

PHILIP MORRIS
COMPANIES INC.

120 PARK AVENUE, NEW YORK, NY 10017
T: 917-663-5000
WEBSITE: WWW.PHILIPMORRIS.COM

Celebrating Diversity in the Visual Arts

More than thirty years ago, Philip Morris sponsored *Contemporary Black Artists*, a major national exhibition documenting the work of artists working in a full range of styles and responding to the powerful social and racial climate of the 1960s. Over the years, the company has sustained its commitment to showcasing influential and thought-provoking new work, and in 2001 Philip Morris continues this tradition with its sponsorship of *Freestyle* at The Studio Museum in Harlem.

Since 1974, Philip Morris has supported The Studio Museum as part of an ongoing dedication to promoting the work of innovative African-American work and artists worldwide. Over the course of this long-standing relationship, Philip Morris has funded such major exhibitions as *Harlem Renaissance: Art of Black America, 1919-1929* (1987), exploring cultural and artistic activities that flourished in Harlem during the 1920s; *Memory and Metaphor: The Art of Romare Bearden, 1940-1987* (1991), a groundbreaking retrospective featuring 140 works by one of the most influential artists of the twentieth century; and *William H. Johnson* (1992), an investigation of the little-known expressionist artist.

Philip Morris has also played an active role in supporting major national and international surveys of contemporary art, including the U.S. Pavilion at the *Venice Biennale* (1993); the *Whitney Biennial* (1995); the Third and Fourth International Biennials at *SITE Santa Fe* (1999 and 2001); and the *46th Biennial Exhibition: Media/Metaphor* at The Corcoran Gallery of Art (2000). Moreover, in the past decade, the Whitney Museum at Philip Morris has been a venue for showcasing the work of then-emerging African-American artists such as Glenn Ligon (1991); Gary Simmons (1992); and Lorna Simpson (1994), in presentations organized by *Freestyle* curator Thelma Golden.

In its support for the visual arts Philip Morris has focused not only on today's innovators, but also on yesterday's masters such as Horace Pippin, Romare Bearden and Jacob Lawrence. The company continues to bring America's rich cultural heritage to audiences around the nation through major surveys including *Two Centuries of Black American Art* (1976), covering 200 years of culture including crafts, furniture, painting, sculpture, and works on paper; *Choosing: An Exhibition of Changing Perspectives in Modern Art and Art Criticism by Black Americans, 1925-1985* (1986), featuring 49 African-American artists from the early 20th century to the 1980s; *Black Art Ancestral Legacy: The African Impulse in African-American Art* (1989), showcasing works by a range of contemporary African-American artists; and *Jacob Lawrence: The Migration Series* (1993), which explored the epic series of 60 panels portraying the migration of southern blacks to the North in the 1920s.

Promoting cultural exchange and showcasing the innovation and excellence found in diverse cultures are major components of Philip Morris' arts program. The company is a long-time supporter of The Alvin Ailey American Dance Theater's national tour, the National Black Arts Festival in Atlanta, Georgia, as well as Aaron Davis Hall at the City College of New York and the DuSable Museum of African American History.

The qualities that guide the successful growth of its businesses – innovation, creativity and diversity – have also served as the cornerstone of Philip Morris' giving philosophy for 45 years. Philip Morris Companies – Kraft Foods, Miller Brewing, Philip Morris International and Philip Morris U.S.A. – is recognized worldwide as a preeminent and respected arts sponsor and supporter of people in need. For more information on Philip Morris' giving, visit the company's Web site at www.philipmorris.com/philanthropy.

PHILIP MORRIS COMPANIES INC.

KRAFT FOODS, INC. KRAFT FOODS INTERNATIONAL, INC. MILLER BREWING COMPANY
PHILIP MORRIS CAPITAL CORPORATION PHILIP MORRIS INTERNATIONAL INC. PHILIP MORRIS U. S. A.