyst for transformative experiences with contemporary art of Northern California. The museum offers a wide range of exhibitions and educational programs for all ages, and the permanent collection, considered the most significant holding of Bay Area art in the world, features nearly 2,000 works by 800 regional artists. A wide range of styles, media, and subject matter provides an overview of the creative energy and freedom to experiment that characterize this region of California. For more information, hours, and tour schedules, visit dirosaart.org.

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