



Florida Tomorrow

Samuel P. Harn  
Museum of Art



**UF** | FLORIDA  
TOMORROW  
THE CAMPAIGN FOR THE UNIVERSITY OF FLORIDA



## From the Director

It gives me great pride to be director of the official art museum of the Gator Nation. The success achieved by the Harn Museum of Art during its first 17 years on the University of Florida campus is a tribute to all those who have invested in this vibrant young institution.

In addition to UF faculty and students and the local community, the Harn serves the people of Florida and reaches out to the nation and world through its diverse programs and publications. It is our goal that every student at UF will visit and enjoy the Harn while in Gainesville and that every UF alumnus will take pride in the beautiful building and grounds; exemplary art collections; challenging, innovative exhibitions; and stimulating educational programs offered by the Harn.

As an integral part of the University of Florida, the Harn Museum of Art advances teaching and research and serves as a catalyst for creative engagement between the university and local, state, national and international audiences. The Harn partners with UF faculty and students from many academic disciplines, ranging from the visual and performing arts to journalism and law, from African and Asian studies to medicine and architecture. Similarly, Harn interns come from academic departments across the university to gain valuable professional experiences that help shape their future career paths.

All of these wonderful programs are made possible by the generous financial support of friends and alumni of the University of Florida and the Harn Museum of Art. I invite you to join those deeply committed friends of the Harn whose investment in the museum has made it a University of Florida treasure. Join us in realizing our vision for *Florida Tomorrow* at the Harn Museum of Art.

Sincerely,

Rebecca Martin Nagy, Ph.D.

Director, Harn Museum of Art

# Florida Tomorrow

## ... and the Samuel P. Harn Museum of Art

### The Promise of Tomorrow

The University of Florida holds the promise of the future: *Florida Tomorrow* — a place, a belief, a day. *Florida Tomorrow* is filled with possibilities. *Florida Tomorrow* is for dreamers and doers, for optimists and pragmatists, for scholars and entrepreneurs, all of whom are nurtured at Florida's flagship university: the University of Florida, the foundation of the Gator Nation.

What is *Florida Tomorrow*? Here at the Samuel P. Harn Museum of Art, we believe it's an opportunity, one filled with promise and hope. It's that belief that feeds the university's capital campaign to raise more than \$1 billion.

The *Florida Tomorrow* campaign will shape the university, certainly. But its ripple effect will also touch the state of Florida, the nation and the entire world. *Florida Tomorrow* is pioneering research and spirited academic programs. It's a fertile environment for inquiry, teaching and learning. It's being at the forefront to address the challenges facing all of us, both today and tomorrow.

Felix González-Torres  
*"Untitled" (Petit Palais)*  
1992  
Philadelphia Museum of Art: Gift of the Peter Norton Family Foundation, 1992  
© The Felix González-Torres Foundation. Courtesy Andrea Rosen Gallery, New York.

### Harn Museum of Art Florida Tomorrow Campaign Goals

Support for Museum Professionals \$10 million  
*Endowments for named positions*

Support for Art Acquisitions & Collections Care \$10 million  
*Endowed and non-endowed funds for acquisitions*

*Endowments for art conservation*

*Gifts of works of art*

Support for Exhibitions, Publications & Programs \$5 million  
*Endowments for exhibitions*

*Endowments for publications*

*Endowments for educational programs*

Support for Museum Grounds & Facilities \$5 million  
*Endowed and non-endowed funds*

**TOTAL \$30 million**



All museums are about education and university museums embrace that role in a special way. They welcome the broadest possible public and provide peaceful yet culturally dynamic spaces in which people can explore new and challenging ideas.



Jonathan Borofsky  
*Hammering Man at 2,938,405*  
1984  
Gift of the Martin Z. Margulies  
Foundation



# Florida Tomorrow is a place ...

where art inspires and educates people of all ages and backgrounds.

## Joy of Art

Sculptures and paintings, insist docents and educators at the Samuel P. Harn Museum of Art, are magical. Paint on canvas, carved wood and stones, meticulous weavings and moments stopped forever in photographs can touch people deep inside. Those colors and shapes and images can inspire, provoke and bewilder.

Sharing that magic, says the Harn's Director of Education Bonnie Bernau, is part of the mission at UF's art museum. With that as a goal, the Harn embraces such programs as Tot Time, Family Day and Art for Life — all in an effort to spread the enjoyment of art.

Tot Time is for visitors still mastering finger paints and crayons. For a few hours each month the Harn is transformed into a playground for preschoolers. Children in the program learn the concept of art and pleasure of creating it. The hope is to help children appreciate diverse art that represents diverse cultures.

