

# A NEW MEMBER CATEGORY "FRIEND" ADDED TO "MAMC, MORI ART MUSEUM MEMBERSHIP PROGRAM"! NEW ADMISSION CAMPAIGN NOW UNDERWAY

Through the "MAMC, Mori Art Museum Membership Program" for both individuals and corporates, Mori Art Museum offers many special ways to support, and better enjoy contemporary art.

In addition to two existing individual member categories - i.e., "Fellow" and "Benefactor" - we have launched a new category, "Friend," allowing you to become familiar with art more easily and casually. To commemorate this launch, we are now running a new "Friend" Membership admission campaign.

Why not take that extra step deeper into the Museum, and join us to expand the contemporary art horizons alongside like-minded others?

## ■ ABOUT "FRIEND," A NEW MAMC INDIVIDUAL MEMBER CATEGORY

**Fee (Annual):** ¥5,500 (incl. tax)

### Benefits:

- 1) Free admission into the Mori Art Museum for a Member;
- 2) Half-price entry for an accompanying guest (applicable to "adult" admission only);
- 3) 10% discount on purchases from the Museum Shops (may exclude some items); and
- 4) MAMC Members Express e-mail news exclusive to Members (delivery on an irregular base)

**Valid until:** End of the month prior to the month of admission the following year  
e.g., joined on October 1, 2021 → Membership to expire on September 30, 2022

### How to Join:

You can join the Membership Program from the dedicated website anytime. <https://visit.mam-tcv-macg-hills.com>

\* See the following website for details of the "Fellow" Membership and "Benefactor" Membership, two existing individual member categories:  
[www.mori.art.museum/en/mamc](http://www.mori.art.museum/en/mamc)



## ■ FOR A LIMITED-TIME ONLY! NEW "FRIEND" MEMBERSHIP ADMISSION CAMPAIGN

Commemorating the launch of new "Friend" Membership, we are now running a new "Friend" Membership admission campaign for a limited time. Receiving a ¥500 discount off of the regular price (¥5,500), you can join the "Friend" Membership just for ¥5,000 (incl. tax).

Not only is it fit for those interested in becoming a Member themselves, but it is also a perfect gift for their family and friends. Furthermore, The campaign-exclusive Mori Art Museum Original Cotton Bag (customized; not for sale) will be given away to the first 100.

**Campaign Price:** ¥5,000 (incl. tax)

**Campaign Period:** Friday, October 1 - Sunday, October 31, 2021

\* Please note the Original Cotton Bag giveaway is only applicable to those becoming a "Friend" Member, and not to "Gift" purchases.

\* The Cotton Bag will be sent out in sequence after mid-November.



\* The campaign-exclusive Mori Art Museum Original Cotton Bag

### ABOUT "MAMC, MORI ART MUSEUM MEMBERSHIP PROGRAM"

MAMC is a Mori Art Museum membership program for individuals and corporates, designed to enhance the enjoyment of contemporary art at the Mori Art Museum. It is not just about enjoying art, but about building friendships and getting to meet people who share your love of contemporary art. It is also about supporting the activities of artists and becoming an active member in the art world.

The "MAM" of MAMC stands for **M**ori **A**rt **M**useum, while the "C" stands for the marvelous **C**ontemporary art from around the world accessible at the Mori Art Museum, for a special **C**lub that offers a place for art lovers to meet and socialize, and for the **C**ommunity that forms and grows from there.

**[Details]** [www.mori.art.museum/en/mamc](http://www.mori.art.museum/en/mamc)

## PRESS RELEASE

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