



HEARD MUSEUM EXTENDS ICONIC ‘FRIDA’ EXHIBIT

Frida Kahlo and Diego Rivera exhibit will remain open through Labor Day weekend during only North American stop

PHOENIX (Aug. 8, 2017) – The Heard Museum is extending its *Frida Kahlo and Diego Rivera* exhibit through Monday, Sept. 4, citing overwhelming response and support from museum visitors and the community at large.

The exhibit, the only North American stop on a limited world tour, opened in Phoenix in April. Already, nearly 80,000 have toured the exhibit, which has gained international attention. On Fiesta de Frida, the Heard’s First Friday event to celebrate Frida Kahlo’s birthday, a line of more than 3,000 visitors stretched from the gallery entrance, across our eight-acre campus to Central Avenue despite the 115-degree temperature outside.

The exhibit originally would have closed after Aug. 20. More than 30 works are being shown in the Virginia G. Piper Charitable Trust Grand Gallery. The works are from the Jacques and Natasha Gelman Collection, and include Kahlo’s *Self Portrait with Monkeys* and *Diego on My Mind*, and Rivera’s *Calla Lily Vendor* and *Sunflowers*.

“*Frida Kahlo and Diego Rivera* has captured the attention of Phoenix, the state, and beyond,” said David M. Roche, Heard Museum director and CEO. “We hoped that people would respond to this rare opportunity and they have in numbers beyond our expectations. We are especially appreciative of the support from our presenting sponsor, Bank of America and supporting sponsor, PetSmart who made this exhibition possible.”

For more information on the *Frida Kahlo and Diego Rivera* exhibit, visit [here](#).

Media Contact: Jessica Pate, OH Partners, j.pate@ohpartners.com, 815-821-1624



About the Heard

Since its founding in 1929, the Heard Museum, a private non-profit organization, has grown in size and stature to become recognized internationally for the quality of its collections, world-class exhibitions, educational programming and its unmatched festivals. Dedicated to the advancement of American Indian art, the Heard successfully presents the stories of American Indian people from a first-person perspective, as well as exhibitions that showcase the beauty and vitality of traditional and contemporary art.

Exhibit, event and program funding are supported, in part, by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, City of Phoenix Office of Arts and Culture, Institute of Museum and Library Services, National Endowment for the Arts, and the National Endowment for the Humanities. In association with the Smithsonian, the Heard Museum is part of a select group of museums, cultural, educational and arts organizations that share the Smithsonian's resources with the nation.