

# 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*

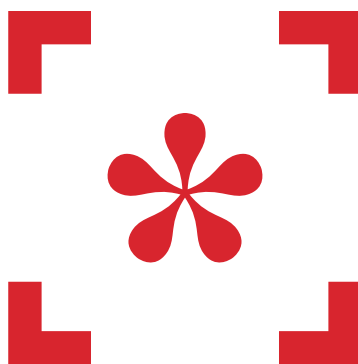
**Amy Hanson,**  
*Campaign Co-Chair*

**Murray Sinclair,**  
*Campaign Co-Chair*

**Cameron Kitchin,**  
*Museum Director*







## CAMPAIGN LEADERSHIP

### HONORARY CHAIRS

Marty & Nick Ragland  
Kitty & Dick Rosenthal

### CO-CHAIRS

Andrew DeWitt  
Amy Hanson  
Murray Sinclair

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### CAMPAIGN CABINET MEMBERS

Susie Castellini	Jon Moeller
Manuel Chavez	Andrew Quinn
Rance Duke	George Vincent
Polk Laffoon IV	Phil Vollmer
Sherie Marek	Barbara Weyand

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