

IMAGINE MORE



THE CAMPAIGN
SANTA BARBARA
MUSEUM OF ART



"Being able to appreciate the expressions in a patient's face, thinking creatively to make a challenging diagnosis, and appreciating the subtleties of different cultural backgrounds not only make me a better doctor, but also make my work richer and more fulfilling."

– Katelyn Gamson, MD
SBMA Teens for Teens participant

The Enduring Power of Art

Walking into the Santa Barbara Museum of Art (SBMA), you experience paintings, sculptures, prints, drawings, photographs, ceramics, glass, jades, bronzes, lacquer, and textiles spanning more than 5,000 years of human history. In the front courtyard stands the elegant marble statue of Hermes from early Rome. Go to the Ridley-Tree Gallery and there are the Museum's three beloved Monets. Make your way to the Asian Art Galleries and there is a 13th-century sculpture of *Dancing Krishna*, looking inquisitively at you. Move to the Emmons Gallery and see powerful images from innovative California photographers.

The mission of the Museum is to integrate art into the lives of people, to give those who visit a sense of the power and potential of art. Fourteen years ago, Santa Barbara resident Katelyn Gamson came to the Museum as part of the Teens for Teens program. Today, she's a physician and a chief resident at California Pacific Medical Center, and she understands how her time at the Museum has had a profound influence on her life.

"As a teen, I spent time viewing art with others my age, looking at the subtleties of color in a painting or studying how a subject's face was portrayed," Gamson says. "In my work as a physician, being able to appreciate the expressions in a patient's face, thinking creatively to make a challenging diagnosis, and appreciating the subtleties of different cultural backgrounds not only make me a better doctor, but also make my work richer and more fulfilling."

Katelyn's story in many ways captures what is best about the Santa Barbara Museum of Art. An intimate experience for those who come to view master works that span thousands of years. A powerful connection to the Santa Barbara community and the broader community of Southern California. The ambition and vision to acquire great works of art and create exhibitions that have an impact on the art world.

In 2014, we are launching the most ambitious fundraising campaign in our history to support what is best and most exciting about the Santa Barbara Museum of Art. We invite you to join us in this endeavor to transform SBMA. We invite you to imagine more...

The Campaign

Imagine three new galleries for the permanent collection and 25 percent more space to showcase some of the world's most engaging artistic achievements. Envision more public spaces for school groups and community groups and a goal of reaching every child in the Santa Barbara region through the Museum. Think about a seamless 21st-century museum experience where visitors can move easily from one gallery to the next and get a sense of the global diversity of art spanning from ancient China to contemporary California.

These are some of the goals of the Santa Barbara Museum of Art's \$50 million capital campaign. Since the Museum's founding in 1941, SBMA has played a vital role in the cultural and community life of Santa Barbara. The Museum's founders were visionary individuals, and the campaign seeks to continue to extend the reach of the institution to, at once, make essential renovations and upgrades while expanding the scope of SBMA's exhibitions, programs, and place as a public forum for the arts in Santa Barbara.

With its location in the center of downtown, SBMA is essential to the cultural and community life of Santa Barbara. The campaign will allow us to maintain the historical integrity of the building and provide new opportunities for community engagement.

When the Santa Barbara Museum of Art opened in 1941, Buell Hammett—one of the founding members of SBMA—captured the Museum's enduring and distinctive qualities: "Our building is located in the heart of the community. We wish it to stay there—in the heart of the community—where its influence will reach the hearts of all our citizens. For we must never forget that the main objective of our museum is to increase the strength of all our people. To that there must be no more democratic institution on the entire Pacific coast than the Santa Barbara Museum of Art."

Our campaign will allow the Museum to continue to have a powerful influence on the people of Santa Barbara and the region for decades to come.



The Ambitious Goal: \$50 Million to transform SBMA's space and programs



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The Museum has continuously sought to enhance its permanent collection by presenting carefully selected and focused shows of the greatest art and artists of the past, from Degas to Picasso to Botticelli to Van Gogh. Just as important, SBMA has been, and continues to be, a pioneer in the exhibition of emerging regional artists.

The Right Museum, the Right Time

In 2011, the Santa Barbara Museum of Art featured *Picasso and Braque: The Cubist Experiment, 1910–1912*, the first exhibition to unite many of the paintings and nearly all of the prints created by Pablo Picasso and Georges Braque during their two exhilarating years of artistic dialogue.

The presentation featured a custom-made app (iCubist) that allowed visitors and online users to manipulate and study the works by Picasso and Braque with a level of detail and precision never before possible for museum audiences. The exhibit allowed those who perhaps never had a chance to go to Madrid, Paris, or London a unique opportunity to see the intricacies and mastery of Picasso's and Braque's fascinating artistic dialogue.

That same year, the painter Charles Garabedian worked with SBMA to find the right way to highlight a lifetime of his work. Garabedian started painting relatively late in life after he came back from World War II and built his artistic career in Los Angeles, where he has become a prominent figure in the arts world. Well into his 80s, Garabedian wanted to find the right place to bring his paintings together, and he turned to the Santa Barbara Museum of Art and Curator of Contemporary Art Julie Joyce to find the best way to approach this important endeavor.

