Advancing a University Art Museum for the World
On a brisk Thursday evening in March, a first-year student hurries across the Diag. As she passes the Museum of Art, a burst of light catches her eye, and on a whim she steps inside. She winds her way upstairs through strolling students and visitors, the sound of Afropop music filling the Museum for this “UMMA After Hours” celebration. Her eye is drawn to a huge, luminous creation that seems to undulate in slow motion, though it is affixed to a gallery wall. Looking closely, she sees it is made of countless milk tins, and she learns it’s the work of the Ghanaian artist El Anatsui, who uses discarded objects to comment on the impact of globalization on African cultures. Fascinated, the student goes online that night; with a little searching, she discovers that she can enroll in a U-M Eco-Explorers program next term in Madagascar that synthesizes science, art, and environmental education.

This is what happens at the University of Michigan Museum of Art.
Here, students and visitors of all ages discover, explore, reflect, grow, and reach beyond their own spheres into the transcendent realities of art. For each visitor, we make visual experience richer and deeper.

**We encourage inquiry.**

We connect the visual arts with other forms of creativity from the literary to the scientific. We help students build the skills they need in a fast-changing global society—how to look closely, think creatively, and embrace diversity.
In March 2009, with the help of donors like you, UMMA completed a breathtaking renovation and expansion—the Maxine and Stuart Frankel and the Frankel Family Wing.

The result was a giant leap forward. We now draw twice the number of visitors that we did before the renovation—more than 210,000 a year, including 30,000 for tours, classes, workshops, concerts, plays, lectures, and symposia. And they still come for free, every one of them.

We believe UMMA is now poised to become what we once only dreamed it might be—the catalyst of cultural understanding at the University; the cultural town square of our region; indeed, a university art museum for the world.

In short, we want to realize the full potential of our new strength.

That will depend on one key asset: Increased endowment support.
One might say: UMMA has succeeded so far without a greater endowment—so why call for one now?

**Free access** is central to our mission as a “public good.” But by ruling out admission fees, we have been forced to rely heavily on one-time gifts and grants for short-term projects.

Such gifts require a great deal of time to secure. The projects they pay for scarcely get started before we must resume the search for new funding.

We will continue our strategic efforts to fund new projects each year. But a strong endowment will provide **stable, continuous funding** for our most important long-term endeavors: national and international collaborations, incisive scholarship, and landmark projects that advance our role as a dynamic cultural forum.

And a strong endowment will free us to think deeply about fundamental questions: What should comprise a student’s four-year experience of art on the campus? What new frontiers in museum outreach should we explore? How can we work more deeply and strategically with our diverse partners at U-M?
Priority:
To develop global leaders in the arts

Priority:
To make UMMA Michigan’s cultural heart

Priority:
To endow leadership positions and inspire creative scholarship
Priority:
To reach new audiences beyond our walls

Priority:
To build stronger bonds with the academic enterprise

Priority:
To enhance the training of tomorrow’s museum professionals and scholars
**Develop arts leaders** UMMA seeks to commission and showcase new works by the world’s most promising young artists. This will not only nurture their remarkable gifts, but also put U-M students in contact with the leading artistic voices of their own generation. What better way to give Michigan students a further edge, beyond their outstanding academic and co-curricular experiences, than to offer accessible, exciting opportunities to deepen their understanding of cultural diversity and creativity?

British artist Haroon Mirza ➤

**Be the cultural heart of U-M** UMMA seeks to broaden its role as the cultural heart of the campus—a place for creative partnerships that connect the visual arts, performing arts, the spoken word, and art-making experiences. Endowment support will help us enliven the progressive sensibilities of Michigan students through interactions with an eclectic community of creators and thinkers.

South African musician Vusi Mahlasela ➤

**Endow visionary leadership** We seek endowment support, including seed funding for research and project implementation, for the positions of Museum Director, Deputy Director for Education and Curatorial, and Curators of Western, Asian, and Contemporary Art. Additionally, endowments dedicated to our specific collections areas will strengthen scholarship and allow UMMA to continue to attract and retain visionary leaders of the highest caliber far into the future.

Natsu Oyobe, Associate Curator of Asian Art ➤
Reach new audiences UMMA seeks to recast the role of art in the community far beyond the Museum’s walls. New, vibrant programming shared via emerging technologies and media can connect greatly expanded audiences to our collections and programs.

