CAMPAIGN FOR THE NEW MUSEUM OF ART

At Washington State University

MUSEUM OF ART / WSU

LIVING AND LEARNING IN A SPECIAL PLACE

WASHINGTON STATE UNIVERSITY, PULLMAN, WA

For more than 120 years, Washington State University has stood at the center of the interior Northwest. Now, we're developing the model for a 21st century institution, grounded in the quest for big ideas.

Ours is the creative century, when any pursuit—agriculture to art history—must be infused with innovative thinking. The new Museum of Art at Washington State University will be an institution perfectly suited to that goal, ideally matched to the campus and the region.

A SPIRIT OF EXPLORATION

The western expanse has always suggested free motion and free thinking—but it's more than that. This community is possessed of fresh perspective. From viticulture to global health, engineering to bio sciences, Washington State University has contributed to a better world. The new Museum will say definitively that excellence in the arts and STEM disciplines are mutually beneficial.

> WHEN OTHERS ARE PULLING BACK FROM THE ARTS, WE RECOGNIZE AND SEIZE OPPORTUNITY.

We embrace the arts for all they bring to life and learning. The new Museum of Art will be a place of exploration; a place where not just singular pieces inspire, but entire collections illustrate careers and excite imaginations.

Sculpture by Chris Larson, from the 2010 exhibition, "Pause: Art and Architecture."

A JEWEL AT THE NEXUS OF ALL WE DO

The Museum of Art will be a place that makes the University more vital than ever. Appropriately for a home that showcases the arts connecting across disciplines, generations and cultures, the Museum will be set at the heart of campus.

> THE BUILDING ITSELF HAS BEEN DESIGNED AS A VESSEL NOT SIMPLY FOR HOUSING ART, BUT SPARKING CREATIVITY.

Designed by renowned architect Jim Olson, its unique glowing exterior is in continual flux, capturing moments and transforming. It's a worthy home for significant new gifts to the collection by such world-renowned artists as Jim Dine and Andy Warhol.

The new Museum will also be a showcase for much of our 2,500-piece permanent collection. Without the new Museum, most of those works are housed in a vault, unseen. When the Museum is built, they will come instead into people's lives and into their imaginations.

CENTRAL LOCATION – The new Museum will be located at an ideal intersection where the Compton Union Building, Martin Stadium, and Holland/Terrell Libraries form the vibrant hub of campus life.

Rendering of new Museum of Art entrance by Olson Kundig Architects, includes an installation by Seattle artist, Trimpin.

DISCOVERY BY DESIGN

Through its five galleries, central location and expanded range of educational programs, the new Museum will encourage multiple visits that deliver unexpected encounters with creativity.

A student might walk in to spend time with George Inness's 1863 "Evening Landscape," but gets pulled into the adjoining gallery by the flicker of a video installation. A visitor from Seattle drives out for a career retrospective of Roy Lichtenstein or Sherry Markovitz, but extends her stay because she's fallen under the spell of the work of new creators whose names we don't even know yet.

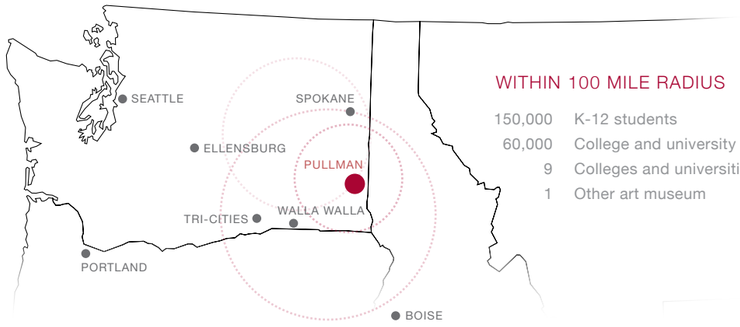
The special quality of a university museum is that it is inherently multi-disciplinary in nature, and can play host to creative accomplishments in many fields. One night may feature a poetry reading, while one of the galleries presents cutting-edge research in physics. Worlds will collide, creatively, prosperously.

Young students from the Palouse visit the 2010 exhibition, "Contemporary Australian Aboriginal Art."

