



Over the past 10 years, the Muscarelle Museum of Art has added an important and valuable dimension to the student experience at William & Mary. With world-class, groundbreaking exhibitions on Michelangelo, Leonardo da Vinci, Caravaggio, cutting-edge contemporary art, photography, non-Western and Native American art, the Muscarelle Museum has become vital to both our campus community and the region.

In addition to exposing students to art, the Museum is an important laboratory for experiential engaged learning — we train our students in art and art history, business, communication, marketing, research and writing, strategic planning, creative and divergent thinking, and entrepreneurialism. The Museum also connects with students through courses, internships and fellowships, lectures, hands-on programs, and exposure to visiting curators and scholars.

The Muscarelle has been voted the Best Art Museum in Virginia by a statewide readers poll for two years in a row and called “pound-for-pound” the best university art museum in America in our most current national accreditation.

**Aaron H. De Groft '88**  
*Director & CEO*  
*Muscarelle Museum of Art*

# MUSCARELLE MUSEUM OF ART

at The College of William & Mary

## GOALS & PRIORITIES

# For the Bold

THE CAMPAIGN FOR WILLIAM & MARY



The Muscarelle Museum has become an indispensable asset to the university, and it is literally bursting at the seams with energy and vitality. To continue on our path of excellence, a physical expansion is necessary. New space and enhanced facilities will enable the Museum to better connect with students and faculty and the broader Williamsburg community, and enable the Museum to continue to serve as one of the most important portals to our campus for the public at large.



David Brashear HON '07  
*Campaign Chair  
Muscarelle Museum  
of Art Foundation*

## Pillar I: Where Great Minds Meet | \$15 million

### STUDENT RESEARCH SUPPORT | \$2 million

- Undergraduate Fellowships | 6 @ \$167,000 | \$1 million
- Graduate Fellowships | 2 @ \$500,000 | \$1 million

### TEACHING EXCELLENCE | \$13 million

- Faculty/Administrative Positions Endowed
  - Museum director and chief executive officer | \$5 million
  - Assistant director and chief curator | \$2.5 million
  - Senior associate director – programs, outreach and public relations | \$2.5 million
  - Head of collections and exhibitions | \$2 million
  - Curator of education and new media | \$1 million

## Pillar II: Making the Remarkable | \$45 million

### ENGAGED LEARNING, INNOVATION AND COLLABORATION | \$32.25 million

- The Teaching Center | \$23 million
  - Library, archives, collections study and viewable holdings
- Film & Media Center | \$5 million
- Center for the Study of German Expressionism | \$1 million
- Center for the Study of Frames | \$3 million
- Distinguished Speaker Series | \$250,000

### BUILDINGS AND FACILITIES | \$12.75 million

- Entry Atrium | \$3 million
- Gallery for American Art | \$1 million
- Gallery for European Art | \$1 million
- Gallery for Modern & Contemporary Art | \$1 million
- Gallery for Visiting Exhibitions | \$1 million
- Large Multipurpose Auditorium/Hall | \$2 million
- Gallery for Asian Art | \$1 million
- Gallery on the History of the College | \$500,000
- Acoustically-tuned Performance Space | \$500,000
- Gallery for Prints and Drawings | \$500,000
- Gallery for Photography | \$500,000
- Gallery for Faculty-Curated Exhibitions | \$500,000
- Weekend Gallery | \$250,000

## MUSCARELLE MUSEUM OF ART AND CENTER FOR THE VISUAL ARTS

William & Mary was the first university in the nation to collect art, and the first to include the arts as a part of its curriculum. The new Muscarelle Museum of Art and Center for the Visual Arts will provide space befitting this long tradition and signal the importance of the arts to the university.

**Advancing art and artists, building community and promoting dialogue.**

- Triple the visitor spaces and galleries for collections and exhibitions
- Teaching center for research and experiential, engaged learning including the study of tangible works of art
- A state-of-the-art auditorium and unique gathering space to bring the community together



**\$60 million**

### 1 Where Great Minds Meet

**\$15 million**

### 2 Making the Remarkable

**\$45 million**

**Learn more and support the Muscarelle Museum of Art at  
William & Mary: [FortheBold.wm.edu](http://FortheBold.wm.edu)**

# For the Bold

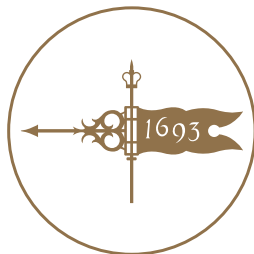
“I was bold in the pursuit of knowledge,  
never fearing to follow truth and  
reason to whatever results they led.”

-THOMAS JEFFERSON 1762, LL.D. 1783

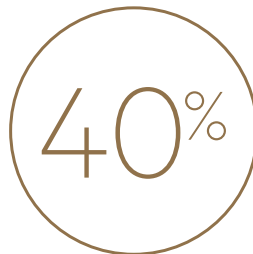
## Support the Muscarelle Museum of Art

With yearly attendance to all exhibitions and programs rising from 11,000 a decade ago to just over 160,000 currently and a collection that has grown by thousands of works of art, a greatly expanded facility is a top priority. We can do so much and with more specific spaces for exhibitions, research and collections, we can be even more successful in affecting the teaching and research mission of the university in our unique way.

### UNIVERSITY CAMPAIGN GOALS



**Strengthen alumni  
engagement**



**Achieve 40 percent  
alumni participation**



**Raise \$1 billion**

**FortheBold.wm.edu**

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