"We try to show children that one-of-a-kind artwork is worth valuing, saving and caring for ... and oftentimes it's the children themselves who insist on bringing their parents back," explains Bernau.

For elementary-aged children, the Harn hosts field trips to enhance classroom education. Student thank-you notes refer to the experience as "cool," "inspirational" and even "glorious."

The museum's Family Days — when adults and children explore the museum and participate in hands-on activities — provide other opportunities to share the museum's treasures.

To coincide with Earth Day, for instance, Family Day focused on how artists interpret nature in paintings, drawings and sculpture. After examining and discussing various works, participants created their own artworks, using nearby natural landscape as inspiration.

For senior citizens, the Harn sponsors Art for Life. Using materials based on the museum's permanent collections, docents visit retirement homes, community centers and nursing homes. Docents bring large posters, objects, music and photographs with them to encourage interaction.

"The subject matter is almost secondary, because our visits are intended to stimulate minds, teach something new, encourage participation, hear opinions and share memories," one docent says.

One of the reasons the Harn Museum of Art has become a masterpiece in its own right is its educational elements, say people familiar with programs such as Tot Time and Art for Life. That outreach puts the magic of art within grasp for everyone — from the very young to those unable to access the Harn's collections — by providing opportunities to appreciate the role of art in everyday life and to experience the joy of understanding the common bond it creates.



The marvelous array of collections, exhibitions and programs offered by art museums exposes people to new ideas and perspectives and increases their understanding of and tolerance for cultural differences.

# Florida Tomorrow is a day ...

## when art is the key to understanding our world's diverse peoples and cultures.

### Glimpses of the World

In the town of Morovis in Puerto Rico, collector Hector Puig met with Ceferino Calderón, an artist who had carved a statue of the Virgin of Mount Carmel. Calderón — his body and voice shaking — thanked his beloved image for years of guidance and handed it to Puig.

How, Puig wondered, would UF's Harn Museum of Art express in an exhibition the emotions, respect and beliefs that surrounded the small statue?

"The audience coming to the show at the Harn won't be able to share the experience I have had in acquiring these pieces," Puig said prior to the 2003 debut of the exhibition of his collection of Puerto Rican *santos*, small carvings of saints from the Catholic pantheon. "Hopefully, the show will succeed in bringing forth and uniting the same sense of spiritual and aesthetic appreciation that I have for the work."

That challenge fell on Harn Curator of Modern Art Dulce Román, who conducted field research in Puerto Rico, produced a publication and planned the installation of Puig's collection.

Curators by definition are the caretakers and interpreters of precious objects. "Since the early 20th century, curators have had a role as arbitrators of taste and quality. Now the situation has shifted so that some curators also act as cultural brokers, working among different constituencies — dealers, collectors, artists, institutions and the public," says Harn Curator of Contemporary Art Kerry Oliver-Smith.

Oliver-Smith's 2007 exhibition *Cuba Avant-Garde: Contemporary Cuban Art from the Farber Collection*, for instance, was developed in partnership with collector Howard Farber and in collaboration with other scholars of contemporary Cuban art who contributed to the accompanying publication. Educational programming for the show was developed in consultation with UF's Center for Latin American Studies, and *Cuba Avant-Garde* reached a wider audience after leaving the Harn through its travel schedule, beginning with the Ringling Museum of Art in Sarasota.

One of the Harn's goals is to offer new ideas and perspectives, thereby promoting understanding and appreciation for global art and cultures. The museum's collections of Photography, Modern and Contemporary art are international in scope. The Harn's African and Asian collections are among the best in the Southeast. In fact, the museum is adding a wing to showcase its holdings of Chinese, Japanese, Indian and Southeast Asian art.

Curators are always mindful of the museum's mission to collect, preserve, research and interpret works of art while respecting the interests and priorities of diverse audiences, artists, collectors and patrons.

"I find [the *santos* collection] such a personal exhibit, I want to be as involved as possible," Puig said of the 2003 show. "But at the same time, I am very respectful of the Harn and its professional reputation and high standards."



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Engagement with works of art can challenge and provoke, enlighten and inspire, educate and amuse, transforming a person's experience in some meaningful way with each encounter.

# Florida Tomorrow is a belief ... that the transformative experience of art enriches each life it touches.

## Passing the Torch

The Samuel P. Harn Museum of Art — with more than 6,200 pieces — is one of the largest university-affiliated museums in the Southeast. It's well known for building exemplary collections and designing innovative exhibitions.

Lesser known is that the Harn sponsors an internship program for students interested in pursuing careers in art museum procedures, issues and practices. So successful is this program, in fact, that Harn Museum interns often secure positions at nationally prestigious institutions.

