

Farnsworth Art Museum

Building Tomorrow's
Farnsworth

*Art, Innovation
and Promise*



A view of the Farnsworth Art Museum and the Wyeth Center from Main Street, Rockland

A photograph of the Farnsworth Art Museum at dusk. The building is a two-story brick structure with large, brightly lit windows that display various art pieces. The interior lights create a warm glow against the cool blue tones of the twilight sky. Several trees are planted along the sidewalk in front of the museum, and a street lamp is visible on the left. The overall atmosphere is serene and artistic.

Farnsworth Art Museum

“I joined this campaign for one reason –
to ensure this Museum is
able to invest in its foundation,
plan for the future, and elevate
its programs and collection to a
new level of prominence.”

- Gerald A. Isom, Co-Chair of the
Building Tomorrow's Farnsworth campaign



Share the Wonder, the Farnsworth's biggest annual community event



The Farnsworth's Future

We believe that art can transform people's lives as it has our own. That belief drives our commitment at the Farnsworth to create powerful experiences through our collections, exhibitions, and programs that invite discussion, reflection, and discovery.

Lucy Farnsworth chose to honor her father by using her estate to establish the William A. Farnsworth Library and Art Museum. The museum opened in 1948, launching a dynamic institution that has embraced a far broader mission "to Celebrate Maine's Role in American Art."

When you walk through the doors of the Farnsworth, you are welcomed by paintings, drawings, sculptures, photographs and so much more. We are proud of the museum's outstanding collection of works by American artists and the spacious galleries in which we

showcase them, as well as our beloved historic sites – the Homestead which preserves the history of the Farnsworth family and life in Rockland in the 19th century, and the Olson House where Andrew Wyeth created iconic works capturing the lives of his friends and neighbors in Cushing, Maine. With a wide range of enriching programs, the museum invites adults and children alike to deepen their understanding of Maine's role in the history and development of American art. We feel the Farnsworth is uniquely positioned to lead these creative conversations among visitors, artists and art. The museum serves as a welcoming gathering place where people come together to share experiences and build community. We seek above all to enrich lives through the language and love of art.


The Farnsworth recently completed a ten-year comprehensive strategic plan and we are

We invite you to read through our plan, to think about how art and your experience with the Farnsworth have influenced your own life, and to imagine how you can be a part of this exciting endeavor.

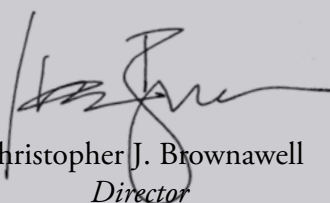
poised to take the organization to the next level of prominence, purpose and accessibility. We aspire to be a national leader among American art museums. This campaign, the most ambitious fundraising effort in our history, will be a transformative step toward that goal. While honoring what is best about the Farnsworth Art Museum, the campaign will drive innovation to elevate our collection, exhibitions and educational programs, enhance key features of our campus and historic sites and enable the museum to fully step into its role as the authority on Maine's role in American art to be one of the most visited regional art museums in the country. These bold initiatives, which build on the

museum's legacy and commitment to its creative mission, will allow the Farnsworth to increase its global reach and expand its impact.

Although we both were drawn to Maine at different times, we share a deep appreciation of this place we call home. Its natural beauty inspires us, as it has countless artists who so adeptly reflect the spirit of place through the art they create, drawing us into their world and inviting us to share their experience. As stewards of the Farnsworth Art Museum, we want the museum to be part of that transformation for all who step through our doors – now, and into the future.



Charles Altschul
President, Board of Trustees
*Co-Chair of the Building Tomorrow's
Farnsworth campaign*



Christopher J. Brownawell
Director

“The Farnsworth Art Museum is absolutely central to Maine’s cultural and economic vitality. For seven decades, it has introduced millions of visitors to Maine’s important contributions to the history and development of American art.”

- Jamie Wyeth



A man with curly, light-colored hair is speaking at a wooden podium. He is wearing a light-colored suit jacket, a white shirt, and a dark tie. His right hand is raised in a gesture, and his left hand rests on the podium. The background is dark, and the scene is lit with stage lights.

