



GOOD. BETTER. BEST. **IOWA.** \* THE CAMPAIGN TO ADVANCE OUR GREAT UNIVERSITY



**CAMPAIGN FUNDING PRIORITIES OF  
THE UNIVERSITY OF IOWA MUSEUM OF ART**

EDUCATING AND INSPIRING

“Just like the river that flows near our doors, the UI Museum of Art is a force for connection and growth. Through its exhibits, lectures, tours, educational outreach, and other events, the Museum remains a vital part of the UI’s—and the community’s—cultural life. We can only sustain this role with help from generous contributors who understand the power of art—and of private support. Their commitment during this crucial campaign will allow us to sustain the Museum’s transformative educational role.”

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—Howard C. Collinson,  
Director, UI Museum of Art

**A**rt instructs and enlightens, teaches and transforms. It illustrates the human experience and ignites the imagination. Just like the works of art it houses, the University of Iowa Museum of Art educates and inspires. It fulfills a twofold mission of integrating visual arts into education and serving as one of the state’s leading cultural institutions.

Since it opened in 1969—when Owen and Leone Elliott of Cedar Rapids, Iowa, challenged the UI to build a museum by generously offering to donate their 2,000-piece art collection—the UI Museum of Art (UIMA) has incorporated visual arts into the life of the University *and* of the larger community and region. However, this tradition began long before the UI actually had its own museum. The UI began acquiring art as far back as the 1890s, and by the 1930s, faculty in the School of Art and Art History were creating and collecting distinguished pieces that are now among the Museum’s most prized possessions.

The UI Museum of Art’s current collection comprises 12,000 works of art, and the Museum ranks among the best university art museums in the country. With an extensive program of exhibitions and educational activities, the Museum plays a crucial role in educating students from all disciplines and patrons from all walks of life. Because art represents one of humanity’s greatest achievements, it seems fitting that the UI Museum of Art should pay tribute to this accomplishment by **striving to be one of the most innovative university museums in the country.**

The Museum needs your assistance to realize this vision. Within the UI’s current comprehensive campaign, **the University of Iowa Museum of Art seeks to raise \$7 million to enhance its cultural offerings for the students and people of Iowa.** This funding will support physical facilities; human resources; programming, education, and community outreach; and maintaining the Museum’s exhibits and programs.

It was private support that helped build the UI Museum of Art in the 20th century, and it is private support from generous contributors like you that will help sustain this cultural resource for the students and art lovers of the 21st century.

## ENVISIONING AND EXCELLING

The University of Iowa Museum of Art possesses the vision and boldness to see what is possible not just for the future of art, but also for its own future on the University of Iowa campus and in the extended community. To that end, the Museum has key goals and needs. Should you choose to help us achieve these goals, the Museum will ensure that you receive appropriate thanks and recognition for your generosity. (Please see page 5 for contributor recognition opportunities.)



Songye People  
*Female Figure (Nkisi)*.  
Wood, metal.  
UIMA, The Stanley Collection.

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### Goal: Outstanding Collections

**\$1.5 million**

The Museum's renowned collections span continents and the cultural spectrum. They offer patrons the chance to stand in front of a Picasso or Matisse painting, to gaze at a 19th-century statue of a Chokwe king, or to linger in front of a Rembrandt print, making history and culture tangible—and unforgettable.

Highlights of the Museum's collections, garnered largely through magnanimous donations from artists and collectors across the nation, include African art; art of the ancient Americas; 20th-century European and American art, including Jackson Pollock's world-famous *Mural*; and an extensive collection of works on paper. The Museum hopes to continue strengthening these foundations, while also collecting new art that encompasses digital media, video, and film.

Priorities to assist in enhancing and maintaining our collection include:

#### *Museum of Art Acquisition Endowment Fund*

Your gift to this fund will help the University of Iowa Museum of Art acquire new works of art for its collections. Areas of emphasis for future acquisition include the African, contemporary, and 20th-century collections.

#### *Print and Drawing Program*

The Print and Drawing Collection is a cornerstone of the Museum's works of art. The Museum hopes to endow its collection to provide funding for future acquisitions, collection support, and programming.