Just ask Michael Bass, currently vice president and specialist in Chinese Ceramics at the famous Christie's auction house in New York. A 1995 graduate of the University of Florida, Bass credits his internship for providing the hands-on experience that furthered his expertise and love of the field.

"The Harn allowed me to have direct contact with objects for the first time, to actually handle them, examine them," he says, noting that such opportunities are both necessary and rare.

Another accomplished former intern, Jessica Theaman, also attributes much of her success to the practical experience she gained in both the curatorial and development departments of the Harn. Theaman maintains that such broad-based training was invaluable in helping her secure another internship at the Solomon R. Guggenheim Museum, followed by a position as development assistant at the Metropolitan Museum of Art in New York.

Remarking on her good fortune to have been trained at the Harn, Theaman describes her intern experience as "a great opportunity at an institution full of wonderful resources."

Notable for its training in critical inquiry, aesthetic exploration and museum operations, the Harn's internship program has advanced the careers of other graduates, too, who have moved on to internships at out-of-state institutions such as the J. Paul Getty Museum in California and the Guggenheim Museum in New York. Other former interns have chosen to continue their careers in various capacities at the Harn; and still others work in art-related fields regionally — one is youth program manager at the Ringling Museum, and another is a graphic designer in Tallahassee.

Part of the Harn's mission is to promote the power of the arts to inspire and educate people by enriching their lives. All those at the Harn who work to ensure the future success of students can consider their mission accomplished, former interns contend. From the fine points of curatorial responsibility — including acquisition, interpretation and collection development — to finance, marketing, education and public relations, the internship program prepares future museum professionals to continue the Harn's tradition of excellence.



The Bob and Nancy M...  
in honor of ...  
and Bessie P...



# Our Vision of Tomorrow

The University of Florida's Harn Museum of Art is poised to play a prominent role on campus, in Florida, nationally and internationally as it demonstrates the power of art to inspire and educate people and enrich their lives. The Harn will continue to be known for its beautiful facilities and grounds, exemplary art collections, and challenging exhibitions and programs. Above all, the museum will be recognized as a leader among university-affiliated museums through the work of its professional staff in developing innovative programs that engage university faculty and students with the museum in research, teaching and service to diverse audiences. The pursuit of visionary goals for the museum is guided by professionally crafted strategic and business plans.

The Harn Museum of Art is a hallmark of a vibrant academic and cultural community. Faculty and students from many disciplines across campus participate with the Harn in academic courses; collaborative projects such as conferences, symposiums

and film series; graduate assistantships and internships. With faculty and students from the Colleges of Education, Fine Arts and Medicine, among others, the Harn develops and implements programs that serve families with children, teachers and students, senior citizens, the visually impaired and other audiences in North Central Florida. Through its work on these and other programs the Harn contributes to the university's research, teaching and service in key areas of special interest to the state. The Harn seeks to be even more integrated into the academic and cultural life of the university. The museum's full participation in the pursuit of academic excellence at UF requires a commitment to capitalize on existing strengths while achieving increased distinction.

Through a rigorous strategic planning process, the Harn Museum of Art has identified five core collections as the focus of growth: African art, Asian art, Photography, Modern art of Europe and the Americas, and International Contemporary art.



In addition, the museum has noteworthy collections of Ancient American and Oceanic art. These collections are used extensively for research and teaching by faculty and students in the Centers for African, Asian, Latin American and European Studies and the College of Fine Arts. The striking architecture of the Harn and its beautiful surrounding gardens invite collaborations with faculty and students in architecture, interior design, landscape architecture and horticulture. As the museum's collections continue to grow and audiences to expand, additional space will be required for exhibitions and programming as well as art storage. The Harn will work with the university and the other UF Cultural Plaza institutions — the Florida Museum of Natural History and the Phillips Center for the Performing Arts — to transform the western entrance into campus into a wonderful showplace of architecture and outdoor spaces with an array of amenities to serve the university and wider communities.

On the threshold of greatness, the University of Florida's Harn Museum of Art envisions fulfillment of its ambitious goals. University support coupled with private investment will transform the museum into an institution of true national and international prominence. The museum seeks transformative gifts that will sustain and enrich existing programs and support the development of major new initiatives. The Harn Museum of Art seeks gifts for endowments to name the position of the museum

director, all curatorial positions and the director of education. Another cornerstone of the capital campaign is funding to support staff research and travel. Together with endowments for art acquisitions, art conservation, exhibitions and programs, these investments will enable the museum to realize its full potential.

The Harn Museum of Art focuses on funding outstanding museum professionals, exemplary art collections, innovative art exhibitions and stimulating educational programs while also sustaining and transforming the museum's facilities and grounds. The Harn Museum of Art will be integral to the universitywide success of *Florida Tomorrow*.





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**F L O R I D A**



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