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**Asheville Art Museum**

# Frequently Asked Questions

## **When did planning for the New Museum begin in earnest?**

Discussion around the need for future expansion to better serve the community and the Museum's educational partners into the future began in 2002 and significant planning began in 2005.

## **How will the expansion change the Asheville Art Museum?**

Designed in partnership with Ennead Architects of New York and developed by ARCA Design of Asheville and the Museum's active volunteer building committee, Trustees and staff, the expansion, preservation and renovation project will open the Museum to the community with a transparent and inviting 21st-century contemporary glass entry and art-filled, free-to-the public gallery and atrium, new state-of-the-art galleries for vibrant and changing exhibitions, first-class education, collection and visitor service facilities. New visitor circulation and signage will enhance the experience of exploration and spark creative thinking and expression. The expanded and renovated Museum will showcase, protect and interpret the growing Permanent Collection of American Art since 1860 and art of our time and place.

## **When did construction begin?**

Initial construction began in 2014/2015 and is continuing to happen in carefully coordinated steps.

## **When will construction be complete and the New Museum open?**

The Asheville Art Museum will celebrate its 70th anniversary when it opens its new and renovated facilities on Pack Square in 2018.

## **What will the New Museum look like? How will it relate to the current building?**

World-renowned Ennead Architect's design for the New Asheville Art Museum looks to the 21st century while honoring the structure and importance of the historic 1926 Pack Library building designed by Edward Tilton. The new glass entry will connect seamlessly, extending Pack Square Park. The project will create new art-filled, inspiring public spaces for visitors and the community. The project, including adaptive reuse, historic preservation and new construction in the center of the city, is green and sustainable. The next phases of the construction of the Museum will be led by Asheville's own ARCA Design and their team of expert consultants. Explore the design of the New Museum at [www.ashevilleart.org/newmuseum](http://www.ashevilleart.org/newmuseum).

## **Will the Asheville Art Museum be closed? What about programs?**

While final plans for Museum operations on site will be dictated by the complexity and requirements of construction, at this time we hope to step construction to allow ongoing public programming in the historic Pack Library-North Wing of the Museum. We are actively working with partners and planning for additional off-site exhibitions and public and educational programming throughout the region to take place during the construction process. Members of the community are encouraged to become a part of the transformation and to **Make It New** and **Make It Yours**. Stay tuned for more information at [www.ashevilleart.org/newmuseum](http://www.ashevilleart.org/newmuseum).

## **What will happen to the Museum's collections during construction?**

Currently on view through May 2016, *Vault Visible: Behind the Scenes at the Asheville Art Museum* explores this question through exhibitions and public programs designed to share the exciting work of the Museum's curatorial staff as they catalogue, conserve, pack and research the collection of American Art. In the spirit of **Make It New** and **Make It Yours**, visitors will get the chance to interact with the Museum team, learning how the Collection—which is held in the public trust—is cared for. Loans, traveling exhibitions and pop-up exhibitions and programs will continue to showcase the Collection during construction.



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# Exhibition/Collection Partnerships

As part of the Asheville Art Museum's renovation and expansion project, the Museum will be going beyond its walls and into the community with off-site programming. Museum spaces in our current North Wing (the Historic Pack Library building) will be restored and will remain open through most of construction, including the Museum Shop, education studios, offices and some galleries. Meanwhile we will host input sessions for the community to help **Make the Museum New** and we will be partnering to jointly present installations, exhibitions and educational initiatives throughout Buncombe County and beyond.

Museum exhibitions and collection loans will be available at partner venues throughout the construction period. Loan and exhibition requests continue to arrive and many more are under discussion or development. As of early 2016, we are in conversation with partners that include:

- The Blowing Rock Art and History Museum
- The Bascom Museum, Highlands, NC
- Turchin Center, Bostic, NC
- The Fine Art Museum at Western Carolina University, Cullowhee, NC
- Institute of Contemporary Art Boston
- Hammer Museum, Los Angeles, CA
- Wexner Center, Columbus, OH
- Florence County Museum, SC
- Museum of Jewish Heritage, New York, NY
- International Quilt Study Center, Lincoln, NE
- Corporations and Businesses



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# Education & Public Programs Partnerships

During the 18-20 months of construction, renovation and preservation, the Asheville Art Museum will continue to expand its role as a catalyst for creativity through new programs for all ages held both in the Historic Pack Library building/Museum North Wing on Pack Square and at other venues. We are in discussion with the following educational, cultural and business partners with more in development:

- Asheville City Schools (various venues and age groups)
- Asheville Parks and Recreation
- Asheville School
- Buncombe County Churches
- Buncombe County Library System
- Buncombe County Schools
- Brunk Auctions
- Center for Craft Creativity and Design
- Folk Art Center
- Henderson County Schools
- Jackson County Schools
- Madison County Schools
- Makers' Studios and Galleries
- Malaprops Bookstore
- McDowell County Schools
- Mechanical Eye Cinema
- Qualla Arts and Crafts Mutual
- Southeastern Development Corp.
- Warren Wilson College
- Wells Fargo Bank
- Western Carolina University/Biltmore Park & Cullowhee
- Yancey County Schools
- YMCA



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# Capital Campaign

## Art WORKS for Asheville

The Campaign was launched with lead gifts to support the investigation of the future programmatic and physical needs of the Museum, its Collection, its programs, its partners and the community. **Art WORKS for Asheville/The Campaign for the New Asheville Art Museum** has reached a milestone of over \$18 million dollars raised from a diverse and balanced range of public and private, local, regional and national donors. This amount covers the construction costs of the project and the beginning of necessary endowment funds.

