



## **WOLFSONIAN** THE MUSEUM OF THINKISM

1001 Washington Avenue  
Miami Beach, Florida 33139

[wolfsonian.org](http://wolfsonian.org)

tel 305.531.1001 fax 305.531.2133

### **THE WOLFSONIAN CELEBRATES 10<sup>TH</sup> ANNIVERSARY WITH A VERY WOLFSONIAN WEEKEND, NOVEMBER 11-13; FESTIVITIES INCLUDE:**

*Veterans Day Ceremony and Opening of Dynamo Museum Shop and Café*  
*Black-Tie Gala and Mambo Party featuring Cachao*  
*New Exhibition*  
*Community Open House*

MIAMI BEACH, FL—The Wolfsonian-Florida International University's 10<sup>th</sup> anniversary celebration officially begins November 11 to 13, 2005, with *A Very Wolfsonian Weekend*, marking the museum's collection growth, dynamic exhibitions and education programs, research and scholarly publications, and service to the community. Sponsored this year by JPMorgan, the weekend events include: a Veterans Day celebration and grand opening of The Dynamo, the museum's new shop and café; a black-tie gala and mambo party at the Biltmore Hotel in Coral Gables, the opening reception for the exhibition *In Pursuit of Pleasure: Schultze & Weaver and the American Hotel*, as well as a community open house.

#### **VETERANS DAY CEREMONY AND GRAND OPENING OF THE DYNAMO MUSEUM SHOP AND CAFÉ**

Friday, November 11, 10:30am, The Wolfsonian-FIU, FREE

The City of Miami Beach's Veterans Day parade will conclude at The Wolfsonian's historic Art Deco building to mark the museum's 10<sup>th</sup> anniversary along with a celebration honoring local veterans and their unwavering commitment to national service. The program will include the world premiere of *Wolfsonian FanFare*, composed by Michael Ruszczynski and will be performed by members of the New World Symphony. Join Miami Beach Mayor David Dermer, Wolfsonian Founder Mitchell Wolfson, Jr. and Master of Ceremonies and ABC News Correspondent Jeffrey Kofman along with local veterans, and distinguished guests in the celebration. This occasion will also commemorate the grand opening of the new shop and café: The Dynamo. The Dynamo provides South Beach with a venue for thoughtful contemplation and interaction with genuine artifacts. Inspired by the Wolfsonian's collection of communication arts, architecture and design, industrial design, and political propaganda, the Dynamo incorporates the industrial objects and design-motifs of the collection's era. Catering by Lyon & Lyon. For additional information, contact Michael Hughes at 305.535.2602.

#### **THE WOLFSONIAN 10<sup>TH</sup> ANNIVERSARY GALA**

Friday, November 11, 7pm, Biltmore Hotel, Coral Gables

The Wolfsonian celebrates its 10<sup>th</sup> anniversary with a black-tie gala at the Biltmore Hotel in Coral Gables, honoring the public and private partnerships that have contributed to the success of the museum. The gala is a celebration of the contributions of three important public, private and corporate partnerships in the life of The Wolfsonian: founder Mitchell Wolfson Jr.; FIU President Modesto A. Maidique, whose vision made the University partnership possible; and Michael Holden, a founding and current board member and managing director at JPMorgan, the museum's first and largest corporate underwriter. With honorary national chairs Mary and Howard Frank, Craig Robins and Ambra Medda, and Andre Balazs, the gala will attract nearly 600 guests for an elegant evening and will feature the Peter Duchin Orchestra. Tickets are \$500 and \$1,000 per person. Beverages sponsored by Bacardi USA and Southern Wine and Spirits. Event sponsored by Coral Gables Biltmore Hotel. For additional information, contact Naomi Honig at 305.535.2631.