ANDREW
WYETH

Wyeth

TENNIAL

ATION & GALA



Contemporary works in the James Gallery

The Farnsworth Today

For 70 years, the Farnsworth Art Museum has welcomed visitors through its doors. During this time, certain features of the institution have remained unchanged: inspiring works by some of the greatest figures of American art including Winslow Homer, Edward Hopper, John Marin, Georgia O'Keefe, George Bellows, Louise Nevelson, Marsden Hartley, Robert Indiana, Alex Katz, and three generations of the Wyeths; its deep connection to Maine; and the opportunity for visitors to experience and draw from the past in order to interpret the present. Other features of the museum have emerged and evolved over time: vibrant and engaging education programs, a welcoming campus with over 20,000 square feet of gallery

space and a growing collection with over 15,000 works by many of America's greatest artists. The *Boston Globe* recently described the Farnsworth as "one of the finest small museums in the country."

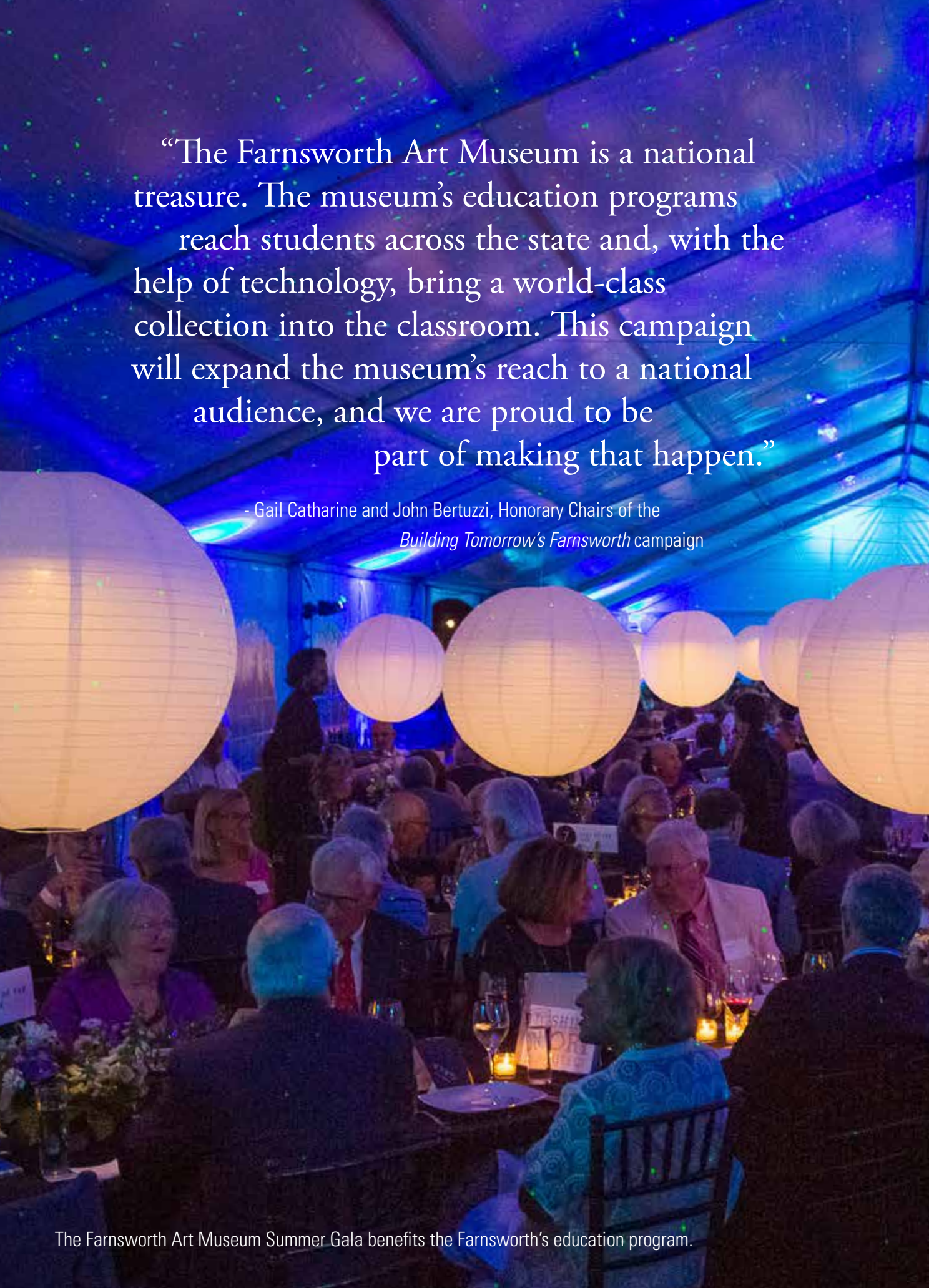
The Farnsworth of today thrives in the art capital of Maine, sitting in the heart of downtown Rockland with its prominent Main Street location. The museum plays a key economic role, contributing an estimated \$56 million annually to the local economy. The Farnsworth, together with partner cultural organizations in the region, has played a leading role in the revitalization of Rockland and Midcoast Maine.

