

Press Release
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Emily Lucier, Manager of Public Relations
elucier@virginiahistory.org

**Virginia Museum of History & Culture to Debut Ashe '68 Virtual Reality Experience
and Rare Outside Photo Exhibit as part of Boulevard Dedication on June 22**

Richmond, VA — On Saturday, June 22, at 11:00 a.m., the Virginia Museum of History & Culture (VMHC) in partnership with the City of Richmond and the Commonwealth of Virginia, will host an historic event featuring the official dedication of Arthur Ashe Boulevard and the opening of their groundbreaking exhibition, *Determined: The 400-year Struggle for Black Equality*. The event is free and open to the public and will take place (weather permitting) on the museum's front lawn.

"This will be a history-making moment for the city and our Commonwealth as we dedicate Arthur Ashe Boulevard on the front steps of the museum; we are so proud of our new address," said Jamie O. Bosket, president & CEO of VMHC. "We couldn't be more excited also to debut our summer installation of the Ashe '68 Virtual Reality Experience – a great way to begin understanding the remarkable legacy of this Virginia icon."

As the City dedicates Arthur Ashe Boulevard, the museum will offer visitors a unique view into the local legend with the Ashe '68 Virtual Reality Experience. This eight-minute VR experience takes viewers into the moments before Arthur Ashe's historic win at the 1968 US Open. Combining archival footage, custom animation, and 360° video recreations, *Ashe '68* enables viewers to witness such moments as Ashe's historic pre-match press conference, walk down the halls of the West Side Tennis Club, and winning match point. The VR experience is free with regular museum admission and will be open until September 2, 2019.

The museum will also feature along its front walk on Arthur Ashe Boulevard, a remarkable photo exhibit of rarely seen images of Ashe. These high-quality near-life-sized images were original produced for display at the 2018 U.S. Open in commemoration of the 50th anniversary of Ashe's historic win. More than a dozen photos of Ashe will be on display through Independence Day.

Also, as one of 30 individuals highlighted their new exhibition, *Determined*, the museum will display a number of artifacts related to Ashe. Of special note is the 1970 U.S. Davis Cup Championship Ring won and worn by Ashe as well as the Blackwell Family Tree which traces Ashe's family lineage back to 1735 and includes more than 5,000 names from 15 states, Africa, Canada, Germany, and Haiti.

The Ashe '68 Virtual Reality Experience is presented by the International Tennis Hall of Fame and was produced by Rex Miller and Beth Hubbard.

Determined will be on display June 22, 2019, through March 29, 2020 at VMHC. The exhibition is a legacy project of AMERICAN EVOLUTION™, the state commission formed to commemorate the 400th anniversary of key historical events that occurred in Virginia in 1619 and continue to influence America today. The exhibit is curated by Dr. Karen Sherry, VMHC Curator of Exhibitions, with the guidance of an advisory committee consisting of distinguished scholars, museum professionals, public historians, and government leaders who brought a broad range of expertise and perspective to the project. It is presented by Altria. Bank of America is a supporting sponsor.

The Virginia Museum of History & Culture is owned and operated by the Virginia Historical Society — a private, non-profit organization established in 1831. The historical society is the oldest cultural organization in Virginia, and one of the oldest and most distinguished history organizations in the nation. For use in its state history museum and its renowned research library, the historical society cares for a collection of nearly nine million items representing the ever-evolving story of Virginia.

The Virginia Museum of History & Culture is located at 428 N Arthur Ashe Boulevard in Richmond's Museum District. Hours are Monday – Sunday 10:00 a.m. to 5:00 p.m. for the galleries and museum shop, Monday – Saturday 10:00 a.m. to 5:00 p.m. for the research library. For more information call 804.340.1800, visit VirginiaHistory.org, or connect on Facebook, Twitter, and Instagram. ###

Virginia Historical Society

428 N Arthur Ashe Boulevard
Richmond, Virginia 23220

PO Box 7311
Richmond, Virginia 23221

804.340.1800
VirginiaHistory.org