

## **Join the BAMPFA Community: New Affordable Membership Options and Expanded Access**



### **BAMPFA Offers More Benefits with Lower Membership Pricing and Enhanced Accessibility for Visitors**

*(Berkeley, CA) October 15, 2024*—The Berkeley Art Museum and Pacific Film Archive (BAMPFA) is excited to announce a fresh approach to membership and admission, designed to welcome more visitors into our vibrant community. Starting December 2, we're introducing a new, more affordable \$40 Individual Membership—one of the best values in the Bay Area! This new membership tier will include complimentary gallery admission for two, half-price film tickets,

exclusive discounts, and more. It's the perfect way to engage with BAMPFA at a deeper level while enjoying all the core benefits of membership.

In addition, BAMPFA is enhancing accessibility by introducing new discount admission categories for a wide range of audiences, including those receiving food assistance through SNAP, UC Berkeley affiliates, veterans, and more. Our aim is to ensure that BAMPFA remains an inclusive and welcoming space for everyone, while also offering even greater value to our cherished members.

### **Revised General Admission Prices**

As part of our new structure, general admission prices for exhibitions and film screenings will be updated on December 2, with our admission fee adjusting from \$14 to \$18. This change will allow BAMPFA to continue offering world-class exhibitions and programming while addressing rising operational costs. With our affordable new membership tier, frequent visitors can enjoy significant savings and extra benefits by becoming part of the BAMPFA community.

### **Why Join BAMPFA Now?**

With a nearly 40% reduction in our baseline membership pricing, it's never been easier—or more rewarding—to become a BAMPFA member. For just \$40, you'll enjoy:

- **Free gallery admission for two** – Immerse yourself in thought-provoking art exhibitions year-round.
- **Half-price film tickets** – Experience our diverse film program at a special rate.
- **Exclusive store discounts** – Shop unique items inspired by our collection at a members-only discount.

Members already at the \$65 level will be automatically upgraded to a new \$120 membership tier at no extra cost for the remainder of their membership, including all current benefits plus

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exclusive invitations to special events. For more information about BAMPFA's membership program, visit [bampfa.org/support/membership](http://bampfa.org/support/membership).

### **Expanded Access for All**

At BAMPFA, we believe that art and culture should be accessible to everyone. That's why we're proud to announce new discount admission opportunities for many in our community, including:

- Free gallery admission for SNAP recipients and their families
- Veterans and active-duty military also receive special pricing
- Reciprocal members from partner organizations such as AAMG, CAM, CIMAM, FIAF, and SAG-AFTRA
- Family-friendly pricing for youth under 18, with free admission on select days

We're also thrilled to partner with Museums for All, making free gallery admission and \$5 film tickets available to SNAP/EBT cardholders. These additions are part of our ongoing commitment to reduce barriers and create an inclusive environment where everyone feels welcome.

These changes complement a wide range of existing admission discounts that BAMPFA currently offers, including to seniors, disabled individuals, UC Berkeley students, and others. The museum will continue to offer numerous opportunities for free general admission for all visitors, including Free First Thursdays, free-for-families Second Saturdays, and semi-annual Community Day celebrations each year.

### **Your Membership Makes a Difference**

By joining or renewing your BAMPFA membership, you're doing more than enjoying art and film—you're helping to sustain BAMPFA's mission of serving the diverse communities of Berkeley and beyond. Membership dollars support everything from world-class exhibitions to free community programming, ensuring that BAMPFA remains a cultural beacon for all.

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Executive Director Julie Rodrigues Widholm shared her enthusiasm for these changes, noting, “We’re thrilled to offer a more accessible membership structure that encourages people to engage with us more deeply. Our new \$40 membership tier is a fantastic way to welcome more people into our BAMPFA community, and our expanded discount options reflect our commitment to making art and film accessible to everyone in our community.”

### **What’s Coming Up at BAMPFA?**

These exciting changes arrive just in time for our winter season, which features a stunning array of exhibitions, films, and programs. The flagship exhibition of the season is *Making Their Mark: Works from the Shah Garg Collection*, an empowering survey of women artists spanning eight decades, on view through April 2025. Our winter film season will be announced soon, and tickets will be available online starting November 6 for members and November 8 for the public—so don’t miss out!

Now is the perfect time to become a BAMPFA member and enjoy the best of what we have to offer. For more details on membership and upcoming programs, visit [bampfa.org](http://bampfa.org).

### **About BAMPFA**

Berkeley Art Museum and Pacific Film Archive (BAMPFA) ignites cultural change for a more inclusive and artistic world. BAMPFA has been uniquely dedicated to art and film since 1970, with international programming that is locally connected and globally relevant. It holds more than 25,000 artworks and 18,000 films and videos in its collection, with particular strengths in modern and contemporary art and historical Chinese painting, as well as the world’s largest collection of African American quilts. As part of the University of California, Berkeley, BAMPFA is committed to artistic diversity through its robust slate of art exhibitions, film screenings, artist talks, live performances, and educational programs that shed new light on the art of the past and connect our audiences with leading filmmakers and artists of our time. BAMPFA sits on the edge of campus and downtown Berkeley, where it welcomes visitors from across and beyond the Bay Area in a repurposed building designed by Diller Scofidio + Renfro.

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