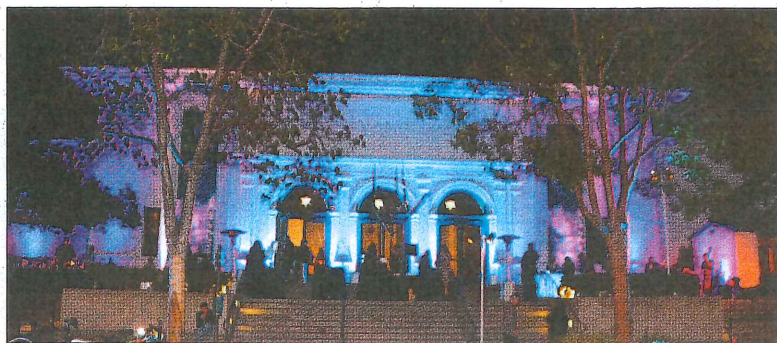


Santa Barbara Museum of Art

Art Museum Wallbreaking Begins Major Renovation



By Mark Whitehurst, PhD / CASA

PRICELESS AND POTENT ART spanning 5,000 years of human history, will find new safety and accessibility in the arms of a newly renovated Santa Barbara Museum of Art building, with three new galleries and 25 percent more space to embrace creativity and the riches of culture.

A "Wallbreaking" ceremony on November 14th symbolically launched construction and the *Imagine More Capital Campaign* for one of Santa Barbara's most cherished and essential institutions, which houses over 28,000 works of art.

In 1941, at the opening of the Santa Barbara Museum of Art, Buell Hammett, one of the founding members of SBMA, captured the Museum's enduring and distinctive qualities: "Our building is located in the heart of the community. We wish it to stay there—in the heart of the community—where its influence will

reach the hearts of all our citizens. For we must never forget that the main objective of our museum is to increase the strength of all our people. To that there must be no more democratic institution on the entire Pacific coast than the Santa Barbara Museum of Art."

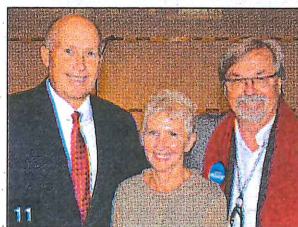
The Wallbreaking event, which was open to the community, provided an opportunity to display plans and renderings of the upgrade, facilities improvements, program expansions and exhibitions at the cultural center piece and forum for the arts in Santa Barbara. The "Imagine More" Capital Campaign Co-Chairs Marshall Milligan and Joan Davidson; Larry Feinberg, Robert and Mercedes Eichholz Museum Director; board members, Bob Kupiec, architect; Gregg Wilson, Project Manager and members of the public raised sledge hammers and smashed into the East Wall of the main salon, while onlookers cheered and toasted

the new beginnings and the \$50 million, five stage capital campaign, of which \$18 million has already been raised.

"Given what is going on in Paris and the rest of the world, isn't it nice tonight to be part of something constructive, to be involved with an institution that celebrates mankind's accomplishments and creativity?" related Feinberg.

SBMA's programs reach 25,000 students; 1,100 teachers; 75 public schools; 16,000 adults, each year and its exhibitions have over 100,000 yearly visitors.

The *Imagine More Capital Campaign* transformation of SBMA represents an ideal combination of preserving the historical character of the building and creating a state-of-the-art facility, according to John Walsh, the director emeritus of the





The Park Wing Entry Section - Conceptual Image

J. Paul Getty Museum. "The plan is a remarkably smart use of space that will do justice to the very fine works in the collection," Walsh added, "What's more, it will provide a coherent experience for visitors as they move from gallery to gallery."

Elements of the plan include the renovation of the roof; the replacement of the outdated climate control system; extensive seismic/structural upgrades; new and expanded gallery spaces; renovation of existing galleries; emphasis on sustainable building practices and LEED certification; a new art receiving facility; new art storage; renovations to visitor amenities; and a new roof terrace garden and pavilion.

The Museum will remain open during renovations, so that visitors "won't get out of the habit of going to the museum."

"Our Museum, from its outset, has been integrally connected to the community, and our mission has been tied to addressing societal needs," shared Larry Feinberg, SBMA's Robert and Mercedes Eichholz Director and CEO. "We see students with a better appreciation of art and, in turn, improved learning skills. We see people from all socio-economic backgrounds gathering at the Museum every week."

1 The Mayor, **Helene Schneider**, and the Robert and Mercedes Eichholz Museum Director, **Larry Feinberg**, show some muscle welding sledge hammers

2 SBC Supervisor **Salud Carbajal**; **Gretchen Milligan**;



"Wallbreaking" Event attendees had a chance to write on a time capsule wall that will be integrated into the new gallery space.

