The Campaign for the

Smithsonian American Art Museum

The Smithsonian Campaign—
the first Institution-wide campaign
in our history—will transform one
of the nation's greatest assets into
a 21st-century catalyst for change.
Through investments in places, people,
programs, and treasures, we will tell
America's whole story, spark discovery,
inspire lifelong learning, and use
technologies to reach people everywhere.

Cover: *Cape Cod Morning* by Edward Hopper, 1950, Gift of the Sara Roby Foundation.

Contents

From the Director

The Smithsonian American Art Museum grew from our democracy's early dreams of becoming a great civilization. Generous collectors began donating artworks to the nation in the 1820s, so that each citizen could take pride in our achievements. Today this is the premier Museum dedicated to American art, widely recognized for our rich collections, strong research, innovative exhibitions, and extensive education initiatives.

Now we embark on a new vision for the Museum as a lens through which we understand our history, our culture, ourselves. Our success will be measured by our ability to engage many audiences—traditional museum-goers, young people and students, diverse cultural groups, lovers of the humanities, and more. Today's new media will carry our insights to new friends, and bring their ideas back to us.

The Smithsonian American Art Museum has a spectacular home in what Walt Whitman called "the noblest of Washington buildings," gloriously renovated as a national architectural masterpiece. The Renwick Gallery, our branch museum for crafts and decorative arts, is an elegant historic landmark. The words inscribed over the door—"Dedicated to Art"—remind us that the Renwick Gallery was the first purpose-built museum in the nation's capital. Within and beyond their walls lies a vast world of discovery, as we reveal the myriad ways artists have expressed the American experience.

Creating a 21st century museum will require new commitments and extraordinary acts of generosity from those who share our vision. With your help, we will deliver on these plans and dreams for the future.

Elizabeth Broun
The Margaret and Terry Stent Director
Smithsonian American Art Museum

The art of America does not tell a single or definitive tale. Every individual and each generation discovers anew what America means through the stories they see reflected in our art.

With 42,000 artworks by 7,000 artists, the Smithsonian American Art Museum reveals the breadth and diversity of the American experience from colonial times to today. The Museum's collection and programs open an endless field of exploration to more than a million visitors each year—ranging from casual visitors to serious scholars to schoolchildren and all others.

In order to realize the Smithsonian American Art Museum's bold vision for the future, we embark on a $65 million campaign to raise leadership support for the Museum's priorities. In addition to raising financial support, our goal is to secure gifts of significant artworks to build the collection throughout the course of the campaign. Donations of art are truly gifts to the nation—benefiting millions of future visitors.

Places	
Renwick Gallery Renovation and Enhancement	$15 million
People	
Endowment for Curators, Educators, Research Fellows	$15 million
Curatorships at $3 million	
Educators at $2 million	
Fellowships at $1 million	
Programs	
National Education	$20 million
Media Arts Initiative	$5 million
Performing Arts	$5 million
Audience Engagement	$5 million
Treasures	
Art Gifts for the Nation	$40 million in value

Opposite: *Reclining Dress Impression with Drapery* by Karen LaMonte, 2009

The Renwick Gallery. © Ron Blunt

Goal One

Renwick Gallery Renovation

1

$15 MILLION

The Renwick Gallery is the first purpose-built art museum in the nation's capitol, bearing the inscription "Dedicated to Art" over its front door. Famed architect James Renwick Jr. designed the gallery to be the height of fashion, inspired by the new additions to the Louvre in Paris. It is one of the most elegant examples of Second Empire architecture in the United States. The art gallery thrived during the Gilded Age as Americans embraced the arts, but it later became a federal court building and deteriorated. First Lady Jacqueline Kennedy led the effort to save this architectural gem from the wrecking ball as part of the Lafayette Park Historic District. In 1965, the building was given to the Smithsonian so it could be returned to its original purpose. Since 1972, the Renwick Gallery has been America's leading museum for fine art in craft media.