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### Goal: Director and Curatorial Funds

**\$2 million**

Collections are not simply static groups of objects, but rather organic entities that grow and change through new acquisitions and visual-arts scholarship. UI art exhibitions travel the world, and the Museum also welcomes major loan exhibitions to campus, which is why highly qualified curators and faculty guest curators are so crucial to the Museum's continued excellence. These experts will give Iowans and UI students the opportunity to see works of art in new and original contexts.

“Throughout history there have been people who have understood that art shines a light in darkness—that it betters humanity. It is these people who have provided generous private support when other resources were not available. Today the UI Museum of Art must turn to such friends for assistance, since the combination of state and University funding alone is not enough to support the Museum’s important community mission of serving everyone from schoolchildren to seniors. Private gifts will help the Museum continue illuminating and enlightening through art.”

\* \* \* \* \*

—Nancy B. Willis  
 (1977 B.A., 1980 J.D.);  
 Museum of Art  
 Campaign Chair;  
 Iowa City, Iowa

Priorities for these important resources include:

*Director of the Museum of Art*

This endowment will establish a discretionary fund that will provide the Office of the Director with valuable unrestricted resources to advance the UIMA nationally and internationally; to develop collections, exhibitions, and programs; and to maintain ties with contributors and supporters.

*Curatorships (Curator of Prints, Drawings, Photographs, and New Media; Curator of the Arts of Africa, Oceania, and the Americas; Curator of Painting and Sculpture)*

These endowed discretionary funds will provide annual support to help hire and retain gifted curators and provide support for their research and activities.

**Goal: Exceptional Exhibitions and Gallery Spaces \$1.5 million**

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To fulfill its mandate of bringing the arts of the world to Iowa, the Museum presents many temporary exhibitions each year. Important exhibitions can be very expensive, due to loan costs and shipping, insurance, research, and publications costs associated with presenting these significant exhibitions. Past exhibits, such as *Art of the Red Earth People*, *Victorian Fairy Painting*, *Lure of the West: Treasures from the Smithsonian Museum of American Art*, and *William Wegman: Fashion Photographs*, have been major events that drew new audiences to the visual arts at Iowa and have traveled the world, adding luster to the reputation of the state and the University. Gallery space in the UIMA will continue to show world-class collections to enthusiastic crowds.

The UIMA is pleased to be the recipient of a \$1 million challenge grant from the Levitt Foundation to be used for special-exhibition funding. The Levitt Foundation’s gift is a two-part contribution that will provide \$500,000 within five years for endowed exhibition funding and another \$500,000 when the UI Museum of Art raises matching gifts from other museum contributors that equal \$500,000 by the end of 2005. This will bring the endowment for special exhibitions to \$1.5 million. If you are interested in helping the Museum meet this challenge, please direct your gift toward special exhibitions.

The Museum plans to create a new exhibitions gallery that will better accommodate these world-class collections and enthusiastic crowds. As part of the new exhibitions gallery, the Museum will enhance the atrium and create a new gallery for art in the former Print and Drawing study room. Priorities for creating and supporting exhibition and gallery spaces include:



African collection in the museum's south gallery

*Museum of Art Gallery-Exhibition Space and Endowment Fund*

The UIMA plans to create a new 7,000-square-foot gallery that will provide space, lighting, and design to accommodate special traveling exhibitions of national and cultural significance. To support the gallery's operating and exhibition expenses, the Museum also would like to establish an endowment fund for this important exhibition gallery.

*Museum of Art Special Exhibition Endowment Fund*

Your support will provide annual funding to bring traveling exhibitions to the University of Iowa Museum of Art. These exhibitions will offer new learning and cultural opportunities for students and visitors of all ages.

**Goal: Community Outreach and Education**

**\$1 million**

Education is central to the mission of the University of Iowa Museum of Art, which seeks not only to teach people about the history of art, but also to demonstrate art's role in human intellectual life. The Museum's programs reach thousands of students each year. Along with continuing to host classes and workshops for UI students and eastern Iowa schoolchildren, the Museum hopes to develop traveling exhibitions and accompanying educational materials that will be resources for all Iowans.

