

# cincinnati art museum

## **FOR IMMEDIATE RELEASE**

Media Contact • Jill E. Dunne • Director of Marketing and Communications

513-639-2954 • [media@cincyart.org](mailto:media@cincyart.org)

953 Eden Park Drive | Cincinnati, Ohio | 45202

[www.cincinnatiartmuseum.org](http://www.cincinnatiartmuseum.org)

**\*Images Available Upon Request**

## **Transforming growth underway with Cincinnati Art Museum's groundbreaking 'A New View' campaign**



**CINCINNATI**— The vision of the Cincinnati Art Museum's strategic plan has begun unfolding with the creation of the Art Climb, renovations of key galleries, major exhibitions and a multitude of transformative projects that help the museum expand its reach and impact in the community, enhance visitor experience and scholarship, and grow organizational capacity.

These efforts are made possible due to many generous individuals and key institutions who are taking part in the museum's [A New View Campaign](#)—a comprehensive, \$65 million fundraising campaign that has now reached its public phase. To date, the campaign has raised over \$55.3 million.

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

"We're charting a new course to inspire people and connect communities through the power of art for generations to come," said Cameron Kitchin, Cincinnati Art Museum's Louis and Louise Dieterle Nippert Director. "We're taking a new view of the impact we will have on the community and on the inspiration we can bring to people's lives."

While some projects are completed or underway, others are poised to begin within the next year. The goal is to elevate the museum's service and reach to the furthest corners of the community.

A New View Campaign includes creating a new front drive to serve as a grand entrance to the museum and art paths to cross the hillside giving visitors increased opportunities to explore the museum grounds. This new front drive will be named the "Wylar Family Entrance" thanks to a generous gift from the Wylar Foundation. Additional major, early supporters include:

- Procter & Gamble
- Amy and Andrew DeWitt
- Craig and Anne Maier
- Western & Southern Financial Group
- Marty and Nick Ragland
- Jacob G. Schmidlapp Trusts, Fifth Third Bank Trustee
- Sherie Marek
- The Cincinnati Development Fund
- The State of Ohio
- The Carl Jacobs Foundation
- Anonymous donor

Plans are being finalized to develop space in the museum to accommodate more school groups and public programs, as well as a Research Center for photography, prints, and drawings. The campaign supports the museum's in-progress institutional diversity priority, which is leading the field and includes an internship program. These efforts can only be done with additional support.

“We’re reimagining our museum and transforming the ways we engage visitors inside and out,” said Cincinnati Art Museum Board chair and campaign co-chair Amy Hanson. “A New View is about taking the traditional view of the Cincinnati Art Museum and turning it out to the community to build an inspiring and inclusive environment for people to visit.”

Kitchin, the Board of Directors and staff created a bold and visionary plan to expand and fuel the museum’s mission and impact in the community with a strategic plan that kicked off in 2016 and articulated that the story of art—past, present and future—enriches life, promotes a thriving creative economy, and links people and perspectives across cultures and history. It was created with the collective input of hundreds of citizens, patrons and partners who participated in the planning process.

Cincinnati Art Museum’s mission states, “Through the power of art, we contribute to a more vibrant Cincinnati by inspiring its people and connecting our communities.” Kitchin explains, “We believe that a vibrant city integrates art and design into its civic agenda. Connecting people and art is central to this belief and at the core of all we do.”

None of this would be achievable without the annual support provided by ArtsWave, the museum’s largest annual operating supporter.

To learn more about the campaign or to donate, visit [cincinnatiartmuseum.org/aneview](http://cincinnatiartmuseum.org/aneview).

## **CAMPAIGN LEADERSHIP**

### **Honorary Chairs**

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George Vincent  
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### **About the Cincinnati Art Museum**

The Cincinnati Art Museum is supported by the generosity of individuals and businesses that give annually to ArtsWave. The Ohio Arts Council helps fund the Cincinnati Art Museum with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The Cincinnati Art Museum gratefully acknowledges operating support from the City of Cincinnati, as well as our members.

Free general admission to the Cincinnati Art Museum is made possible by a gift from the Rosenthal Family Foundation. Special exhibition pricing may vary. Parking at the Cincinnati Art Museum is free. Visit [cincinnatiartmuseum.org](http://cincinnatiartmuseum.org) for more information.

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