



di Rosa

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*Viola Frey, Seated Figure with Vase, 1998, ceramic and glazes, 69 x 60 x 36 in.*

## ***Expanded Collections Exhibition Opens May 3 at di Rosa Center for Contemporary Art***

*Planned rotations over the exhibition's 18-month run will showcase breadth of collection.*

Napa, CA (April 16, 2025) – di Rosa Center for Contemporary Art's new, expanded collections exhibition, *The Incorrect Museum*, opens May 3, 2025.

di Rosa will host a reception celebrating the opening of the exhibition on Saturday, May 3. di Rosa Members are invited for a special Members Hour from 5 – 6 p.m., followed by a public reception 6 – 7 p.m. Tickets are \$10 for the general public; admission for Members is free.

*The Incorrect Museum* celebrates the "rascality" and irreverence of Northern California art since 1960, taking its title from a sing-along, "The Incorrect Museum," penned by Rene di Rosa for the occasion of the institution's opening in 1997:



di Rosa

*Come on out and let go.  
To return again while getting to know  
that here the art invites a titter  
from the free admitter.  
Because art here is a healthy remedy  
with a laugh at rascality not posing as ponderosity.*

Periodic updated and rotations of artworks will occur throughout the exhibition's run, showcasing the full breadth of di Rosa's permanent collection of Northern California art. Highlighted artists include William T. Wiley, Robert Arneson, Roy de Forest, Viola Frey, Mildred Howard, Enrique Chagoya, and David Best.

*The Incorrect Museum* will be on view beginning May 3, 2025, open to the public Thursday – Sunday, 11 a.m. – 4 p.m. Beginning July 1 admission will be by reservation only.

More details at [dirosaart.org](http://dirosaart.org).

#### **ABOUT DI ROSA CENTER FOR CONTEMPORARY ART**

di Rosa is a non-profit art center and nature preserve specializing in the art of Northern California. Located at 5200 Sonoma Highway, on 217 acres in the Carneros region of Napa, di Rosa includes two large art galleries, a beautiful lake, abundant birding, walking trails with vineyard views, outdoor sculptures, and picnic grounds.

di Rosa presents contemporary exhibitions by Bay Area-based artists in addition to maintaining a permanent collection of notable works by artists with ties to the Bay Area from the mid-twentieth century to the early 2000s.

di Rosa offers an array of public programs and events for all ages to inspire creativity and curiosity. Through June, 2025, di Rosa remains open to the public without reservations Thursday through Sunday from 11 a.m. to 4 p.m., and by appointment Tuesday through Wednesday. Beginning July 1, 2025, visits are by reservation only. Visitors are encouraged to bring picnics. For more information visit [www.dirosaart.org](http://www.dirosaart.org).

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