

TUESDAY 15 JANUARY 2013
MUSEO THYSSEN-BORNEMISZA



MASTERCARD MONDAYS

Free entry to the Collections of the Museo Thyssen-Bornemisza one day week

Pilar Aurrecoechea, Director General of MasterCard for Spain and Portugal, and Evelio Acevedo, Managing Director of the Museo Thyssen-Bornemisza, today presented *MasterCard Mondays*, a new initiative that will be launched on 21 January and which will offer free entry to the Collections of the Museo Thyssen-Bornemisza every Monday of the year between 12 noon and 4pm.

Through this collaborative agreement and the sponsorship of MasterCard in Spain, both the Museo Thyssen-Bornemisza and the Carmen Thyssen-Bornemisza Collection will be open to visitors every day, as will the bookshop-giftshop and the cafeteria, both of which will also open from 12 noon to 4pm.

During the presentation Pilar Aurrecoechea noted that: "At MasterCard our aim is to establish close connections with consumers, institutions and businesses in the cities and countries where we operate, understand their consumer needs in a detailed manner and offer them the best payment solutions for making their daily lives easier, simpler, more comfortable and secure when they make purchases with their families and during their leisure time. For this reason the present agreement represents an outstanding opportunity for MasterCard to offer visitors the chance to enjoy a unique experience when contemplating the masterpieces in the Thyssen-Bornemisza Collection free of charge, thus making art even more accessible to a larger number of people and in a very special way."

In the words of Evelio Acevedo: "For the Museo Thyssen-Bornemisza this initiative represents an opportunity to fulfill to an ever greater degree our commitment to disseminating knowledge of our Permanent Collections and of culture in general. This will now be made easier through this present sponsorship by MasterCard, which not only makes it possible for us to receive visitors every day of the week but, in addition, the fact that entry will be free means that we can meet the challenges of what we consider our commitment to social responsibility, which is particularly appropriate during these times of economic crisis."

MasterCard

[MasterCard](#) (NYSE: MA), www.mastercard.com is a payment and global technology company. It operates the fastest payment process network in the world, connecting consumers, financial institutions, shop-owners, governments and companies in more than 210 countries and territories. MasterCard's products and solutions make daily activities such as purchasing, travelling, directing a business and managing finances easier, safer and more efficient for everyone. Follow us on Twitter [@MasterCardNews](#) or join in the conversation on the blog [Cashless Conversations](#) and [subscribe](#) to receive [news](#) updates about us.

The Museo Thyssen-Bornemisza

Since 1992 the Museo Thyssen-Bornemisza has offered the visiting public a survey of painting from the 13th century to the end of the 20th century. Through the nearly 1,000 works on display visitors can appreciate the principal periods and schools of Western painting including the Renaissance, Mannerism, the Baroque, the Rococo, Romanticism and the art of the 19th and 20th centuries, concluding with Pop Art. The Collections also contain works representative of movements and schools that are not represented in Spanish State collections such as Fauvism, German Expressionism and the early 20th century avant-gardes. In 2004 the Carmen Thyssen-Bornemisza became part of the Museum. It includes more than 200 works that complete the survey of styles and genres represented in the Permanent Collection. . www.museothyssen.org. Follow us on Twitter [@museothyssen](#) and on facebook.com/museothyssen.

More information:

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