



## Five Things You Need to Know About the Expansion

### A 21st Century Museum Highlighting Visitor Engagement

When people and art connect, electricity is generated. Columbus Museum of Art (CMA) nurtures that spark and removes barriers between the community and the collection. There's a willingness at CMA to try new things. We cultivate and encourage curiosity about art, conversations about creativity and connections with cultures.

Art speaks to each of us in different ways. The experience is personal. It says think. Remember. Reflect. Act. Go somewhere you've never been. Do something you've never done. Art inspires exploration and ideas. It also inspires a conversation within ourselves – and CMA is where that conversation begins.

Our spaces are nimble enough to adapt to each visitor each day. Did you come to the museum with your child, or on a date? That changes the dynamic. Are you looking for a contemplative moment or a happy hour? That changes the location. Regardless of the needs or the intentions, CMA creates a great experience with great art for everyone.

### Collect, Preserve, Present – Art For Everyone

Columbus Museum of Art is built for the community by the community. Generations of families have invested in the Museum through gifts of art, time, talent and treasure. However, as the community and the collection have grown, the Museum's size has remained the same. In 1931, when we owned 500 pieces of art, we had 10 gallery spaces. Today our collection numbers more than 10,000, yet those same 10 galleries remain.

Our current space is unable to accommodate large events and many of the biggest and best exhibitions because it no longer meets current museum industry standards. The quality of the Museum's collection – along with CMA's reputation for innovative programs – creates opportunities for

unique collaborations with global organizations. A bigger, livelier and more experiential space will highlight the collection and make room for memories.

Coupled with an endowment that has doubled in size, this competitive museum will attract the best national and international touring exhibitions, borrow incomparable works of art and draw crowds from all regions to exhibitions, programs and other special events.

### Vibrant City, Vibrant Collection

In communities that thrive, cultural arts matter. They matter to captains of industry, captains of the soccer team and Captains in the National Guard. In fact, if the creative economy was a public company, it would be the ninth largest in Columbus. A study conducted for the Columbus Chamber of Commerce projected the local impact of the Museum's renovation and expansion project will be nearly \$100 million and will employ almost 400 people. Cultural entities help cities like Columbus articulate their identity and vitality.

In a city-on-the-rise that aspires to offer extraordinary quality of life for citizens, appealing activities for visitors and an attractive environment for industry, art encourages inspiration and critical thinking.

Art begins a conversation within ourselves and our neighbors. CMA's growth promotes that dialogue, showing that we are as invested in our community as we are in our collection. As a hub for collaboration and innovation, the Museum creates this strong, essential relationship that brings people and art together in exciting ways and makes CMA a true reflection of those we serve.

From the quality of our collections and exhibitions to the quality of life in our community, we strive for the ideal – celebrating the diversity of our people and our city.

### Marriage of Creativity and Culture

The challenges of our time demand creative ways of thinking and doing – in our schools, businesses, government, community and world. Creativity unites us by bringing out our inherent human potential. It's what we need to solve the problems of the 21st century. But left untended, creativity withers. The Columbus Museum of Art exists to be a catalyst for creativity.

While that creativity is nurtured in your head, it also begins to dwell in your heart – sharing space with experiences, making a home with memories.

CMA's galleries are filled with works that showcase creativity. Memories happen in these spaces: first dates, first glimpses of art, first dances as a

married couple. Creative experience is layered – it encompasses sounds, smells, textures and emotions. Those cultural moments are embodied here, in this place that continues to draw us back to dawdle, to dream, and to relive the memories that ignite our imagination.

To speak of the culture of a community is to describe its way of life. CMA is where creativity and the daily life of our community intersect and thrive, as we champion new and different ways of thinking and doing. We celebrate the creative process and provide opportunities for people to cultivate and discover the value of creativity in their own lives.

### Mission-Centered Architecture

CMA's architecture must inspire, connect and reflect Columbus' vibrant cultural community. The larger, livelier and more experiential space at the Columbus Museum of Art will highlight the collection while creating new opportunities for shared memories and engagement. By leveraging the power of architecture to shape the visitor experience, our mission-centered design is driven by possibilities; the architecture is shaped by interactions, reflected from the inside out.

The final phase of a three-part master plan adds 50,000 square feet of gallery, program and event space to the existing building. The lead architect on the project is Michael Bongiorno, AIA, from the award-winning local firm DesignGroup. Dynamic hands-on spaces are interwoven with contemplative spaces. Inspired by the study of the poetics of light, the design harnesses the power of simplicity while remaining nimble enough to customize a meaningful experience for each visitor each day, encouraging lively interaction between the art and the individual. A light-filled, multi-level concourse and cinematic facades connect and create conversations among the galleries, special event and retail spaces, café, garden and the surrounding neighborhood.