Feigenbaum Foundation Pledges $2.5 million Lead Gift for Berkshire Museum’s New Vision Campaign

[Pittsfield, Mass.] — The Feigenbaum Foundation is providing $2.5 million in support of the Berkshire Museum’s New Vision campaign, the largest single gift to the Museum since its founding in 1903. The announcement came as part of the Museum’s July 12 special event celebrating the culmination of a two-year master planning process which will lead to the creation of an exciting new interdisciplinary Museum. At the July 12 event, on behalf of the Berkshire Museum Board of Trustees, Executive Director Van Shields offered a detailed presentation of the concepts and designs for the new Museum as well as information on the New Vision campaign, part of the funding strategy for the reinvented Museum.

The goal for the New Vision campaign is $10 million. The generous lead gift of $2.5 million from the Feigenbaum Foundation, added to other gifts and pledges for a total to date of $5.4 million, means that the campaign is already more than halfway to the goal, an auspicious beginning.

The Feigenbaum Foundation has long been a significant supporter of the Berkshire Museum. The Feigenbaum Hall of Innovation first opened in March 2008, as a 3,000-square foot exhibition space exploring innovations in science, technology, business, politics, culture, and the arts.

As part of their commitment to ensuring that visitors to the Museum enjoy experiences on the leading edge of exploring innovation in the Berkshires and beyond, the Feigenbaum Foundation made it possible for the Berkshire Museum to create the
Curiosity Incubator, which opened February 17, 2017. The Curiosity Incubator is a test laboratory for many of the new ideas that will be incorporated into the Museum’s New Vision. In the Curiosity Incubator, visitors discover exciting ways to learn about science and history through state-of-the-art interactive stations. Using a mixture of the latest technology with low-tech experiences, Curiosity Incubator engages visitors in an immersive and innovative exploration of what makes us human and what connects us, from our shared languages and stories of arrival and immigration to cultural and ethnic traditions. Filling an entire second-floor gallery, the Curiosity Incubator utilizes vivid full-wall graphics, touch screens, virtual-reality headsets, video monitors, a photo booth, and fresh ways to view objects from the Museum’s collection.

A series of Feigenbaum Innovative Experiences will be part of the Museum’s New Vision, deployed throughout the building as part of many of the exhibits being designed for the transformed institution.

“The Feigenbaum Foundation is proud to contribute to the Museum as it embarks on this exciting new plan. We endorse the idea of a heightened focus on science and innovation as well as the creation of a consistently high-level core experience for visitors,” says Emil J. George, Esq., president of the Feigenbaum Foundation.

“We are extremely grateful for the Feigenbaum Foundation’s continued interest and generosity that also helps cement our position at the forefront of regional institutions dedicated to fostering creativity and innovation,” says Van Shields. “As a result, the new Feigenbaum experiences will continue to be significant in the way they explore how invention shapes our lives and the world around us.”

About the Feigenbaum Foundation

The original 2008 creation of the Feigenbaum Hall of Innovation was made possible by the Feigenbaum Foundation, the entity that continues to support upgrades and improvements at the Museum. The Foundation was established by brothers Armand and Donald Feigenbaum, natives of Pittsfield who are recognized globally as the
fathers of Total Quality Management, a system which has revolutionized how organizations can be effectively led and constantly improved. Their seminal books, beginning with Armand Feigenbaum’s 1951 volume Quality Control, Principles and Practice, through their most recent book, The Power of Management Capital, published by McGraw-Hill in 2003, have been published in over 20 languages and are widely read world-wide.

**About the Berkshire Museum**
Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m., Monday through Saturday, and noon to 5 p.m. on Sunday.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation.

The Berkshire Museum integrates science, history, and the arts in dynamic, educational, and engaging programs and exhibitions for visitors of all ages. **Curiosity Incubator** is on view. **GUITAR: The Instrument That Rocked the World** is on view now through September 4, 2017. Little Cinema is open year-round. Lab102, Feigenbaum Hall of Innovation, Worlds in Miniature, Aquarium, and other exhibits are ongoing.

# # #