

MASS MoCA

MASS MoCA Announces Landmark, 5-year Investment by MountainOne as its Lead Community Sponsor

Partnership highlights a shared commitment to the enrichment and betterment of the Northern Berkshires community and region.

North Adams, July 8, 2024 – MASS MoCA is proud to announce MountainOne as its Lead Community Sponsor for the next five years – a landmark commitment of \$350,000 that provides broad support for MASS MoCA’s public and educational programming during a critical time of institutional growth and change. This extraordinary partnership commenced with MASS MoCA’s 25th Anniversary Community Celebration on May 25, 2024, which offered a day of free admission and activities to over 1,700 community members and is the first of ten free community days MountainOne will sponsor over five years.

“MASS MoCA and MountainOne are proudly part of the community of North Adams, the Berkshires, and the Commonwealth of Massachusetts,” said Director Kristy Edmunds. “Together, we succeed when our local economies thrive. MountainOne’s five-year partnership with MASS MoCA as our Lead Community Sponsor will uplift and inspire local generations to come. More than funding alone, it represents a consistent, meaningful partnership over a significant period of time. It will help us reach and expand audience connectivity with the arts and keep us responsive to the evolving needs and interests of our local community.”

MountainOne’s Lead Community Sponsorship honors its role as one of MASS MoCA’s longest standing and most significant supporters. MountainOne is distinguished in the depth of its dedication to MASS MoCA’s mission and its shared commitment to the economic well-being of the Northern Berkshires community. Since its inception, MountainOne has been a vital banking and insurance partner, and its generous corporate giving to MASS MoCA since 2006 has enhanced MASS MoCA’s impact.

“MASS MoCA is a community treasure, and we are proud to elevate our partnership as Lead Community Sponsor,” said Robert Fraser, President and Chief Executive Officer of MountainOne. “This sponsorship reflects our unwavering commitment to supporting local culture, fostering community engagement, and promoting economic vitality. We are thrilled to announce this sponsorship, and to extend our congratulations to MASS MoCA for 25 years of success.”

MountainOne is a mutual holding company headquartered in North Adams, MA with locations in the Berkshires and on Boston’s South Shore. Founded in 1848, the company provides a complete array of personal and business banking, lending, insurance and investment services.

"As MASS MoCA develops new ways to invite our community to engage with exhibitions, performances, and artists on our campus, MountainOne's lead support will enable us to sustain this work in the long term, using our capacity as a major arts producer and presenter to nurture the remarkable creativity and ingenuity of our northern Berkshires region," said Lisa Dent, Director of Public Programs, MASS MoCA.

In May, MASS MoCA celebrated its 25th anniversary in partnership with MountainOne with an assortment of free offerings to the community, including engaging dance workshops, family oriented art-making activities, special museum tours, and open studios, in addition to an insightful conversation moderated by Helga Davis between Director Kristy Edmunds and Founding Director Joe Thompson, followed by a performance by Academy Award[®]-nominated Son Lux.

About MASS MoCA

MASS MoCA is currently celebrating its 25th Anniversary Season under Director Kristy Edmunds, not only as the largest, multidisciplinary, contemporary art museum in North America, but also as a creative campus with a regional, national, and global impact. MASS MoCA is one of the world's liveliest centers for making and enjoying today's most evocative art, and is an indispensable home for artists who stretch toward what has yet to be created. From its beginnings as the major textile mill Arnold Print Works in the mid-19th century, to its days as the Sprague Electric Company in the mid-20th century, to its current iteration as a globally renowned contemporary art museum and fabrication center, the 24-acre MASS MoCA campus has a rich history of serving as the economic engine of the city of North Adams and the surrounding region. With vast galleries and a stunning collection of indoor and outdoor performing arts venues, MASS MoCA is able to embrace art in all forms. For more information visit www.massmoca.org or follow on Instagram at [@massmoca](https://www.instagram.com/massmoca).

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