Now this grand landmark urgently requires renovation to reveal long-hidden historic features, renew aging infrastructure, and add twenty-first century technologies and visitor amenities. Major improvements to energy efficiency will be achieved, and the Renwick Gallery will be among the first American museums completely illuminated with LED lighting.

The renovation is a public-private funding partnership. Design is underway and construction will begin in 2014, *but only if the required private funding has been secured.* An international competition will attract the best talent for redesign of the Grand Salon, the monumental Renwick Foyer, and Grand Stair.

Major contributions to the renovation will be recognized through the naming of galleries and public spaces, including the superb Grand Salon. All contributors of $25,000 and above will be recognized on a donor wall in the Renwick Gallery Lobby.

Goal Two

Endowment for Curators, Educators, Research Fellows

2

$15 MILLION

Curators, educators, and researchers help us see, connecting us to artworks through their expert knowledge and insights. The Smithsonian American Art Museum is fortunate to have a talented team of curators, research fellows, and educators. They play a critical role in our commitment to collecting, understanding, and enjoying American art—making the Museum more relevant and engaging for today's audiences. Our goal is to secure endowment support for these leadership positions, ensuring excellence in scholarship and programs that will benefit future generations of Museum visitors.

Each curator is responsible for a specific part of the collection, seeking strategic acquisitions, researching artworks, experimenting with interpretation, and engaging audiences in fresh ways. They must be nimble, creative, adventurous people who think about art in new ways and have a passion for sharing ideas. Curators will lead a reinstallation of the permanent collection galleries, incorporating the finest artworks and insights. Naming opportunities include the chief curatorship and positions for painting, folk art, media arts, Latino art, western art, sculpture, and more. We also seek gifts to endow research fellowships, to advance our commitment to cultivating emerging talent in American art.

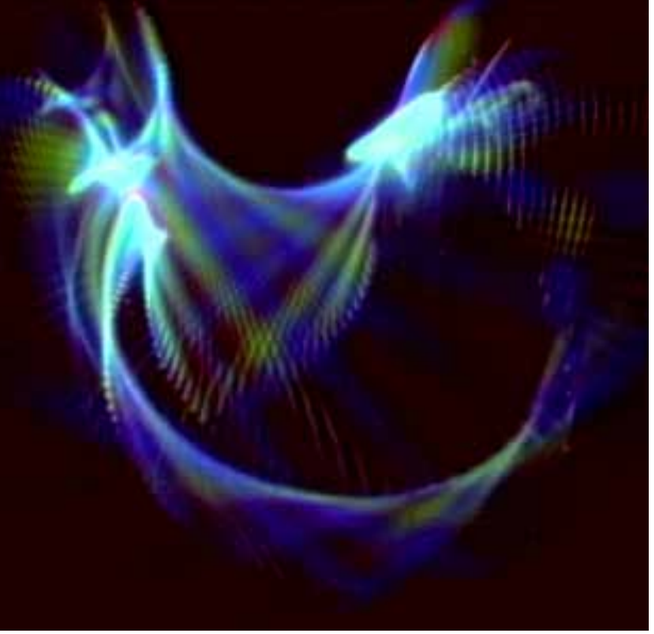
Securing endowment support for our educators is similarly essential to deepen our impact in education and better serve our audiences across the country. Educators are charged with expanding the reach of our programs for distance learning, teacher training, and curriculum development.

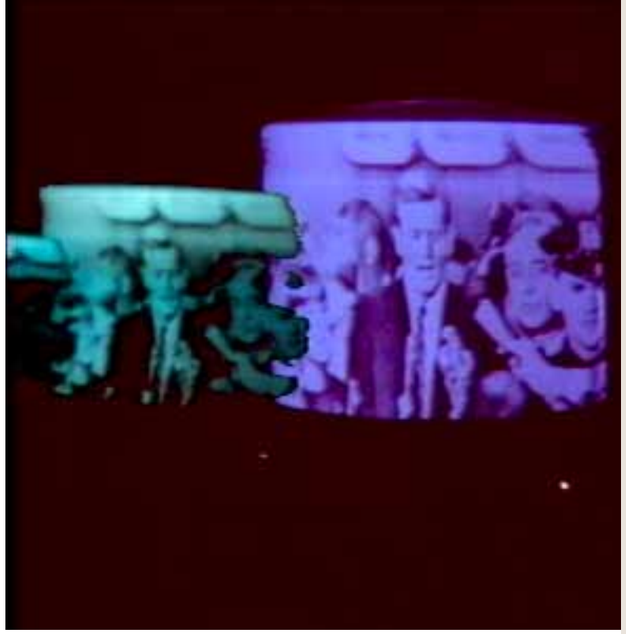
Endowing these positions will greatly strengthen the Smithsonian American Art Museum's ability to attract world-class curators, scholars, and educators.