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**MAMBO PARTY: A NIGHT AT EL FLORIDITA FEATURING CACHAO**

Friday, November 11, 9:30pm, Biltmore Hotel, Coral Gables

Relive a night celebrating El Floridita, the home of the daiquiri, with the music, drink, and atmosphere of an evening authentic to Cuba. Hosted by The Wolf Pack, the museum's young professional group, and chaired by Michael Valdés-Fauli., dance to GRAMMY® Award-winner Israel "Cachao" Lopez, one of the founding fathers of mambo, the hypnotic rhythm that has traveled the globe. Cocktails and dessert will be served. Tickets \$65 in advance; \$85 at the door. Beverages generously provided by Bacardi USA and Southern Wine & Spirits; additional support provided by the Biltmore Hotel. Cigars by Mike's Cigars. For additional information, contact Michael Hughes at 305.535.2602.

**'IN PURSUIT OF PLEASURE: SCHULTZE & WEAVER AND THE AMERICAN HOTEL' OPENING RECEPTION**

Saturday, November 12, 6:30–8:30pm, The Wolfsonian

The anniversary weekend will include a Saturday evening members' opening of *In Pursuit of Pleasure: Schultze & Weaver and the American Hotel*, which explores hotel culture in the first half of the 20<sup>th</sup> century through the works of the architectural firm Schultze & Weaver, best known for designing New York's Waldorf-Astoria, Sherry-Netherland and Pierre, and South Florida's Biltmore and Breakers, among others. In addition, the museum will also celebrate two new Wolfsonian publications: *Grand Hotels of the Jazz Age: The Architecture of Schultze & Weaver*, published by Princeton Architectural Press and the hotel-themed issue of *The Journal of Decorative and Propaganda Arts*, distributed by MIT Press. Free for Wolfsonian members and Wolfsonian weekend guests. RSVP: 305.535.2645.

**COMMUNITY OPEN HOUSE & FAMILY FUNDAY**

Sunday, November 13, noon–6pm, The Wolfsonian, FREE

Everyone is welcome to partake in the celebration and enjoy free admission to the fall exhibitions, gallery tours and family workshops. Event includes a Family Funday program that encourages families to explore the galleries together, activities and hands-on projects. This will also be the first day of public viewing of *In Pursuit of Pleasure*. Food and beverages will be provided. For additional information, contact Mark Osterman at 305.535.2625.

The anniversary celebration will also include the semi-annual Members' Appreciation event, during which all members receive a 20 percent discount on merchandise in the new museum store and complimentary holiday gift wrap.

**About The Wolfsonian–Florida International University**

The Wolfsonian is a museum and research center that uses objects to illustrate the persuasive power of art and design, to explore what it means to be modern, and to tell the story of social, political and technological changes that have transformed the world. The 100,000 artifacts that comprise the Wolfsonian's collections range from fine art, graphic design and political propaganda to furniture, rare books and ephemeral materials such as postcards and travel brochures. The Wolfsonian is located at 1001 Washington Avenue, Miami Beach, Fla. Admission is \$7 adults; \$5 seniors, students, and children six-12; free for Wolfsonian members, State University System of Florida staff and students with ID, children under six, and Miami Beach residents with ID. The museum is open Monday, Tuesday, Saturday and Sunday from noon–6pm; Thursday and Friday from noon–9pm; and is closed on Wednesday. Contact us at 305.531.1001 or visit us online at [www.wolfsonian.org](http://www.wolfsonian.org).

The Wolfsonian receives ongoing support from the State of Florida; Department of State; Division of Cultural Affairs; Florida Arts Council; Miami-Dade County Department of Cultural Affairs through the Cultural Affairs Council; the Mayor and the Miami-Dade County Board of County Commissioners; the Mayor and City Commission of the City of Miami Beach and the Miami Beach Cultural Arts Council; Crispin Porter + Bogusky; Dacra and the Miami Design District; Continental Airlines, the preferred airline of The Wolfsonian; the Arthur F. and Alice E. Adams Foundation; Artécitcity, for inspired condo living; Carnival Foundation; and RBK Productions.

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**MEDIA CONTACT:**

Natalia Flores  
The Wolfsonian  
305.535.2622  
natalia@thewolf.fiu.edu