a new view

cincinnati art museum

“We’re reimagining our museum and transforming the ways we engage visitors inside and out. Our campaign is the most ambitious in scale and scope this museum has pursued since its inception. Join us in taking a new view of a Cincinnati icon.”

— Amy Hanson, Campaign Co-Chair
enhance visitor experience & scholarship

KEY INVESTMENTS:

• Renovate Schmidlapp gallery, Hanna Wing (Ancient Near Eastern Collections) and other public galleries
• Create universal access to the museum front door
• Build a new front drive that provides vehicle access to the front of the museum
• Add interactive active displays to museum galleries
• Increase digital access to permanent collections

TOTAL INVESTMENT: $12 MILLION
expand community impact & outreach

KEY INVESTMENTS:

- Create an outdoor museum experience through the Art Climb and series of interconnected Art Paths
- Acquire and install outdoor sculptures
- Organize and present large-scale, major exhibitions
- Create additional space for school groups and public programs via the “CAM Commons” and additional classroom space
- Grow community engagement resources and staffing
- Upgrade collection storage capacity for future acquisitions
- Develop a dedicated Works on Paper Research Center
- Recruit and employ a more diverse professional staff through paid internships and fellowships

TOTAL INVESTMENT: $22 MILLION
grow organizational capacity

KEY INVESTMENTS:

• Grow the museum’s operating endowment
• Optimize museum parking lots
• Renovate and upgrade conservation labs
• Create working efficiencies in staff office space
• Optimize building and mechanical systems to protect works of art being displayed

TOTAL INVESTMENT: $31 MILLION
In 2016, the museum created a bold strategic plan to expand its reach and impact in the community. The plan identified three objectives:

- Enhance visitor experience and scholarship
- Expand community impact and outreach
- Grow organizational capacity

With these guideposts for change firmly set, the museum designed and initiated projects that would elevate its service to the community—projects like:

- adding universal access to the front door of the museum
- renovating key galleries and reinstalling some of our most important collections
- designing programs that reach to the furthest corners of our community
- enhancing our audience through a series of major exhibitions
- symbolically opening our arms to the community by transforming the museum grounds into a campus of curated artwork

To support this vision, the museum conceived and began to execute the A New View campaign – a comprehensive, $65 million fundraising effort to support the key capital and programmatic priorities of the museum’s strategic plan.

This is the most ambitious undertaking of its kind in Cincinnati Art Museum history.

Join us in taking A New View of our museum as we continue our metamorphosis into a cultural destination for community programming and city-wide events accessible to everyone.

Andrew DeWitt, Campaign Co-Chair
Amy Hanson, Campaign Co-Chair
Murray Sinclaire, Campaign Co-Chair
Cameron Kitchin, Museum Director
CAMPAIGN LEADERSHIP

HONORARY CHAIRS
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Kitty & Dick Rosenthal

CO-CHAIRS
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Amy Hanson
Murray Sinclaire

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