"From the beginning, Julie's suggestions were spot on. She felt that, instead of going all the way back to the beginning of my career, we should make a selection of work," Garabedian recalls. "After the paintings were up, the space turned out to be a perfect fit for the mix of larger and smaller work. I couldn't have asked for a better room to show the paintings than the

central gallery, and the smaller rooms gave the smaller scale paintings the personal context they needed."

These distinct exhibitions highlight the vision and scope of SBMA. The Museum has continuously sought to enhance its permanent collection by presenting carefully selected and focused shows of the greatest art and artists of the past, from Degas to Picasso to Botticelli to Van Gogh. Just as important, SBMA has been, and continues to be, a pioneer in the exhibition of emerging regional artists.

Through the success of the campaign, new gallery space will allow SBMA to put more of the permanent collection on view. And a greater variety of exhibited art secured from museums and collectors throughout the world will better serve the community by allowing our curators to delve deeper into their subjects, benefitting students and the broader community.



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MORE
INFORMATION

SBMA's Reach:

- 25,000 students
- 1,100 teachers
- 75 public schools
- 16,000 adults
- Over 100,000 yearly visitors

A Connection to Our Community

With its location in the heart of downtown, the Santa Barbara Museum of Art serves as a cultural hub for the community, bringing together a diverse spectrum of people and providing essential connections to the world of art and creativity. The reach and impact of the Museum can be seen throughout the region.

SBMA is a primary resource for visual arts education in Santa Barbara County's public schools, through both in-school and afterschool outreach programs that reach as many as 25,000 students and 75 schools. Equally important, SBMA trains about 1,100 public-school teachers each year how to use art to teach across the curriculum—this approach helps teachers develop lesson plans and activities based on our permanent collection and special exhibitions and is directly connected to the state-mandated common core standards.

Perhaps no other art museum plays such a central and vital role in the schools of its community. SBMA's groundbreaking outreach programs are leading the way for museums across the country and setting the example for how to integrate art programs with the education system. New museum directors are encouraged by the Association of Art Museum Directors to model their efforts after SBMA's programs.

The Museum's connection to the community extends well beyond the education system. It contributes to the continuous learning of approximately 16,000 adults in the community, and there are special outreach programs developed for seniors, including those in retirement communities whose mobility is restricted and those suffering from the early stages of Alzheimer's disease.

On the weekend, young families throughout the community gather at the front steps of the Museum for Free Studio Sundays, where they participate in hands-on workshops with SBMA Teaching Artists. The Museum reaches out to the Latino community through events such as the annual *Día de los Muertos* celebration, and bilingual docents are available by request to provide tours in Spanish and English. Additionally, the Museum has designed programs for at-risk youth that give them a sense of the possibilities of art and to provide opportunities for positive self expression.

"Our Museum, from its outset, has been integrally connected to the community, and our mission has been tied to addressing societal needs," says Larry Feinberg, SBMA's Robert and Mercedes Eichholz Director and CEO. **"We see students with a better appreciation of art and, in turn, improved learning skills. We see people from all socio-economic backgrounds gathering at the Museum every week."**

The campaign will bolster SBMA's integral connection to the community by allowing the Museum to develop new programs and space to engage people throughout Santa Barbara County.

Superb New Space to Realize Our Vision

The Santa Barbara Museum of Art's building renovation project is comprehensive and involves nearly every square foot of the Museum. More importantly, the proposed new and renovated spaces will benefit every visitor and potentially every member of the community by enhancing space, usage, and aesthetics, expanding offerings, increasing accessibility, and improving safety. Completing the facility renovation plan will be one of the most important achievements in our history.

For John Walsh, the director *emeritus* of the J. Paul Getty Museum, the transformation of SBMA represents an ideal combination of preserving the historical character of the building and creating a state-of-the-art facility. "The plan is a remarkably smart use of space that will do justice to the very fine works in the collection," Walsh says. "What's more, it will provide a coherent experience for visitors as they move from gallery to gallery."

At the center of programming is the need to safeguard and preserve the 28,000 works of art in the collection, to ensure the safety of visitors and staff, and to provide spaces that bring art alive and enhance the audience experience. The Museum is in serious need of seismic retrofitting. An aging roof and mechanical systems in need of replacement compromise our ability to protect the art we are entrusted to preserve. The loading dock must be completely reconstructed in order for us to receive and move art objects safely. Storage and conservation space is insufficient to safeguard our growing collection. We must make significant and important renovations and improvements to the facility today and make provision for maintenance and capital expenditures in the future.

The need is great, and it is urgent. Just as we must preserve and protect the art that has been entrusted to us, we are stewards of the Museum and must make needed repairs and renovations to optimize the visitor experience and better serve the community. The comprehensive renovation plan minimizes the impact on museum programming during the course of construction, allowing us to continue to present the collection and develop new exhibitions.