The Farnsworth thrives at this dynamic point of intersection—where past and present meet and point the way to the future, where a focus on the unique importance of Maine finds a ready national audience where any one of us can encounter greatness.



The Rothschild Gallery of the Farnsworth Art Museum, featuring the exhibition
Ai Weiwei, *Circle of Animals/Zodiac Heads: Gold*, 2010





“The Farnsworth Art Museum is a national treasure. The museum’s education programs reach students across the state and, with the help of technology, bring a world-class collection into the classroom. This campaign will expand the museum’s reach to a national audience, and we are proud to be part of making that happen.”

- Gail Catharine and John Bertuzzi, Honorary Chairs of the
Building Tomorrow’s Farnsworth campaign



The Campaign:

Building Tomorrow's Farnsworth

Imagine experiencing a newly conceived Farnsworth sculpture garden that serves as a centerpiece of the museum and an oasis for visitors. **Envision** 21st century galleries that provide meaningful and innovative opportunities to connect with American art. Consider **expanded educational programming** – national models for museum-community partnerships – that increase the number of students leveraging art to build skills for the future. **Think** about sharing the beauty and significance of Maine's connections to American art with audiences around the globe.

The Farnsworth Art Museum is at a pivotal point in its history. We are embarking together on a path to embrace the Farnsworth's potential and redefine its place in American art. Building upon the museum's strong reputation, this campaign seeks to help the Farnsworth reach a new level of possibility by elevating the profile and impact of its exhibitions, expanding and improving its collection, investing more deeply in its professional staff and distinctive campus and furthering the reach of its celebrated

education programs. In doing so, we continue to embrace our mission of celebrating Maine's role in American art.

To realize our goals, the Farnsworth will focus on four areas:

Deepening our audience's experience. At the heart of the Farnsworth's work is a desire to move people – to change the way that they see and perceive the world around them. The museum will take these efforts to new heights with investments in its collection, exhibitions, information technology, staff development and the infrastructure needed to craft a truly transformative experience for its visitors.

Expanding the museum's reach. Building on its strong history of quality programming, the Farnsworth will broaden its audience by mounting exhibitions of national significance, travelling them to other institutions and contributing new scholarship to spread the word about Maine's role in American art. The Farnsworth also seeks to deepen its reach, ensuring access to its collection by investing in efforts to make the museum more welcoming

*Think about sharing the beauty and
significance of Maine's connections to
American art with audiences
around the globe.*

and accessible and by expanding its renowned education programs.

Cultivating key partnerships. To reach these audiences and to enrich cultural life in Maine and beyond, the museum will build new relationships with museums around the country, sharing its collection and collaborating to develop new opportunities for visitors to experience American art. It will also strengthen and expand its partnerships with Maine cultural and educational institutions to increase the array of programs, lectures and festivals available to residents and visitors. We want the Farnsworth to become an even more vital force enhancing quality of life and strengthening our midcoast Maine community.

Better leveraging of physical, intellectual and cultural assets. The Farnsworth is unique in its array of remarkable assets from the William A. Farnsworth Library, Farnsworth Homestead and Olson House, to the Wyeth Center and Gamble Education Center, to the inspiring collection of American art. Many of these assets remain underutilized.

To truly shine a light on Maine's legacy in American art and on the Maine experience, the Farnsworth plans to upgrade and better leverage these assets. This will include augmenting its infrastructure to ensure the appropriate care and preservation of artwork and historic sites, elevating the sculpture garden experience and completing a comprehensive master plan to enhance the museum's overall physical presence.

The Farnsworth is steadfast in its commitment to achieve these goals. In order to do so, we must raise the funds necessary to complete key strategic projects with one-time costs, and to grow our endowment ensuring that the programmatic advances we envision will be sustainable for generations to come.

We invite you to join us as we set out to realize the Farnsworth Art Museum's full potential.



The Morehouse Wing of the Farnsworth Art Museum featuring *MAINE The Farnsworth Collection*.



“The Farnsworth is rooted in the belief that art transforms individuals, communities and ultimately, societies. With great art, education for all ages and outreach into the community, especially our public schools, the museum now has a clear opportunity to inspire current and future generations like never before.