"I have an entirely different view of museums and paintings! The educational activities were awesome and I'm excited about revamping my teaching to include art."

— FAIRFAX COUNTY, VA, PUBLIC SCHOOL TEACHER

Grades 6-12 teachers participating in the Clarice Smith National Teacher Institute, a week-long program that encourages connections among American art, technology, and curricula.





Goal Three

Media Arts Initiatives

$5 MILLION

The Smithsonian American Art Museum is already a leader in new media that are dramatically transforming our society. Our two Curators for Film and Media Arts are creating a substantial collection of video and media artworks, with a gallery dedicated to these new forms. In 2012, the ground-breaking exhibition, *The Art of Video Games*, sparked widespread interest and debate, while attracting new and younger audiences to the Museum.

The archive of visionary artist Nam June Paik, known as the "father of video art," is the cornerstone of our media arts program. Paik almost single-handedly transformed video into an artist's medium through his sculptures, installations, videotapes, and television projects. Paik's enormous *Electronic Superhighway,* a map of the United States made of neon and 336 flickering TVs, presents a dazzling cacophony of identities that reveal America's unity in diversity for this media age.

The Smithsonian American Art Museum's Media Arts Initiatives must grow rapidly to keep pace with these dynamic 21st-century directions. We seek endowments dedicated to new media curatorships, acquisitions, online resources, and preservation of time-based work.

Opposite above: Video stills from *9/23/69: Experiment with David Atwood* by Nam June Paik, 1969, Gift of the Artist's Estate.

Opposite below: Visitors viewing Nam June Paik's *Electronic Superhighway: Continental U.S., Alaska, Hawaii*, 1995, Gift of the Artist.

