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Sex to get its own special museum in the Big Apple

BY ANTHONY SCADUTO

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NEW YORK — A new museum is coming to Fifth Avenue in the spring — a museum devoted to exploring all aspects of sex — and Mayor Rudolph Giuliani, who has shut down porn parlors and tried to eliminate prostitutes in high-profile areas, won't be able to do a thing about it.

The Museum of Sex, which boasts actress Sandra Bernhard and writer Camille Paglia among its directors and a couple of former porn stars as advisors, will be a for-profit business, which means

it won't depend on the city for financing and, thus, won't be subject to the financial pressure the Brooklyn Museum of Art is enduring because of its controversial show "Sensations."

The sex museum is the brainchild of artist Alison Maddex, 33, Paglia's partner, and 31-year-old software entrepreneur Daniel Gluck.

Maddex is the museum's director.

They've raised \$1.3 million to get the museum off the ground in a building at Fifth Avenue and 27th Street and have put together a celebrity board of directors that

includes Bernhard, Paglia, Arianna Huffington, Bill Maher and Todd Oldham.

Plus ex-porn stars Annie Sprinkle and Candida Royalle.

"Annie and Candida have lived the life of sex," Maddex says. "They'll be looking honestly at sex and culture. And they're both very bright."

"I'm so excited by it," Paglia says. "By the museum's coming into being and by being involved on the board of advisors."

"The idea of sex is pervasive in our culture, and the museum will be devoted to sex and culture worldwide," Maddex says.

She and Gluck say their goal is to become one of the city's Top 10 museums, based on attendance.

The museum's first shows will be called *Cagey City: Sex in New York City*, with interior design by sculptor Louise Bourgeois, and *Sex in America — Puritans to Cybersex*, Maddex says.

"We'll be embracing other views on sex that are not considered liberal," she adds.

"Jerry Falwell, Jesse Helms, we'll present their takes on sex."

Within the next few years, "we'll be building our own building," she says.