If we join together to take our mission to the next level, the rewards will be extraordinary.”

- Sylvia A. de Leon, Farnsworth Trustee

Campaign at a Glance

Investment Priorities

To be a national leader among American museums, we must take our programmatic efforts and physical assets to the next level. The following outlines the central investments that will help us to build tomorrow's Farnsworth:

- Enriching and upgrading all aspects of exhibition development, design and marketing in order to organize and promote exhibitions of national prominence
- Investing in the design and development of education programs that are national models, such as the renowned *Stories of the Land and its People* project
- Creating a \$1 million Director's Strategic Opportunity Fund to enable the Farnsworth to capitalize on strategic mission-aligned opportunities.
- Enhancing the Farnsworth campus and facilities as follows:
 - Developing a comprehensive master plan that assesses facility needs and opportunities in order to embark on a campus-wide revitalization and to guide the Farnsworth's future capital investments
 - Crafting an exceptional first encounter with the museum through improvements to the entrance and lobby; and the development of staff and volunteers to ensure they are knowledgeable ambassadors welcoming visitors to the Farnsworth
 - Creating a redesigned public space including upgraded landscaping and seating, as well as additional art, where possible (see collection strategy below)
- Establishing a comprehensive collection strategy that lays the groundwork for the museum to effectively expand and enhance its collection of American art. Investment in this area will include funding for collector

To be a national leader among American museums, we must take our programmatic efforts and physical assets to the next level.

cultivation and additional collection infrastructure (e.g., art storage capacity, fire suppression, art transport vehicle, installation equipment)

- Investing in organizational excellence to support the programmatic and capital advancements outlined above. This will include funding to increase staffing and provide competitive compensation to recruit and retain exceptional talent, and a \$1 million Farnsworth Capital Reserve will ensure that capital expenditures support the museum's ability to deliver on its mission over the long term
- Investment in several of these areas will begin immediately, funded by the campaign contributions of early donors. Additional investment will be made as the campaign progresses.

Building a Sustainable Future

Many of the programmatic advancements that will enable the Farnsworth to reach new heights – for instance, support for the

museum's exhibitions, education programs and collection strategy – will require an increase to ongoing annual expenditures and new sources of sustainable funding.

- \$5 million generated by the campaign will increase the endowment by more than 25%, from \$19 million to \$24 million, enabling the Farnsworth to achieve programmatic advancements in the years to come.
- Debt elimination will yield recurring savings that will also support these ongoing initiatives. These efforts will propel the Farnsworth to the next level of excellence, protecting the mission-aligned investments that we make in our programs, projects and capital improvements today and provide ongoing and vital support to sustain and fuel the opportunities of tomorrow.

A number of permanent, endowed, named program and position funds are available for those who would like to secure the Farnsworth's future.



The Rotunda in the Morehouse Wing of the Farnsworth Art Museum, featuring *LOVE* by Robert Indiana and Warren Seelig's monofilament installation *Oculus*



“My memories of the Farnsworth extend back to my childhood. I hold the museum near to my heart and am so very proud of the exceptional growth of its presence in our community and in the art world. I am honored to be part of this campaign and anticipate a brilliant future for the Farnsworth as we collectively strengthen its resources through this important campaign.”

- Stephanie Brown, Co-Chair of the
Building Tomorrow's Farnsworth campaign



Campaign Budget:

Summary of Investments

Strategic “one-time” expenditures

Endowment	\$5m
Financial Sustainability	\$2m
Opportunity Fund	\$1m
Capital Reserve	\$1m
Campaign Implementation and Outreach	\$1.5m

\$1.5m



+\$250,000/yr. payout

+\$120,000/yr. savings

Total

\$12m

Priorities with “one-time” expenditures:

- Redesigned entrance/lobby to create an exceptional “first encounter”
- Reimagined Sculpture Garden
- Comprehensive Campus Master Plan
- Investments in installation furnishings, equipment and technology
- Curatorial upgrades (e.g., art storage capacity, fire suppression, art transport vehicle, installation equipment)
- Technology to improve visitor experience
- Virtual tours of historic sites
- Collection handbook

Priorities with recurring expenditures:

- Increased exhibition budget to mount shows of national significance
- Increased marketing budget
- Strategic partnership with collectors to grow the collection
- Arts in Education and family programs that benefit the community and serve as national models
- Resources to build strong relationships with national museum partners
- Resources to attract and retain the highest quality talent to achieve the museum’s goals
- Commitment to competitive compensation