Young-Hae Chang Heavy Industries exhibition

Broaden campus collaborations We seek to broaden our partnerships with preeminent scholars at U-M and around the country in history, philosophy, literature, anthropology, and more. Endowment support will help us foster exciting creative collaborations across disciplinary boundaries.

Cuban artist Maria Magdalena Campos-Pons

Train tomorrow’s scholars UMMA seeks to enhance its role as a leader in object-based teaching and learning. Endowment support will help us to engage more undergraduate and graduate students in experiential learning, to provide more internships and fellowships, and thus to build a stronger future for museums everywhere.

Pamela Reister, Curator of Museum Teaching & Learning
A Proven Investment

With your help, we know we can achieve these ambitious goals.

But how do you know it?

We point to our tradition and our record of success:

A Tradition of Leadership
UMMA has been a leader among university art museums in the United States for decades. We were one of the first and are now one of the largest. We contribute to the creative and intellectual vibrancy of a great university. We are regularly recognized for our provocative exhibitions, publications, and programs.

Extraordinary Collections
Picasso; Monet; Rembrandt; Rodin; Tiffany; Noguchi; Frankenthaler—our collections, established in 1856, have grown to more than 19,000 works spanning the Western, Asian, and African traditions from ancient to contemporary. This encyclopedic gathering of world-renowned artists is ideally suited to hone the visual acuity of our visitors and to purposefully connect with broad humanistic ideas. UMMA regularly receives requests for loans from institutions around the globe. If you saw a recent Picasso show in New York or a Beckmann exhibition in Germany, you witnessed UMMA’s global reach first-hand.

An Architectural Jewel
The stunning new Frankel Wing adjoins and complements a magnificently restored Alumni Memorial Hall, the Museum’s century-old facility, which is now home to landmark exhibitions, iconic
pre-twentieth century Western art, and one of the few Asian Art Conservation Labs in the country. New galleries have tripled the number of artworks on public view. New open-storage galleries, object-study classrooms, and interactive technologies engage both the novice and experienced museumgoer. Students crossing Michigan’s Diag encounter art of their own generation through a ground level, glass-walled gallery.

**Presenting art to students and visitors**

We give visitors of all ages the chance to engage with the real rather than the virtual, and to experience a museum as a welcoming and lively place. Each year we typically produce a dozen exhibitions, publish multiple books, and provide nearly 500 tours, classes, workshops, performances, and lectures. Through our collaborations with flagship University programs such as the Zell Visiting Writers Series, the School of Music, Theatre & Dance, and the University Musical Society, we leverage the wealth of existing creative talent on the U-M campus to deliver vibrant events in the performing arts, the spoken word, and art-making.

**An international reputation**

Visitors, national media outlets, peer institutions, and funders have recognized our artistic and educational significance. The collaborative relationships we enjoy with galleries, collectors, and other museums around the world often afford us the distinction of showcasing works never before seen outside of their home country (such as with UMMA’s *Lens of Impressionism* exhibition) and serving as the first U.S. venue for emerging artists like Venice Biennale award winner Haroon Mirza.
In 2010, just after I decided to take this wonderful job, an astonishing number of Michigan alums wrote to me to say things like: “I went there! You’ll love it!”

The notes continue to come, many from U-M alums who serve on the boards and councils of the country’s leading museums—the Met, MoMA, the Detroit Institute of Arts, SFMOMA, the Art Institute of Chicago, the Guggenheim, the DeYoung, LACMA, MCA Chicago, the Norton.

As we plan our part in the University’s Victors for Michigan campaign, I think of UMMA’s impact so far—of these people and countless more whose careers and lives have been enriched by their years in Ann Arbor, and who are now enriching the lives of others. This expanding web of culture and creativity is precisely what a great museum like ours is supposed to be all about.

But it’s my particular charge to think about the future—about the young people who will come here in the years ahead . . . students who, with our help and yours, can learn and grow in the world’s leading university art museum . . . if that’s what we make it.
We want UMMA to forever be a place where heritage meets innovation, where creativity is leveraged and young minds are enriched, where diverse voices are engaged, and where the community comes together in celebration of art, culture, and excellence.

We want UMMA to be the model for all university art museums.

We can make that happen, but only if we secure the one thing we’re missing: a steady stream of endowment income to fund our significant activities.

Please join us as we reach for this goal. Imagine what UMMA can be with the help of those who understand the essential role of a great teaching museum in a world sorely in need of the arts.

Joseph Rosa
Director