SERVING CURIOUS MINDS ON CAMPUS AND BEYOND

Eastern Washington is part of the state with limited access to the arts. Washington State University has a responsibility not just to our own community but to the whole state and Pacific Northwest region. We take that very seriously.

Art lovers from outside the region will travel the distance to visit the Museum and its collections. Professors emeritus, freshman, researchers, writers, young students from Spokane and Walla Walla: All will be exposed to pioneering visions, and take those visions back out to the world.



WITHIN 100 MILE RADIUS

150,000	K-12 students
60,000	College and university students
9	Colleges and universities
1	Other art museum

ONCE THE MUSEUM IS BUILT, WE WON'T BE ABLE TO IMAGINE LIFE WITHOUT IT

The best education provides students with the richest range of experiences possible. We do that by exposing them to creative thinking and new points of view, to artists who questioned and persisted in exploring ever-new horizons.

Indeed, the new Museum will be a home for inquiry itself. As architect Jim Olson said, "One thing a young person needs more than anything else is creativity, flexibility, open-mindedness to all the possibilities in the world."

THIS IS WHERE BIG IDEAS COME FROM.

"MY EXPERIENCE AT THE MUSEUM OF ART/WSU HAS TRULY CHANGED MY LIFE. IT HAS TAUGHT ME SO MANY VALUABLE LIFE LESSONS AND HAS HELPED ME GROW AS A PERSON, BOTH PROFESSIONALLY AND ACADEMICALLY. THE FACULTY AND STAFF ARE INCREDIBLY HELPFUL, PROVIDING AN ENVIRONMENT THAT FOSTERS HARD WORK, FUN AND CREATIVITY. I CAN HONESTLY SAY THAT I WOULDN'T BE THE PERSON I AM TODAY, OR BE PURSUING THE CAREER THAT I AM, IF IT WASN'T FOR THE MUSEUM OF ART."

– ALEXA TURNER, MUSEUM PROCEDURES INTERN

As designed by Jim Olson, the new Museum will not only glow at night, but will have the capacity to display projected images from exhibitions or the permanent collection, so it is truly a "living building."

Big ideas don’t simply materialize, they are fostered and tested by creative environments. The new Museum is vital to this campus and the entire region: It will spark inquiries across generations, across disciplines and across miles.

Part museum, part laboratory, part classroom, the new Museum of Art will bring innovative ideas into the daily lives of students, faculty and the wider community. It will be more than a home for art—it will be a catalyst for creative thinking.

THIS IS HOW GREAT IDEAS ARE REALIZED.

YOU CAN MAKE THIS HAPPEN.

“IF THE EXPERIMENT WE CALL AMERICA IS GOING TO SURVIVE, IT’S BECAUSE GENERATIONS OF YOUNG PEOPLE WILL BECOME THE PROBLEM-SOLVERS THE WORLD NEEDS. THIS NEW MUSEUM WILL REACH OUT TO EVERY STUDENT ON CAMPUS, EVERY YOUNG PERSON IN THE SURROUNDING COUNTIES, EVERY ADULT WITHIN HUNDREDS OF MILES—PROVIDING ACTIVITIES THAT WILL ENRICH THEIR HEARTS, MINDS AND SOULS.”

– JORDAN SCHNITZER, NORTHWEST BUSINESS LEADER AND MAJOR CONTRIBUTOR TO THE NEW MUSEUM OF ART

From the 2013 exhibition, “Made in U.S.A.: Rosenquist/Ruscha.”

"THE MUSEUM OF ART THAT WE ENVISION—AN ARCHITECTURAL BEACON IN THE HEART OF CAMPUS—WILL COMPLETE THE PICTURE OF A GREAT UNIVERSITY AND PROVIDE A UNIQUE WINDOW INTO WHAT IT MEANS TO BE A CITIZEN OF THE WORLD."

– ELSON S. FLOYD, PH. D., PRESIDENT, WASHINGTON STATE UNIVERSITY

FOR MORE INFORMATION, PLEASE CONTACT:

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Museum of Art Campaign Co-chairs: Dan Harmon and H.S. Wright III

THE PAUL G. ALLEN FAMILY FOUNDATION

the CAMPAIGN for WASHINGTON STATE UNIVERSITY

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