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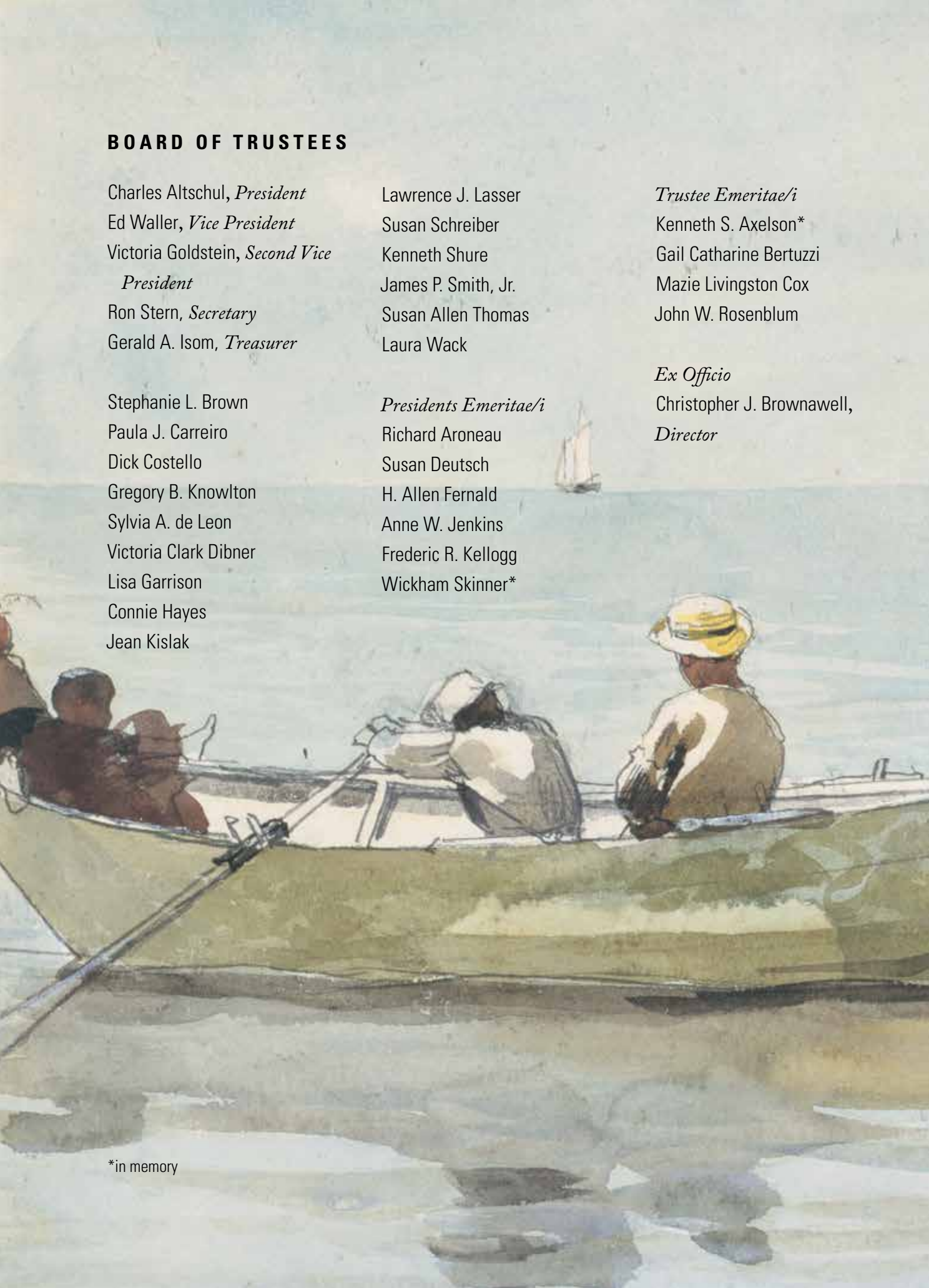
Frederic R. Kellogg

Wickham Skinner*

Ex Officio

Christopher J. Brownawell,
Director

*in memory





Winslow Homer, *Seven Boys in a Dory*, 1873



Farnsworth Art Museum

16 Museum Street, Rockland, ME 04841
farnsworthmuseum.org

WILLIAM DENNIS (1904-1984)
The Mother of Justice, 1964
Bronze sculpture from
Gift of the Farnsworth
Art Museum