Goal Four

National Education

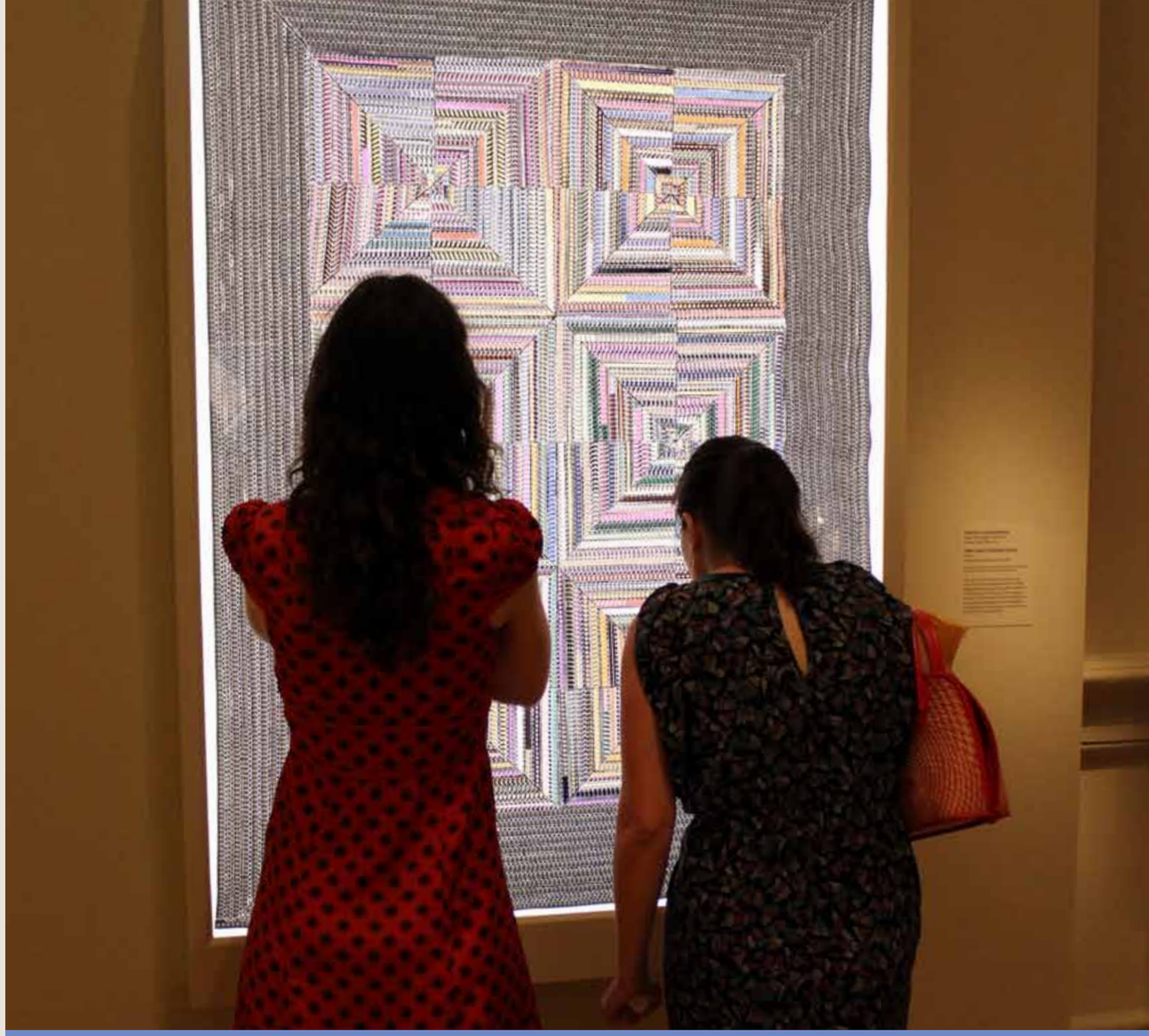
$20 MILLION

The Smithsonian American Art Museum feels a special responsibility to serve teachers and K-12 students. Consider our work with teachers from Jefferson Parish, where students had lost their homes to Hurricane Katrina; our educators trained teachers to use art to unleash their students' thoughts about displacement and loss.

The new MacMillan Education Center, a technology-rich teaching facility that opened in 2012, greatly expands our distance learning programs, teacher training, and curriculum development.

Now the Smithsonian American Art Museum is poised for much greater impact in classrooms. We will build on proven practices and use our finest artworks to teach about the American experience. Curricular units will be available online and in-gallery, so *any* teacher, *anywhere*, can adapt our resources to fit their needs. Museum experts will supplement classroom lessons through video-conferencing—even coming to our studio in the middle of the night for real-time engagement with students on U.S. military bases overseas.

We seek endowments and multi-year gifts to support our talented leadership team, content development and testing, website development, teacher training, conference presentations and other travel. The Museum will recognize endowed gifts by naming national programs and key leadership positions.



Visitors at the opening reception for "40 Under 40: Craft Futures" at the Renwick Gallery.

"Visiting this Museum has been an education for myself and my family. It has opened our eyes to American art and history."

Goal Five

Performing Arts

$5 MILLION

The stunning Kogod Courtyard and state-of-the-art McEvoy Auditorium—both created during the Smithsonian American Art Museum's renovation—added exceptional performance spaces and another dimension of vibrancy to the Museum. Together with the Renwick Gallery's elegant Grand Salon, these spaces allow us to offer an array of musical and theatrical performances and films to the public. Our next step is to raise the bar on the quality of programming offered in these new spaces.