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"Imagine More" Capital Campaign Co-Chairs **Marshall Milligan** and **Joan Davidson**; and **Larry Feinberg**, SBMA Robert and Mercedes Eichholz Director & CEO
3 **Gregg Wilson**, Project Manager; **Perrin Pellegrin-Taylor**; **Trish Allen**, Project Planner and part of Suzanne Elledge Planning & Permitting Services Inc.; and **Cyndee Howard**, SBMA Trustee and Chair of Buildings & Ground Committee

4 A historic moment for the family of the Museum's first President of the Board, **Buell Hammett**, **Doug Hammett**, **Astrid Hammett**, and **Denise Hammett Bieker**.

5 Social Media raffle winner, **Marygrace Monteleone**, showing her excitement at participating in the wallbreaking
6 **Ron Dufault**, SBMA Capital Campaign and Major Gifts Officer and **Patsy Hicks**, SBMA Director of Education

7 Museum Members **Jerry**

Jensen and **Nancy Jensen**

8 SBMA Women's Board members **Kathy Weber**; Museum Member **Joanne Schoenfeld**; **Mary Maxwell**; **Cecia Hess**; **Jeanne Fulkerson**, SBMAVP VP Development; and **Helene Segal**, SBMAWB President

9 **Justin Wilson**, Chief Estimator Diani Building Corp; **Gregg Wilson**, Project Manager; **Mike Diani**, President Diani Building Corp

10 **John Bishop**, SBMA Board Chair addressing the audience at the wallbreaking ceremony

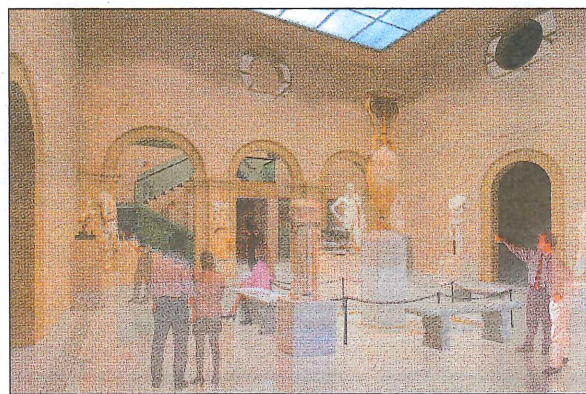
11 **John Bishop**, SBMA Chair; **Starr Siegele**; and **Bob Kupiec**, Project Architect

12 Looking over the plans for "Imagine More" renovations are **Eik Kahng**, Assistant Director and Chief Curator; **Lee Moldaver**, Museum Member; **John Coplin**, Director of Facilities & Installations; and **Ginny Brush**, Exec. Dir. of the County Arts Commission

For more info on the capital campaign, visit campaign.sbma.net



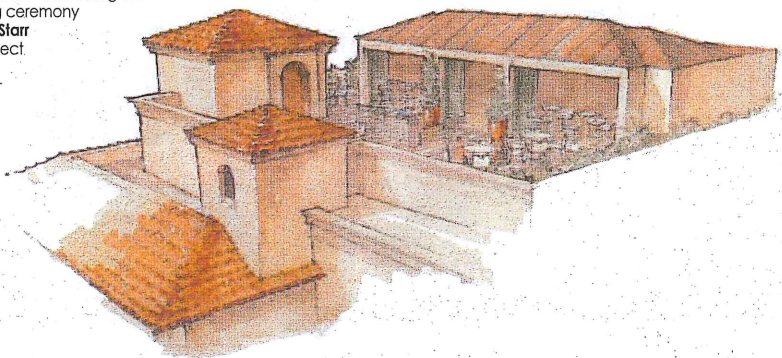
Left to right: **John Coplin**, SBMA Director of Facilities and Installations; **Helene Schneider**, Mayor of Santa Barbara; **Larry Feinberg**, SBMA Robert and Mercedes Eichholz Director; **John Bishop, Jr.**, SBMA Board Chair; **Joan Davidson**, SBMA Trustee and Capital Campaign Co-Chair; **Evan Thompson**; **Connie Frank**; **Kenneth Anderson**, SBMA Trustee; **Nancy Schlosser**, SBMA Trustee; **Marshall Milligan**, Capital Campaign Co-Chair; **Salud Carbajal**, Santa Barbara County Supervisor; **Astrid Hammett**; and **Cyndee Howard**, SBMA Trustee



The renovated Ludington Court - Conceptual Image



Nancy Schlosser; **Cyndee Howard**, SBMA Trustee; **Marshall Milligan**, Capital Campaign Co-Chair; **Salud Carbajal**, Santa Barbara County Supervisor; **Evan Thompson**; **Connie Frank**; **Larry Feinberg**, SBMA Robert and Mercedes Eichholz Director; **Helene Schneider**, Mayor of Santa Barbara; **Kenneth Anderson**, SBMA Trustee; **Joan Davidson**, SBMA Trustee and Capital Campaign Co-Chair; **John Bishop, Jr.**, SBMA Board Chair; and **John Coplin**, SBMA Director of Facilities and Installations



The new Rooftop Garden - Conceptual Image