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MAJOR EXHIBITION *GOLD*
ON VIEW AT AMERICAN MUSEUM OF NATURAL HISTORY
NOVEMBER 18, 2006–AUGUST 19, 2007

GOLD REVEALS THE DAZZLING ART AND INTRIGUING SCIENCE BEHIND THIS ICON OF WEALTH

One of the rarest and most highly prized minerals in the world are on display in the dazzling exhibition *Gold* at the American Museum of Natural History from November 18, 2006, through August 19, 2007. The exhibition explores the historical fascination with this enduring symbol of wealth, beauty, and power. *Gold* continues a series the Museum has developed on precious and semiprecious materials such as *Amber: Window to the Past*, *Nature of Diamonds*, and *Pearls* that explores the nexus of science and culture.

One of the most comprehensive exhibitions ever on this valued mineral, *Gold* features a dramatic array of **700 extraordinary geological specimens and cultural objects** from around the world—100 natural specimens, 150 cultural objects, and 450 coins and gold bars—and presents the intriguing scientific and cultural story behind this cherished metal. The exhibition follows the path of gold from the molten depths of Earth to glittering examples of jewelry and artifacts that captivated ancient civilizations, from gold rushes that shaped the world to the modern pop-culture baubles that continue to mesmerize us today.

Visitors experience firsthand the attraction and splendor of the finest gold specimens on Earth and learn how gold has been located, mined, processed, and turned into objects both beautiful and useful.

Exhibition highlights include enormous nuggets of gold such as the **“Boot of Cortez,” at more than 26 pounds, the largest nugget ever found in the Western hemisphere**, and the **108-pound Summitville Boulder, volcanic rock flecked and veined with over 22 pounds of crystalline gold**. The treasures on display include **examples of the first gold coins minted in ancient Lydia and Ionia (now Turkey); gleaming pre-Columbian jewelry and other objects** from the Museum’s own collection; **rare doubloons retrieved from sunken Spanish galleons**; and **gold bars**. Compelling modern objects in the exhibition include an **Academy Award Oscar®**, **two Emmy® awards**, and a **Grammy® award**, illustrating the powerful hold that gold continues to have on our imagination. Throughout the exhibition, visitors discover that gold has amazing physical properties such as extreme malleability, reflectivity, and conductivity that make it invaluable for technological uses from telephones and televisions to satellite circuitry and astronauts’ visors. They can walk through a **300-square-foot room**

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completely covered in three ounces of gold flattened to exquisite thinness and determine the value of their own weight in gold.

Gold is organized by the American Museum of Natural History, New York (www.amnh.org), in cooperation with The Houston Museum of Natural Science. This exhibition is proudly supported by The Tiffany & Co. Foundation, with additional support from American Express® Gold Card.

“Throughout human history, gold has been synonymous with wealth, beauty, and status,” said Ellen V. Futter, President of the American Museum of Natural History. “Because of its allure, rarity, and natural properties, gold has been valued, hoarded, and fashioned into objects of great artistry and cultural significance. The Museum’s broad scope of work gives it the unique capacity both to explain the fascinating and rare scientific properties of the mineral gold—what it is and what makes it so special—and to explore the connection between science and culture.”

“The public generally thinks of gold as beautiful, appealing, and valuable for its monetary or ornamental uses,” said James D. Webster, Chair and Curator in the Division of Earth and Planetary Sciences, American Museum of Natural History, and lead curator for *Gold*. “But this exhibition illustrates that there is much more to gold than that. It is a great opportunity to show the history of gold—where it can be found, what its uses are, and the cultural aspects of this extremely versatile mineral.”

“It is our privilege to partner with one of America’s preeminent institutions in bringing the fascinating story of gold to the public,” said Fernanda Kellogg, president of The Tiffany & Co. Foundation. “With its timeless beauty, luster, and adaptability, gold is literally at the heart of Tiffany design. But we appreciate that this precious metal goes well beyond the realm of the jeweler’s art, and we are pleased to sponsor this stunning exhibition that fully illuminates the wonder of nature gold truly is and the many roles it has played throughout history.”

