THE ROSE ART MUSEUM OPENS
ROSEBUD
A SATELLITE GALLERY IN DOWNTOWN WALTHAM

(Waltham, Mass.) – The Rose Art Museum at Brandeis University opened Rosebud, a new satellite gallery featuring works from the Rose Art Museum’s collection of video art, on September 12. Housed in an unassuming empty storefront at 683 Main Street in downtown Waltham, this innovative collaboration takes art out of the museum and into the community. The first film to be shown will be William Kentridge’s 2003 short animation work Tide Table.

Rosebud aims to activate public engagement with contemporary art through curated exhibitions and programs that revive underutilized properties in the city of Waltham. The project supports the city’s long-term goals for economic growth and cultural vibrancy through regeneration of the area by attracting new visitors to the neighborhood and inspiring opportunities for partnerships with local businesses and arts-related organizations.

According to Kristin Parker, Deputy Director of the Rose, “In addition to increasing off-campus awareness of the Rose and expanding our audience, our goal is for Rosebud to serve as a hub from which new ideas might radiate and benefit the people of this community. Rose curatorial interns and the Student Committee of the Rose Art Museum (SCRAM) will be offered the opportunity to design complementary programs and activities for their fellow students and the public. It’s an exciting opportunity for us foster creativity and collaboration between the Brandeis community and the residents and businesses in the city of Waltham!”

"Waltham Mills Artists Association welcomes Rosebud to Waltham’s expanding arts vibe,” says Waltham artist Cathleen Daley. “As an established community of 30+ years and sponsors of the Waltham’s annual Open Studio weekend, we enthusiastically support the new venue and are thrilled to participate as part of the docent team. Rosebud will bring a new pulse to the street and an immediate, accessible arts opportunity to all.” This year’s WMAA’s 39th Annual Waltham Mills Open Studios will be held November 7-8, 2015.
William Kentridge is a highly regarded South African artist who has had exhibitions at the Museum of Modern Art in New York, ICA in Boston, and the Louvre in Paris. His short animated film *Tide Table* (2003) is in the permanent collection at the Rose. A powerful poetic allegory, the film focuses on a dreamlike trip that Kentridge’s eponymous character Soho Eckstein, a ruthless Johannesburg industrialist in pinstripes, takes to the seaside.

Rosebud will be located a 683 Main Street in Waltham, next to Café on the Common. Hours will be Thursdays, 1 PM - 4 PM; Fridays, 5 PM - 8 PM; Saturday, 10 AM - 1 PM.

**ABOUT THE ROSE ART MUSEUM AT BRANDEIS UNIVERSITY**

Founded in 1961, the Rose Art Museum at Brandeis University is an educational and cultural institution dedicated to collecting, preserving and exhibiting the finest of modern and contemporary art. The programs of the Rose adhere to the overall mission of the university, embracing its values of academic excellence, social justice and freedom of expression. The museum’s permanent collection of postwar and contemporary art is unequalled in New England and is among the best at any university art museum in the United States. Christopher Bedford has been the Henry and Lois Foster Director of the Rose since 2012.

Located on Brandeis University’s campus at 415 South Street, Waltham, MA, the museum is free and open to the public Tuesday through Sunday, noon – 5 PM, with extended hours from noon – 7 PM on Fridays and Saturdays.

For more information, visit [www.brandeis.edu/rose/](http://www.brandeis.edu/rose/) or call 781-736-3434.