Priorities for community outreach and education include:

*Director of Education*

Contributions in support of this directorship will allow the UI Museum of Art to support a leader in art education. This person serves as a key liaison between the community and the Museum and also spearheads educational activities related to Museum exhibitions.

*Museum of Art Education and Community Outreach Fund*

Your investment in this fund will provide annual resources for educational programming aimed at students of all ages and also will support community-outreach events and the docent program.

**Goal: Vital Annual Support**

**\$1 million**

The UI Museum of Art faces more financial challenges than ever, which is why annual support and other gifts, such as important works of art, are so crucial to the Museum's continued existence and excellence. Ongoing yearly support for areas of greatest need within the Museum provide vital general-expense funding, and gifts of artwork will enhance the Museum's collections.



Grant Wood,  
*Fruit*, 1938.  
Hand-colored lithograph.  
UIMA, gift of Katherine Zastow.

MUSEUM OF ART NAMED-RECOGNITION OPPORTUNITIES



Rembrandt van Rijn,  
*Rembrandt Drawing at a Window*, 1648.  
 Etching, drypoint, engraving.  
 UIMA, Gift of Owen and Leone Elliott.

Private giving, which began with the Elliotts in 1969, always has provided an important source of funding for the Museum of Art. The Museum has honored and recognized these private gifts in many ways, including the naming of the Carver Gallery, the Stanley Gallery, and the Lasansky Room.

You can make a difference to the Museum of Art through gifts of many sizes. To help make a difference in the UI's art world and to receive recognition for your generous contribution, consider a suggested commitment level in an area that interests you.

Directorship—Museum of Art Director  
*Suggested naming amount* ..... \$1.5 million

Museum of Art Gallery-Exhibition Space  
*Suggested naming amount* ..... \$750,000

Print and Drawing Program  
*Suggested naming amount* ..... \$1 million

Directorship—Director of Education  
*Suggested naming amount* ..... \$500,000

\*Curatorships  
*Suggested naming amount* ..... \$500,000

Museum of Art Atrium  
*Suggested Naming Amount* ..... \$150,000 (committed)

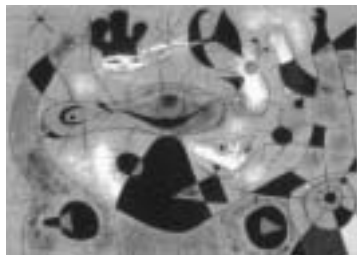
Museum of Art Gallery (former Print and Drawing study room)  
*Suggested naming amount* ..... \$100,000

\*Museum of Art Acquisition Endowment Fund  
*Suggested naming amount* ..... \$100,000

\*Museum of Art Special Exhibition Endowment Fund  
*Suggested naming amount* ..... \$50,000

\*Museum of Art Education and Community Outreach Fund  
*Suggested naming amount* ..... \$50,000

\* *Multiple endowments are available for this naming opportunity.*



Joan Miró,  
*A Drop of Dew Falling from the  
 Wing of a Bird Awakens Rosalie Asleep in the  
 Shade of a Cobweb*, 1939.  
 Oil on basketweave fabric.  
 UIMA, Mark Ranney Memorial Fund.

A variety of recognition opportunities are shown on the preceding page, with suggested gift amounts and recognition ranging from \$1.5 million (to name the Museum of Art directorship) to \$50,000 (entitling a contributor to name a special-exhibition or community-outreach fund). Staff members from the Museum and the UI Foundation will work closely with individual contributors to determine suitable recognition for their support.

Gifts of all sizes are welcome and will help the University of Iowa Museum of Art meet its crucial goals and continue educating and inspiring art lovers of all ages. Campaign contributors of \$5,000 or more will be listed on a plaque on display at the UI Museum of Art.

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For more information about how you can contribute to the Museum, contact:

**Pat Hanick**

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Robert Motherwell,  
*Elegy to the Spanish Republic No. 126*, 1965-1975.  
Acrylic on canvas.

UIMA, purchased with funds from the National Endowment for the Arts with matching funds and partial gift of the artist.