“American Express Gold Card is proud to support the American Museum of Natural History, giving us another way to provide special access to our Cardmembers and bring the story of gold to life for the many thousands of visitors to the Museum,” said Fred Jubitz, vice president, Charge Card, American Express.

Exhibition

Gold is divided into six sections:

- *Aurum Naturae* (Latin for “natural gold”) introduces visitors to mineralogy and geology and showcases marvelous specimens such as glittering crystallized gold, a rare form found naturally. Featured specimens include the **2.2-pound Newmont gold mass** from the Museum’s own prestigious collection of gems and minerals and the famous **1.5-pound La Trobe Nugget** on loan from the Natural History Museum of London.

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- **Unique Properties** explores the mineralogical and geological characteristics of gold, the mining process, and its technological applications. Gold is an extremely dense, malleable, and conductive metal. To visualize the metal's extraordinary malleability, visitors can walk through a 12-by-12-by-8-foot gilded room lined with just three ounces—the volume of three U.S. half-dollar coins—of 22.5-karat gold leaf. Incredible natural gold specimens found on five of the seven continents will be displayed and visitors will be able to actually touch gold ore boulders. Gold's physical properties make it the material of choice for many industries, such as electronics, medicine, and dentistry. Items that showcase gold's technological applications include a replica Apollo 11 astronaut's helmet with a gold visor and a circuit board with gold components.
- The **Golden Age** section highlights the mineral's importance in culture, art, and fashion. Gold is thought to be one of the earliest metals worked by humans. From ancient times to the modern age, this highly admired metal has been used in apparel, religious artifacts, and adornment. Decorative items from around the world include a **pendant from Ghana in the shape of a mask, 13th-century earrings from Iran, a 6th-century Peruvian vase, a gilded Buddha from Tibet, and a Fabergé egg with delicate gold scrollwork**. Modern pieces include a **vanity box made by Cartier for Mary Pickford, a necklace made of gold coins from the jeweler Bulgari, and a brooch designed by Paloma Picasso for Tiffany and Company**.
- In **Lost and Found** visitors discover a treasure trove of gold bars, a massive serving tray, jewelry, and coins recovered from American and Spanish shipwrecks. Recovered treasures provide a rare glimpse into the history of commercial gold. For example, when the SS *Central America* went down in a storm off the Carolinas in 1857 with its cargo of gold bars, coins, and dust from the gold fields of California, the loss caused an economic depression that lasted until the Civil War.
- The **Gold Standard** examines how individual countries base their economies on this precious metal. Gold currencies funded the expansion of empires in both the ancient and modern worlds. Because of its unique properties and also because it is found in most of the inhabited parts of the planet, gold is the most accepted currency in the world. Ancient coins from China, Greece, and Rome, as well as a rare 1907 U.S. \$20 gold coin are on display, many on loan from the American Numismatic Society. On display and on loan from the U.S. Department of the Treasury, in cooperation with the Federal Reserve Bank of New York and the United States Mint, are **27 gold bars** weighing almost 30 pounds each, as well as **50 smaller gold bars** weighing between one and four pounds each.
- In the **Golden Achievement section**, contemporary symbols of success will be showcased. From ancient kings to today's leaders of industry, gold has been claimed as a prize and bestowed as a precious gift. Today gold is a symbolic reward for achievements. In the film, theater, music, and sports industries, gold is the ultimate reward. Items included in the exhibition are **an Oscar[®] statuette; a Grammy[®] award; two**

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Emmy® awards; two David Di Donatello Awards, Italy's preeminent film prize; and a Kentucky Derby trophy. At the end of the exhibition, visitors will be able to determine the value of their own weight in gold.

Exhibition Organization

Gold is curated by the American Museum of Natural History scientist James D. Webster, Chair and Curator in the Division of Earth and Planetary Sciences. Charles Spencer, Curator in the Division of Anthropology at the Museum, acted as advisor. *Gold* is designed and produced by the American Museum of Natural History's Department of Exhibition.

