

MMFA

Montgomery Museum of Fine Arts

FOR IMMEDIATE RELEASE

THE MONTGOMERY MUSEUM OF FINE ARTS AND ENCHROMA IMPROVE ARTS EXPERIENCE FOR COLOR BLIND VISITORS

The Montgomery Museum of Fine Arts to Offer EnChroma Color Blind Glasses to Enable Accessibility to the Arts.

Montgomery, AL, September 26, 2022 – The Montgomery Museum of Fine Arts today announced that color blind visitors are now able to borrow EnChroma glasses for color blindness during visits to the museum.

One in 12 men (8%) and one in 200 women (.5%) are color blind—13 million in the US, 30 million in Europe, and 350 million worldwide. With an annual attendance of over 40,000 visitors and growing, an estimated 1,700 guests to the Montgomery Museum of Fine Arts are color blind. EnChroma glasses will enable color blind visitors to perceive an expanded range of clear, vibrant color in artwork at the museum for the first time in their lives.

“The Montgomery Museum of Fine Arts is thrilled to offer people with color blindness the opportunity to try EnChroma glasses during their visit to our galleries. We are deeply committed to being a place that is welcoming to all and this is another step in a long journey to address issues of diversity, equity, access, and inclusion here at the Museum,” said Emily Stuart Thomas, MMFA Head of Learning and Programs. “In addition to the program we will be hosting on Saturday, September 30 in recognition of Color Blindness Awareness Month, our EnChroma glasses will also be available to visitors who schedule tours through our website. Visitors can learn more about accessibility at the MMFA by visiting our website, mmfa.org/plan-your-visit/.”

While people with normal color vision see over one million shades and hues of color, color blind people see only an estimated 10% of them. To the red-green color blind, colors appear dull and washed out, with some difficult to distinguish from each other. Common color confusions include green and yellow, gray and pink, purple and blue, and red and brown. This can detract from the ability of color-blind people to fully experience colorful art.

Montgomery Museum of Fine Arts

One Museum Drive, Montgomery, AL 36117

334.625.4333 | @MontgomeryMFA | mmfa.org

Normal Color Vision

Color Blind View



Leonard Koscianski, *Red Fish*, 1990
©Montgomery Museum of Fine Arts

●●●●● enchroma. Color Blind View by EnChroma

“The fact that the Montgomery Museum of Fine Arts, which has been a source of artistic inspiration and education for the community for nearly 100 years, and is located in such a historic city, has made its artwork more accessible and inclusive to those who are color vision deficient is particularly rewarding,” said Erik Ritchie, CEO of EnChroma. “Visitors to MMFA who are color blind will find their experiences enriched and more memorable as this partnership enables them to more fully enjoy the colors that those of us with normal color vision generally take for granted.”

The Montgomery Museum of Fine Arts joins a growing list of renowned cultural institutions to support the needs of color-blind guests via the [EnChroma Color Accessibility Program](#)[™]. The program already helps color blind people at nearly 400 public institutions—including libraries, schools, universities, national parks, gardens, tourism bureaus and 80+ major museums—more fully experience colors in art, nature and overcome obstacles to learning. Other museums participating in the program include the Gallerie d’Italia in Italy, the Chau Chak Wing Museum in Australia, Centraal Museum Utrecht in The Netherlands, and the Georgia O’Keeffe Museum, Dallas Museum of Art, and Crystal Bridges Museum of American Art in the US.

Special optical filters in EnChroma glasses help color blind people perceive a wider range of colors and to see them more vividly and distinctly. [A study by the University of California, Davis](#), and [INSERM, the French National Institute for Health and Medical Research](#), demonstrated the

effectiveness of EnChroma glasses. A separate recent study in the scientific publication Eye-Nature also highlights the benefits of the glasses.

RELATED PROGRAMS

Making Color Accessible

Saturday, September 30, 2023; 1–2 PM

Free, open to the public

In recognition of Colorblind Awareness Month, we are offering a color accessibility program for visitors who are colorblind and their families. This intergenerational program will include a tour of the Museum's collection that focuses on the experience of color. During the tour, visitors may borrow EnChroma glasses, which are engineered with special optical filters that help the color blind see an expanded range of colors more vibrantly, clearly and distinctly.

