

museum of modern and contemporary art sri lanka

Headline: The Museum of Modern and Contemporary Art Sri Lanka Opens in a Newly Designed Public Venue

- *Sri Lanka's first museum dedicated to modern and contemporary art will be shifting its location to Crescat Boulevard, Colombo 03*
- *Museum of Modern and Contemporary Art Sri Lanka moves location to be more accessible to the general public*

The Museum of Modern and Contemporary Art Sri Lanka (MMCA Sri Lanka), the country's first public museum committed to the display, research, collection and conservation of modern and contemporary art moved to Crescat Boulevard in November 2021. The move to its new location meets its objective of being more accessible to the general public, schools and tourists. The MMCA Sri Lanka was launched in 2019 as a not-for-profit organisation and receives local and international funding. Its first exhibition attracted over 3500 visitors. In addition to hosting 37 school and university groups from across the country. The museum hosted 165 free public events, 11 kids workshops, and 12 trilingual talks by artists, educators and curators during the course of the exhibition.

Speaking of the location change, Ajit Gunewardene, Chair of the MMCA Sri Lanka Committee said, "the MMCA Sri Lanka's decision to move to Crescat Boulevard was a strategic one. As a museum in the making, it adds huge value to Colombo's development post-pandemic. Crescat provides an easily accessible, non-intimidating setting that is a good fit for MMCA Sri Lanka."

Nayana Mawilmada, Sector Head of the Property Group of John Keells Holdings speaking about the partnership said, "we are delighted to host MMCA Sri Lanka at the newly revamped Crescat Mall. With its central and easily accessible location, Crescat will offer MMCA Sri Lanka an opportunity to showcase the country's contemporary art to a wide audience. It brings an essential cultural attraction to enhance Colombo's tourism offering and we believe that visitors to the mall will enjoy using the multifactorial activities now offered. With its thought-provoking exhibits and programming for children and adults, we are happy to partner with the museum in showcasing the rich history and social discourses of our society."

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Sharmini Pereira, Chief Curator, MMCA Sri Lanka, said, “MMCA Sri Lanka is not the first museum to be located in a shopping mall—there is a history of art spaces being located inside retail environments, especially across Asia, in countries like Japan, India and China. Our new location provides us with countless opportunities to reach audiences who would not otherwise venture into museums of modern and contemporary art. We encourage people to follow us over social media because we have plenty of unmissable events lined up over the next six months. Our goal is to once again create a unique, museum-quality experience that not only raises awareness about the country’s modern and contemporary art but also raises the profile of the city of Colombo itself.”

Crescat Boulevard is located at the heart of Colombo 03, with easy access points from Galle Road and Sri Uttarananda Mawatha. MMCA Sri Lanka is due to open its second exhibition in February 2022, in a 3,800sq. ft space on the second floor of Crescat Boulevard.

MMCA Sri Lanka is founded upon the values of learning and discovery and is committed to artists past and present, living and working across the country and internationally. Alongside its curated exhibitions and education programmes, the museum is the first publicly accessible trilingual venue of its kind in Sri Lanka.

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