Gold on Museum Web Site—www.amnh.org

Online visitors can explore *Gold* by going to the Museum's home page, www.amnh.org, and clicking the link in the "On Exhibit" area. The Web site www.amnh.org/gold features interviews with Dr. Webster, photographs of some of the priceless exhibition highlights on view, fascinating scientific and cultural facts about gold, listings of exhibition-related public programs at the Museum, curator biographies, and behind-the-scenes images documenting the construction and development of the exhibition. Visitors to the Web site can also purchase tickets online.

Special Programming

The American Museum of Natural History is presenting an array of public programs in conjunction with *Gold*. **An opening day** presentation on **Saturday, November 18**, introduces visitors to the curators of *Gold* with fascinating tales on the unique properties of this precious resource and why it has been used to signify prestige and wealth since ancient times. **Lectures and panel discussions** with experts examine everything from the history of gold in the universe from the Big Bang to gold mines, and even offer visitors a chance to taste golden sake with the owners of the Japanese restaurant Sakagura. **Entertaining and educational programs for children and families** include workshops, performances, and film, including a special scavenger hunt for buried treasure throughout the Museum and performances by the Andean music group Tahuantinsuyo and local Aztec dancers. To register for programs, call 212-769-5200 or visit www.amnh.org. (*For more information, please see the accompanying release on public programming.*)

The Gold Shop

Accompanying the exhibition is a special **Gold Shop** on the third floor that offers visitors a wide array of unusual items and gifts inspired by the legendary allure of gold throughout history. The **Gold Shop** will be open

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during the run of the exhibition. *(For more information on retail items, please see the accompanying release on the **Gold Shop**.)*

Gold Nugget Café on 4

The **Gold Nugget Café** features a menu styled after “**American Gold Rush cuisine.**” Dishes are influenced by original mining camp recipes from the Pacific Northwest and prepared with a contemporary flair. **Gold Nugget Café** offerings include a nourishing miner’s chicken stew, a tasty buffalo chili, and a golden creamy California harvest corn chowder. *(For more information and the complete menu, please see the accompanying release on the **Gold Nugget Café**.)*

Travel

Gold opens in New York and will travel extensively after it closes at the Museum.

Tiffany & Co.

Tiffany & Co. (NYSE: TIF) operates jewelry and specialty retail stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail stores and boutiques in the Americas, Asia-Pacific, and Europe and engages in direct selling through Internet, catalog, and business gift operations. Other operations include consolidated results from ventures operated under trademarks or trade names other than TIFFANY & CO. For additional information, please visit www.tiffany.com or call our shareholder information line at 800-TIF-0110.

American Express®

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American Museum of Natural History

The American Museum of Natural History is one of the world’s preeminent scientific, educational, and cultural institutions. Since its founding in 1869, the Museum has advanced its global mission to explore and interpret human cultures and the natural world through a wide-reaching program of scientific research, education,

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and exhibitions. The Museum accomplishes this ambitious goal through its extensive facilities and resources. The institution houses 45 permanent exhibition halls, state-of-the-art research laboratories, one of the largest natural history libraries in the Western Hemisphere, and a permanent collection of more than 30 million specimens and cultural artifacts. With a scientific staff of more than 200, the Museum supports research divisions in Anthropology, Paleontology, Invertebrate and Vertebrate Zoology, and the Physical Sciences. The spectacular **Frederick Phineas & Sandra Priest Rose Center for Earth and Space**, which opened in February 2000, features the rebuilt and rejuvenated Hayden Planetarium and striking exhibits about the nature of the universe and our planet. Home for more than three decades to the Museum's celebrated 94-foot-long blue whale model, the **Milstein Hall of Ocean Life** reopened in May 2003, transformed through current scientific research and cutting-edge exhibitry into a fully immersive oceanic environment. The Museum, which was rated number one in New York City in the Zagat Survey's first-ever *U.S. Family Travel Guide*, as well as the number three most popular U.S. destinations, shares its treasures and discoveries with millions of on-site visitors from around the globe each year. In addition, the Museum's Web site, www.amnh.org, extends its collections, exhibitions, and educational programs to millions more beyond the Museum's walls. AMNH-produced exhibitions and Space Shows are currently on display in over 110 locations across five continents reaching a global audience of millions.