And the plan has been developed with a strong commitment to environmental sustainability. The renovations will meet Leadership in Energy and Environmental Design (LEED) standards, a green building certification program that recognizes best-in-class building strategies and practices. The LEED certification will mean long-term efficiency and energy savings for the Museum.

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– John Walsh

Director Emeritus, J. Paul Getty Museum



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SBMA's Transformation:

- 25 percent more gallery space
- Preservation of 28,000 precious works of art through seismic upgrades
- LEED certification for environmental sustainability

Campaign at a Glance

Capital Improvements: \$42 Million

Renovating, enhancing, and expanding the Museum is expected to take approximately six years. Work will take place in multiple phases to allow for continual occupancy of the Museum and its galleries throughout construction. The following includes the overarching features of the renovation project:

- New and expanded gallery spaces
- Extensive seismic structural upgrades throughout
- Renovations to Asian Art, Ridley-Tree, Emmons, McCormick, Sterling Morton, Gould, Campbell, Von Romberg, and Preston Morton Galleries
- New roof terrace garden and pavilion
- Renovated State Street entrance
- New Park Wing entrance
- Emphasis on utilization of green products, sustainable building practices, and LEED certification
- New art receiving facility
- New HVAC systems, roofing, skylights, electrical services, plumbing, fire protection systems, lighting, elevators, and public restrooms
- Creation of new art storage and conservation center
- New office space
- Renovations to the auditorium
- New gift shop
- New cafe on State Street

Facility Maintenance & Capital Expenditures Fund: \$8 million

A permanent fund dedicated to ongoing maintenance of our facilities and future capital expenditures will guarantee the vitality of the Museum's physical plant into the future. Maintenance, repair, and replacement of major systems and equipment require a secure source of funding to ensure Museum operations and programs continue uninterrupted. The Facility Maintenance & Capital Expenditures Fund will protect the capital investment we make in our facilities today and provide vital support for museum improvements tomorrow.

“Make a Difference in the Life of the Museum”

Each week, Gwen Baker stands at the intersection of art and the Santa Barbara community. As a volunteer docent at SBMA, Gwen gives tours of the Museum for children and adults, for those who may have never seen a Monet and for those who have studied art for decades.

“Our tours are really a gateway for more involvement from the community, a gateway for different people with very different backgrounds to become a part of the Museum,” she says.

She knew that she wanted to have a role in SBMA from the first time she visited. She and her husband were living in Los Angeles at the time, and she was struck by the ambition of the Museum. “It had a reach and feel that was so much greater than its physical size,” Gwen recalls.

So when she and her husband decided to move to Santa Barbara in 2006, they had one important criterion—they had to be within walking distance of the Museum.

Today, as a volunteer, board member, and donor, Gwen Baker is more connected to SBMA than ever. She says there is something personal about the Museum—whether it’s the annual Free Family Day of *Día de los Muertos* celebrations, the plays that are staged in the galleries or the familiar faces that she sees coming back again and again—that compels her to invest her time and resources in SBMA.

“In a community the size of Santa Barbara, the individual can really feel that he or she has made a difference in the life of the Museum,” says Gwen. “You can see how your donation has made an impact.”



Gwen Baker



“In a community the size of Santa Barbara, the individual can really feel that he or she has made a difference in the life of the Museum. You can see how your donation has made an impact.” – Gwen Baker

Cover: Unknown Artist, Lansdowne Hermes (detail), Roman, 1st half of 2nd century CE. Marble.
SBMA, Gift of Wright S. Ludington.

Inside Front Cover: Claude Monet, *Villas in Bordighera* (detail), 1884. Oil on canvas.
SBMA, Bequest of Katharine Dexter McCormick in memory of her husband Stanley McCormick. ©MegaVision

Page 2: Processional Image of *Dancing Krishna*, South Indian, Tamil Nadu, late Chola period, 13th century. Copper alloy.
SBMA, Museum purchase.

Page 3: Giovanni Paolo Panini, *Interior of a Picture Gallery with the Collection of Cardinal Silvio Valenti Gonzaga* (detail), 1749. Oil on canvas. Wadsworth Atheneum Museum of Art, The Ella Gallup Sumner and Mary Catlin Sumner Collection Fund, 1948.478 on view during *Renaissance to Rococo: Masterpieces from the Collection of the Wadsworth Atheneum Museum of Art* (2006)

Page 4: Installation photo by Bryan Toro Photographic of *Picasso and Braque: The Cubist Experiment, 1910-1920* (2011)
Page 4, inset: *Reliquary Figure*, African, Kota people, Gabon. Wood, brass, and copper sheeting.
SBMA, Gift of Mrs. Max Schott (Alice F).

Page 10: Docent in galleries elaborating on the work by John Divola,
From, Dogs Chasing my Car in the Desert, D24 Run Sequence, 1996 – 2001. Inkjet print.
SBMA, Museum purchase, as part of the *John Divola: As Far As I Could Get* exhibition (2013)



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