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FOR IMMEDIATE RELEASE

**CAM's 2022 DIVE IN Gala raises more than \$100,000 to support exhibitions and education programs**

Contemporary Art Museum St. Louis

3750 Washington Blvd  
St. Louis, MO 63108  
314.535.4660 [camstl.org](http://camstl.org)



Dada Ball

**St. Louis, MO** The Contemporary Art Museum St. Louis (CAM) held its 2022 DIVE IN Gala on April 22, 2022. The event was a celebration of the museum's 25th anniversary and a fundraiser for the museum's programs. The gala was hosted by Michael Bierer and featured a performance by the Dada Ball. The event was a success, raising more than \$100,000 for the museum.

DIVE IN guests were encouraged to give to help maintain CAM's dynamic range of exhibitions, public programs, educational activities, and community initiatives—art for all and all for free! They responded by **generating more than \$100,000 through ticket sales, the Fund the Need auction, and sponsorship revenues.**

"This was a night to remember," says CAM Executive Director Lisa Melandri. "The evening was a celebration of the museum's 25th anniversary and a fundraiser for the museum's programs. The gala was hosted by Michael Bierer and featured a performance by the Dada Ball. The event was a success, raising more than \$100,000 for the museum. DIVE IN! Not just CAM, but the whole St. Louis arts and culture landscape would not be what it is today without those two sunny spirits! You could feel the love in the air."

DIVE IN took its inspiration from the poolside photography of artist Martine Gutierrez, whose exhibition HIT MOVIE: Vol. 1 is on view at the museum March 25 through July 24, 2022. The Coronado was transformed into a Palm Springs poolside getaway and guests came in an amazing array of mod fashion—from slip dresses to caftans, go go boots and bell bottoms, to flip flops and enormous sunglasses. Attendees were treated to Dierberg Vineyards wines and an after-party that featured the swinging sounds of DJ Dave Kirkland.

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**Hours**  
10–5 Thu  
10–8 Fri  
10–5 Sat & Sun

**CAM is free. Visit often!**

The evening also featured the inauguration of an exciting new program: each annual CAM Gala will serve as the launchpad for a new artist-design labeled wine from Dierberg Vineyards, with all sales benefiting CAM. *Painter's Palette* was presented at DIVE IN. This limited-edition red blend from Star Lane Vineyards in California featured a stunning label by artist Katherine Bernhardt (who also named the wine), including her iconic images of toucans, bananas, and toilet paper—all of which were a part of her monumental, site-specific mural at CAM in 2017.

In keeping with the DIVE IN theme of the celebration our sponsors included:

**Jackknife Sponsors:** Ferring Family Foundation, Nancy and Ken Kranzberg;

**Somersault Sponsor:** Clayco; **Swan Sponsors:** Alexis M. Cossé and Erik Karanik, JiaMin and Michael Dierberg, Edward Jones, Penny Pennington and Mike Fidler, Mary Ann and Andy Srenco; **Pike Sponsor:** Jackie Yoon; **Backflip Sponsors:**

Breakthru Beverage, Bryan Cave Leighton Paisner LLP, First Bank, HOK, Jamieson Design, Moneta, PNC, projects + gallery, Sam Fox School of Design & Visual Arts at Washington University; David and Tricia Schlafly & Tom and Ulrike Schlafly, Phoebe and Steve Smith, Kate and Howard Stephens, Steward Family Foundation, Stifel, Ted Wight & Dielmann Sotheby's International Realty, and Pat Whitaker & Dick Miles. Special thanks to Dierberg Vineyards and Evntiv.

DIVE IN is CAM's principal fundraiser of the year, with a goal to raise nearly fifteen percent of the Museum's operating budget. DIVE IN benefits not only CAM's extraordinary exhibitions, but such initiatives as CAM's ArtReach program, which has expanded to include Sumner and Vashon High Schools, where CAM's Resident Teaching Artists offer the finest in studio art education. Drop In Workshops introduce art to young people through making, designed for students to complete a hands-on art project in a single classroom session. Museum tours, professional development programs for teachers, AP Portfolio for budding high school artists in search of guidance toward the college level—these are just a few of the education programs offered to the St. Louis community's youth through CAM's arts education activities.

### **About the Contemporary Art Museum St. Louis**

The Contemporary Art Museum St. Louis creates meaningful engagement with the most relevant and innovative art being made today. Founded by civic and cultural leaders in 1980, the Museum transformed from a small gallery into an internationally recognized arts institution, now permanently housed in a flexible, open, and inviting building designed by renowned American architect Brad Cloepfil. CAM's distinct architecture reflects the organization's values and supports a dynamic range of exhibitions, public programs, educational initiatives, and community collaborations. The only museum in the region solely dedicated to contemporary art, CAM is one of the preeminent non-collecting institutions of its kind in the United States. We are a site for discovery, a welcoming space, free and open to all. For more information, visit [camstl.org](http://camstl.org).



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