At the Museum

The Museum offers a broad array of activities for adults, children, families, students, educators, and scientists. These range from special exhibitions to symposia, lecture series, workshops, and film festivals. Highlights include ***The Butterfly Conservatory: Tropical Butterflies Alive in Winter*** (October 7, 2006–May 28, 2007), an annual favorite at the Museum featuring 500 live, free-flying tropical butterflies from Central, South, and North America; Africa; and Asia; ***Yellowstone to Yukon*** (July 15, 2006–January 15, 2007), an exhibition that takes viewers on a journey through the wilderness as well as the rapidly developing areas of the North American West—from Wyoming to the Yukon Territory—to explore one of the most ambitious corridor initiatives to date; ***Lizards & Snakes: Alive!*** (July 1, 2006–January 7, 2007), an engaging exhibition presenting an array of live lizards and snakes that explores these creatures' remarkable adaptations, including projectile tongues, deadly venom, amazing camouflage, and sometimes surprising modes of movement; ***Voices from South of the Clouds*** (September 17, 2005–extended until January 2, 2007), selected images from the Nature Conservancy's Photovoice project that reveal China's Yunnan Province, from the biologically diverse land to the culturally diverse indigenous peoples who live there; ***Vital Variety: A Visual Celebration of Invertebrate Biodiversity*** (ongoing), an exhibition of 23 large-format color photographs highlighting the importance of the immense diversity of invertebrates; the Hayden Planetarium's newest Space Show, ***Cosmic Collisions, narrated by Robert Redford***; ***Sonic Vision*** (shown Friday and Saturday evenings), the dazzling digitally animated alternative

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music show in the Hayden Planetarium, with a mix by Moby; and *Starry Nights*, the popular ongoing live jazz series at the Rose Center for Earth and Space, presented on the first Friday of each month.

Hours

The Museum is open daily, 10:00 a.m.–5:45 p.m.

The Museum is closed Thanksgiving and Christmas.

Space Show and *Sonic Vision* Hours

The Space Shows are shown every half hour Sunday–Thursday and Saturday, 10:30 a.m.–4:30 p.m., and Friday, 10:30 a.m.–7:00 p.m. *Sonic Vision* is shown Fridays and Saturdays, at 7:30 and 8:30 p.m.

Admission

Admission to *Gold* is by ticketed timed entry only. Tickets, which include suggested Museum general admission, are \$21.00 for adults, \$16.00 for students (with ID) and seniors, and \$12.00 for children ages 2-12. Tickets can be reserved in advance by calling 212-769-5200 or visiting www.amnh.org.

Suggested general admission, which supports the Museum’s scientific and educational endeavors and includes 45 Museum halls and the Rose Center for Earth and Space, is \$14.00 (adults) suggested, \$10.50 (students/seniors) suggested, \$8.00 (children) suggested.

The Museum offers discounted combination ticket prices that include suggested general admission plus special exhibitions, IMAX films, and Space Shows.

- Museum plus special exhibition or IMAX film: \$21.00 (adults), \$16.00 (students/seniors), \$12.00 (children)
- Museum plus Space Show: \$22.00 (adults), \$16.50 (students/seniors), \$13.00 (children)
- Museum Supersaver (includes Space Show, IMAX, and all special exhibitions): \$30.00 (adults), \$23.00 (students/seniors), \$19.00(children)

Visitors who wish to pay less than the suggested Museum admission and also want to attend a special exhibition, IMAX film, or Space Show, may do so only at the Museum. To the amount they wish to pay for general admission, they should add \$18.50 (adults), \$15.00 (students/seniors), or \$10.00 (children) for a Space Show; and \$16.00 (adults), \$13.00 (students/seniors), or \$9.00 (children) for a special exhibition or IMAX film.

Public Information

For additional information, the public may call 212-769-5100 or visit the Museum’s Web site at www.amnh.org.

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