The Museum recently studied thirty-four museums and performing arts centers to learn best practices and identify our niche among area performance venues. Key findings reveal that lovers of the visual arts are also deeply engaged with music. Our goal is to develop more ambitious music programming and present top performers in partnership with other leading organizations including the Washington National Opera and Blues Alley Jazz. A new series devoted to popular American musical traditions—American Songbook—will offer a rich complement to the art exhibited in the galleries. We want to reach new audiences of music lovers, while enriching the quality of our audience's experience at the Museum.

Public programs that feature nationally recognized performers will require support over several years for opera, jazz, and popular music. Funding for artists' fees, staff, and program expenses will provide a wide range of opportunities for recognition through several performance series.

"This has always been my favorite museum in DC. I love the broad scope of your collection and innovative and 'out of the curatorial box' exhibits. Thanks for being different and keeping things fresh, challenging, and approachable. This is the most visitor-friendly and visitor-focused museum."

Goal Six

Audience Engagement

$5 MILLION

People today seek active engagement with others who share their interests in the fast-changing landscape of social media. The Smithsonian American Art Museum seizes every opportunity to nurture interactions around the visual arts. Today, an award-winning website allows everyone access to our extensive resources—collection images, video and audio, and research data. Planning for a future in which websites are obsolete, the Museum is mapping the entire collection to the Linked Open Data cloud. This new technology will enable data from various sources to be connected and searched, expanding our reach to new audiences around the globe.

The Museum also excels in using social media to engage audiences. The results of our efforts are nothing short of remarkable. The *Art of Video Games'* website generated 119,000 responses from people in 175 countries, who cast 3.5 million votes for the games included in the exhibition.

The Museum's strategy is to build new audiences defined by the enthusiasms of specific groups. These communities of interest create two-way exchanges, opening a door for feedback from new friends. Audience segmentation allows us to personalize our impact in many areas of interest.

In order to deploy our audience engagement strategy, we seek funding for staff, technology, and operations. Sustaining gifts will be recognized through named endowments and other appropriate ways.

Dance performance by Dana Tai Soon Burgess & Company in McEvoy Auditorium.

Goal Seven

Art Gifts for the Nation

$40 MILLION IN VALUE

Artists have a deep sensitivity to their times and to the world around them, and collectors are often the first to grasp the insights expressed in their works. Many times, our artistic heritage has found its first foothold in private collections. For more than 180 years, civic-minded donors who understand that a nation's art belongs to the ages have enriched the Smithsonian American Art Museum's collection of masterworks.

We seek now a new generation of generous Americans who will leave an enduring legacy for the future. We are asking individual and corporate collectors to contribute significant works of art whose combined value is at least $40 million.

Our collections must represent our finest achievements. The American people, and the thousands of visitors from around the globe who come to learn about us, should find the country's greatest art treasures at the Smithsonian American Art Museum.

For the Museum's part, we commit to preserving these artworks, presenting them in accessible and appropriate contexts, and conveying their significance and relevance to broad audiences. Collectors will be celebrated and remembered in perpetuity for their generosity.

Modern Head, 1974/1990, Gift of Jeffery H. Loria in loving memory of his sister, Harriet Loria Popowitz.

The 21st century museum is one where people want to be, physically or virtually, because its power leads us to a deep truth, a small insight, or a surprising joy. But broadened audiences also increase the call for the work that is constant through every era–acquiring artworks that support our mission, conserving them, researching and interpreting them for every visitor.

The Smithsonian American Art Museum's success will be seen in the larger audiences we will engage, and also in the excellence of our collections and our research. Ultimately, we must connect art to people's lives with meaning and insight. For those who share our passion and our vision, we ask for new levels of commitment and generosity.

"To the everyday American, this Museum should mean that anything is possible. The Smithsonian American Art Museum shows the fullness of the American story in a way you won't see anywhere else."

— JAMES F. DICKE II
Museum Commission Chair (2004—2011)

Smithsonian American Art Museum

Smithsonian American Art Museum
8th & F Streets, NW
MRC 970 | P.O. Box 37012
Washington, DC 20013-7012

202.633.8430 | americanart.si.edu