

session title

MON-C06: Extroverting the Museum Experience: implementing new frameworks for social/cultural engagement

Art institutions looking to remain relevant are creating frameworks for social/cultural engagement by curating their properties as places of cultural interaction with the arts. The session presents three cases where museums are extroverting into park-like settings to strengthen community programming, and expand a curatorial vision into the power of landscape.

learning objectives

- Explore how museums are reaching out to more people through park-like settings to enlist their support while building their institutional purpose.
- Understand how museums are strengthening their community programming, and expanding a curatorial vision into the power of landscape
- Discuss the role park-like museum settings play on providing socially equitable access to nature as places of cultural interaction with the arts
- Discover how different museums/designers have created distinct place-based open spaces that celebrate and engage art, while generating much-needed philanthropic revenue streams.

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October 19-22
Philadelphia

the speakers



Daniel Gottlieb Honorary ASLA | Director of Planning and Design | North Carolina Museum of Art
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Dan oversees strategic planning, design, and development for the North Carolina Museum of Art and its 164-acre campus. In his role with the Museum he directs architecture and landscape design, as well as the Museum Park's sculpture program. Dan serves on the Boards of Raleigh's Dix Park and Center for Craft, Creativity and Design; is a recipient of the Lifetime Achievement Award from North Carolina State University College of Design and was recently named an Honorary Member of ASLA.



Gary Hilderbrand FASLA | FAAR | Principal | Reed Hilderbrand
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Gary, the 2017 winner of the American Society of Landscape Architects Design Medal, is also Professor in Practice of Landscape Architecture at Harvard University Graduate School of Design, where he has taught seminars and design studios since 1990. His firm has been recognized with more than eighty regional and national design awards. Notable projects include Long Dock Park in Beacon, NY, the Clark Art Institute in Williamstown, MA, the Poetry Foundation in Chicago, and campus projects at Bennington College, Duke University, Yale, Harvard, and MIT.



Scott Jordan ASLA | Principal | Civitas Inc.
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Scott is responsible for the day-to-day operations of the office, he plays a prominent role in establishing, maintaining, and curating the culture of the interdisciplinary practice. Scott led the design of the new 34-acre Ann and Jim Goodnight Museum Park Expansion a design that seeks to create a unique cultural destination at both the regional and national levels. Scott projects have received awards from ASLA, AIA, APA, Waterfront Center, ULI, and Fast Companies Innovation by Design Award.



Tom Oslund FASLA, FAAR | Principal & Partner | oslund.and.assoc.
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Tom is Director of Design and Founder of oslund.and.assoc. Tom is recognized as one of the leading landscape architects in the country with offices in both Minneapolis and Chicago. His interest in art and his passion for design are fueled by a commitment to design excellence and innovation. Tom is known for designing engaging landscapes for notable clientele including, General Mills Corporate Headquarters, The Guthrie Theater/Gold Medal Park, Harley Davidson Museum and the Walker Art Center/Minneapolis Sculpture Garden. Tom received the Minneapolis Star Tribune "Artist of the Year" award in 2012 for his integration of art in urban design.

the context



why have museums extroverted the museum experience to remain relevant?

Financial – With increased diversification of “causes” funding and philanthropic support are becoming increasingly difficult to secure, how are museums moving their offerings outside to increase funding sources?

Social – how are museums approaching equitable access for all, through the extroversion of the museum experience out into the landscape?

Cultural – how public expectations about what is cultural have changed, and how are museums adapting to this?

Environmental – As museums move their experiences outside, why is it important for them to address environmental issues?

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the trend-setters



how did we get here?

art expands into nature - Coming out of the 1960s and 70s art movements here and in Europe, urban and remote experimental sculpture projects emerged, where artists created site-specific works to be experienced. (Grizedale Forest)

becoming Destinations – Many sculpture parks emerged in more established settings, becoming destinations. (Yorkshire Sculpture Park & Storm King Art Center)

connecting the inside | outside - In the mid 90s, precedents connecting discovery of art in the landscape with establish museum collections were few. The most influential was the Kroller Muller Museum in the Netherlands.

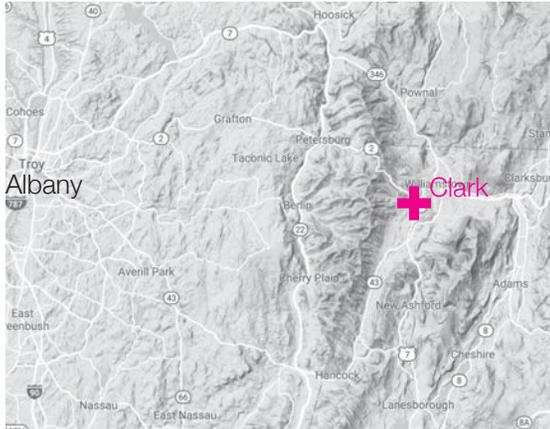
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the rural

Clark Art Institute | Reed Hilderbrand



the setting

The Clark, in far western Massachusetts, sits at the rim of the Taconic Range, with Vermont's Green Mountains immediately to the north. It is one of several significant arts institutions in the region that collectively constitute a major part of the thriving cultural tourism of the Northern Berkshires.

the intent

The 16-year multi-phase project exploits the extent and character of its 140 acres of grasslands, wet meadows, stream courses, ponds, and woodlands. The Clark sought meaningful connections between the experience of major landscape paintings in the collection and direct engagement of the Clark's vastly reorganized landscape. The client's simple and clear mission statement committed to "pastoral art experience in a pastoral landscape." And the project gave credible expression to developing a vibrant center for "art and nature" for the local community.



the metrics

Major growth in museum attendance and community use.



notes:

the metropolitan

Jim and Ann Goodnight Park at the
North Carolina Museum of Art | Civitas



the setting

Located 15 minutes from downtown Raleigh, and 25 minutes from downtown Durham, the Ann and Jim Goodnight Park at NCMA, exists within a dynamic ever-expanding metropolitan region.

the intent

The multi-layered design reinvents the traditional interior gallery experience outdoors, connecting new and more diverse audiences in a joyful free-ranging exploration of art and nature. NCMA recognized its 164-acre campus as a rare asset – and opportunity to explore “the idea of what a museum can be in the 21st century. “Museum” quality details were fundamental to the project design, but even more so was the idea that the park is more than a place: it is a framework for social experiences and civic engagement.

the metrics

Traditional (through the gallery doors) averages 375,000/year
New visitors via the Museum Park: has grown from zero (2000)
to estimated 220,000/yr
Park visitors that also visit galleries: estimated 50% at least once/year

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the urban

The Walker Art Center | Minneapolis
Sculpture Garden | oslund.and.assoc.



the setting

The 12 acre Minneapolis Sculpture Garden sits on the western edge of downtown Minneapolis with panoramic views looking east to the city skyline. Created 30 years ago out of a collaboration between the Walker Art Center and the Minneapolis Park Board with the goal of creating a notable public space where sculpture can be experienced.

the intent

At the heart of re-imagining the garden was an intention to bring a civic minded approach that focused on the visitor experience rather than proprietary interests. The initiative of the garden created the opportunity to commission 20 new site specific works while repositioning 40 pieces already existing in the collection. A desire for a more sustainable and accessible garden was the underlying framework that shaped the experience for viewing art in this environmentally responsible urban park. The garden catalyzes the connections between artist, visitors, program, function and beauty by offering a multitude of exterior spaces for the visitors to experience.

the metrics

Total Visits: 9.7 Million since 1998
New Visits: 1.8 Million since July 2017 to present
Visits in the first 3.5 months since reopening 670,000
Special Event's both public and private: up 78%

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