SUPPORT + ACKNOWLEDGEMENTS

Annual support for programs is made possible by the following sponsors and grantors. Lead sponsors and grantors Alabama Power Foundation, Alabama State Council on the Arts, Carr, Riggs & Ingram, LLC, Copeland Franco Screws and Gill, Ms. Caroline J. Crook, The Ford Foundation, Mr. and Mrs. Barrie H. Harmon, III, Hyundai Motor Manufacturing Alabama, Lamar, Medical Properties Trust, Inc., Poarch Band of Creek Indians and Mrs. Helen Till, with additional support from sponsors Cathy Caddell and Charlie Warnke, Drs. Gerri and Stuart Hendon, and co-sponsors Dr. and Mrs. Sanders M. Benkwith, Hodges Warehouse + Logistics, Mr. and Mrs. Hans Luquire, River Region Parents, Mr. and Mrs. Nelson F. Smith, Jr. and Standard Commercial Roofing and Envelope Solutions.

ABOUT EnChroma

Based in Berkeley, Calif., EnChroma produces leading-edge eyewear for color blindness and low vision, and other solutions for color vision, sold online and through Authorized Retailers worldwide. Invented in 2010, EnChroma's patented eyewear combines the latest in color perception, neuroscience and lens innovation to improve the lives of people with color vision deficiency around the world. EnChroma received an SBIR grant from the National Institutes of Health (NIH). It earned the 2016 Tibbetts Award from the U.S. Small Business Administration in recognition of the firm's innovative impact on the human experience through technology, and the 2020 Innovation Award in Life Sciences from the Bay Area's East Bay Economic Development Alliance. Visit enchroma.com to learn more.

MMFA BACKGROUND

The Montgomery Museum of Fine Arts was founded in 1930 by a group of local artists as a place for both exhibiting art and space for art education. The original intentions of our founders—to exhibit and teach—continue to inspire and inform every action and activity here at the Museum which, since 1988,

has shared the 277-acre Blount Cultural Park with our partners across the lake at the celebrated Alabama Shakespeare Festival.

Today's MMFA visitors stroll through art-studded grounds and permanent collection galleries. They see compelling changing exhibitions and learn about art by playing in our interactive gallery, ArtWorks, making art in its bustling studios, or by participating in other engaging events and programs. And, as of late September 2018, MMFA visitors can now relax and recharge in the serenity of our stunning new three-acre sculpture garden.

While the Museum's collection is still home to the art of many of the regional artists who first established it, over time it has become known for its strength in American art and Old Master Prints. Recent, important acquisitions of art made by African American and Asian artists and works inspired by images and themes related to the experiences of these groups represent the breadth and depth of the lives and concerns of those who now call Montgomery and the River Region home. Through the exhibition of this work as well as the programs and events that help connect our communities with it, the MMFA is recognized as a leading arts and cultural resource here in the state and Southeastern region.

The MMFA is a department of the City of Montgomery and is supported by funds from the City of Montgomery, with additional funds from the Montgomery County Commission and the Montgomery Museum of Fine Arts Association. Programs are made possible, in part, by grants from the Alabama State Council on the Arts.

GENERAL INFORMATION

WHAT:	Making Color Accessible
WHEN:	Saturday, September 30, 2023; 1–2 PM
WHERE:	Montgomery Museum of Fine Arts Wynton M. Blount Cultural Park One Museum Drive Montgomery, AL 36117
INFORMATION:	mmfa.org 334.625.4333 @MontgomeryMFA
HOURS:	Galleries, ArtWorks, Sculpture Garden, Terrace, and Shop Mondays, Closed Tuesdays–Sunday, 10 AM–5 PM Last entry at 4:45 PM
ADMISSION:	Free! With ample, free parking.

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MEDIA CONTACT

Stephen Hayes: shayes@mmfa.org | 334.625.4347