Fundraising continues for contingencies and support of programs and operating costs needed during the transition and in support of the Museum's endowments and sustainable funds for education, collections and exhibition programs.

The Art WORKS for Asheville Campaign is currently matching a one million dollar matching grant and is 87% toward meeting that goal. Call 828.253.3227 to get involved!

## About the Budget and Fundraising

### How much will the project cost?

The total goal for the Art WORKS for Asheville Campaign is \$24 million. This includes \$17 million in construction, with additional fees, services, furnishings, endowment and sustainable funds.

### How will the Asheville Art Museum pay for the expansion?

The campaign has been very successful thus far due to the generosity of our Trustees, close supporters, government, foundation and corporate supporters from within Buncombe County, North Carolina and nationally.

### Why does the budget for this campaign include money for endowments and sustainable funds?

Healthy endowments and sustainable funds are the basis for any nonprofit to fulfill its mission and service to the community. The Asheville Art Museum plays a vital role as an educational and cultural resource and economic engine for the region. Strong endowment and revolving funds are the most important form of investment to support and sustain the Asheville Art Museum for future generations.

## About the Architects and the Selection Process

### Who are the architects and why were they selected?

The Museum team is both internationally acclaimed and locally based. Ennead Architects, design architects, are renowned for their work on cultural institutions throughout the country including the Brooklyn Museum, the American Museum of Natural History, Carnegie Hall, the Stanford Museum, the Peabody Essex Museum and many more. They are recognized for their special knowledge of the complex needs of Museums, their visitors and their collections, for their sensitivity to materials and for their elegant, contemporary and creative melding of the old and new into welcoming signature buildings. They were unanimously recommended by the Museum's volunteer Building Committee and Board of Trustees after an extensive national search. To complete the Museum's construction, ARCA Design of Asheville is leading an outstanding team in partnership with Clearscapes Architects of Raleigh that includes structural, mechanical, lighting, IT, security, acoustics and other experts in their fields.



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# History of the Museum

**The Asheville Art Museum will celebrate its 70th anniversary when the new and renovated facilities open on Pack Square in 2018.** The Asheville Art Museum is the third oldest art museum in North Carolina and — uniquely and befitting the region’s heritage — was started by artists. Here are some facts from the Museum’s vibrant past:

- The Asheville Artist Guild, founded in 1935 with funding from the WPA Federal Artists project, initially sponsored the Asheville Art Museum, which was incorporated December 4, 1948 and opened to the public December 26, 1948.
- The first Museum was located at 324 Charlotte Street in the former sales office of Dr. E.W Grove. The building was designed by Richard Sharp Smith and provided to the Museum by the City of Asheville. In 1958 the Asheville Artist Guild merged into the Asheville Art Museum.
- The Museum’s first professional Director, James Neuman, was hired in 1965 when the Museum moved into the then new North West Bank building at One West Pack Square.
- In 1968 the Museum volunteer group the Muses had 137 members and the Museum celebrated the third anniversary of the Junior League/Museum art education program.
- In 1970 the Museum opened in the Gay Green House in Montford.
- In 1974 the Museum Docent program was inaugurated.
- In 1976 the Museum sold the Gay Green House and relocated to the Civic Center.
- In 1992 the Museum moved as a founding partner in Pack Place to 2 South Pack Sq.
- Pamela L. Myers became the Museum’s Executive Director in December 1995.
- The Asheville Art Museum began collecting art in 1965. The Museum collects American Art in all media beginning in the late 19th century and continuing to the present. Uniquely, the Museum’s Collection is rooted in the cultural and artistic heritage of Western North Carolina. Regional focal areas include: Black Mountain College, historical and contemporary art of the Eastern Band of the Cherokee, historical and contemporary studio craft and historical and contemporary artists connected to the area.
- The Museum’s Collection, held in the public trust, in 2015 contains over 3,853 works. Additionally the Museum holds close to 5,000 architectural drawings documenting the built environment of Asheville. The Collection has grown over 525% since 1985.
- The Museum is a 501(c) 3 educational organization. The Museum hosts researchers, scholars, curators and students for in-depth collections-based research and study, and participates with national and international organizations for loans of objects.
- In the past 15 years over 2 million people participated in Museum visual arts-based programs. In 2015 over 115,000 individuals and 20,500 children and their teachers participated in programs to spark creative thinking and expression.
- The Museum’s Achilles Fine Art Library contains over 10,000 resources.
- In 2005 the Museum inaugurated the Art WORKS for Asheville campaign for the New Museum.
- In 2005–2009 Ennead Architects designed the New Asheville Art Museum with state-of-the-art galleries and educational, collections and visitor services facilities within a 21st-century, transparent and welcoming new entrance and atrium.
- In 2014–2015 first steps of construction of the New Asheville Art Museum were initiated. Asheville firm ARCA Design and its consultant team leads the construction and implementation of the New Museum.



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