



Growing Miami, Growing Miami Art Museum

Miami Art Museum (MAM) serves one of the most diverse populations in one of the fastest growing regions in the country, where a unique confluence of Caribbean, North and South American cultures adds vibrancy and texture to the civic landscape. The city's thriving community of artists, designers, and collectors and its avid and growing art-engaged public are driving Miami's demand for a world-class museum and dynamic center of visual arts education.

To meet this demand, MAM has entered into a public/private partnership with the City of Miami and Miami-Dade County to build a new MAM facility. A dramatic location on Biscayne Bay has been provided by the City of Miami, the voters of Miami-Dade County have approved \$100 million in bond funding, and private donors have already committed more than \$50 million in additional support for the building and institutional endowment. The new MAM will transform Museum Park into a central destination on Miami's cultural map, promote progressive arts education, build community cohesiveness, and contribute substantially to downtown revitalization.

Housing Great Collections and Outstanding Education Programs

Prior to becoming a collecting museum in 1996, MAM's predecessor, the Center for Fine Arts, was strictly an exhibiting organization, presenting exhibitions from the entire breadth of art history. It had no collection of its own. As part of an institution-wide reorganization, the new MAM dedicated itself to collecting and exhibiting international art of the 20th and 21st centuries with a special emphasis on art of the Americas. Its collection has grown rapidly and now numbers more than 800 works of art in all mediums. The new MAM at Museum Park will provide vastly expanded exhibition space to present these growing collections.

Miami-Dade is the only major metropolitan area in the United States that does not have a major art museum serving the full spectrum of its community. Therefore, MAM has begun building a new facility and resource commensurate to Miami's position as a hemispheric hub and creative capital, one whose impact is increasingly international. MAM embraces its role as a cultural anchor and touchstone in a city that welcomes diverse ethnic and age groups, lifestyles and ideas. In January 2011, MAM began construction on a building with generous spaces to showcase its art holdings, to bring more cutting-edge temporary exhibitions to the people of Miami-Dade County and visitors from around the world, and a state-of-the-art educational complex that will be a resource for the entire community.

A Home in Museum Park

The new Miami Art Museum will be an anchor of the 29-acre Museum Park overlooking Biscayne Bay and will include public gardens and sculpture installations. Museum Park is Miami's urban redesign vision for the area now known as Bicentennial Park. This vital downtown park, a catalyst for the transformation of the district, is central to efforts to strengthen greater Miami's momentum as an emerging global capital. A vibrant mix of green space and cultural offerings, in addition to the landmark new facilities for MAM the Park will also be the future home of the Miami Science Museum.

Uncommonly Responsive Museum Design

Designed by Herzog & de Meuron, the new Miami Art Museum will offer 200,000 square feet of programmable space, including 120,000 square feet of interior space - more than three times that of the Museum's current facility. It will also include approximately 80,000 square feet of exterior program space for the display of works of art, educational activities, relaxation and dining. This expansion will provide room for larger and more varied displays of the Museum's collection and special exhibitions. The building will also house an educational complex planned to foster active learning about and through art and art-making, with a library, auditorium, classrooms, art and digital media workshop spaces; and a café and store. The new design will stimulate and support collection growth, enable MAM to better fulfill its role as the principal visual arts educational resource in the region, and support the institution's expanded mission to serve local populations as a unique social forum.

Herzog & de Meuron's design for the new Miami Art Museum is highly responsive to Miami's climate and the needs of a young, rising art museum. The three-story building will sit upon an elevated platform and below a canopy, both of which will extend far beyond the Museum's walls, creating a shaded veranda and plazas. Working with local and international landscape designers and horticulturists, the architects will use this space to "bring the park into the museum" in new and innovative ways.

The interior of the Museum will comprise a series of distinct galleries and other public areas connected by a series of interstitial spaces displaying the permanent collection, allowing for a fluid visitor experience. Transparency on the first and third levels of the galleries will reveal the public and semi-public functions within: the entry halls, auditorium, shop and café on the first level and the education center and staff offices on the third. An open-air parking garage will be located beneath the Museum and surrounded by landscaping and terraces.

The permanent collection galleries will be located on the first and, principally, the second level, which will also house extensive temporary exhibition galleries. While mainly oriented inward so as to focus on the art, the second floor galleries will incorporate carefully placed windows to allow for natural light and views of the surrounding park and bay. The main gallery level of the new museum will appear to hover between more transparent levels, all of which will be shaded by the canopy above.

The canopy's overhang will create a series of outdoor spaces that bridge the museum, park, and city. The canopy will be perforated to allow in light, and lush vegetation will literally be built amongst the columns, transforming the veranda into a multi-dimensional garden. The tropical plants enfolding the museum will be integral to the experience. The design allows for multiple transitions, as visitors gradually move from the outside to the inside, hot to cold, humid to dry, and from the street or park to the art. A set of stairs the width of the Museum will link the building to the bay walk in Museum Park.

In recognition of MAM's role as an emerging and rapidly growing art museum, the architects have designed a building that can expand organically from within without major disruptions. As MAM's collection continues to grow, additional walls and rooms can be added within the fluid interior volumes. In addition, discrete gallery expansions can be made, at a later date, without interruption of the Museum's daily activities. Various options for a larger 25,000 square foot expansion within the museum's site have also been explored in support of future growth.

Pritzker Prize-Winning Architects

Based in Basel, Switzerland, Herzog & de Meuron is known for designs that are at once highly inventive and sensitive to the site, geography, and culture of the region for which the building is planned. Among their critically acclaimed museum projects are the de Young Museum, in San Francisco (2005); the expansion of the Walker Art Center, in Minneapolis (2005); Schaulager for the Laurenz Foundation, in Basel (2003); and the conversion of a power plant into Tate Modern, in London (2000), as well as the new development for Transforming Tate Modern (projected completion in 2012). Among its many other widely-recognized projects is the "Bird's Nest" Beijing National Stadium, site of the 2008 Olympics. For their distinguished accomplishments, Jacques Herzog and Pierre de Meuron were awarded the Pritzker Architecture Prize in 2001.

Together with Jacques Herzog and Pierre de Meuron, Christine Binswanger, Senior Partner of Herzog & de Meuron, is partner-in-charge of the new Miami Art Museum. She has been a partner in the firm of Herzog & de Meuron since 1994 and also led the expansion of the Walker Art Center in Minneapolis (2005) and IKMZ BTU Cottbus, Information, Communications and Media Center, Brandenburg Technical University, Cottbus, Germany (2004), among other projects.

Invest in the New MAM

Bringing the new MAM to fruition requires much more than bricks and mortar; it takes people who understand the transformative role that a museum can play in the life of our city. Some of Miami's leading philanthropists and art collectors are leading MAM's capital campaign: Ambassador Paul Cejas, Nedra Oren, Jorge Pérez, and Craig Robins. They, along with MAM's entire Board of Trustees—led by Chairman Aaron Podhurst and President Gail Meyers, have made substantial personal commitments to build the new MAM. Such leading national arts and education funders as Carnival Corporation and the John S. and James L. Knight Foundation have also made significant leadership contributions to MAM's new endowment fund.

Campaign funds will help build the new MAM, provide smooth transition into the new facility, and establish an endowment that will be a consistent source of support for its expanded and enhanced operations, exhibitions, and educational programming. MAM has designated a number of gift opportunities to help fulfill its capital campaign objectives and to recognize your role in making the new museum an integral part of Miami.

Recognition of Our Generous Donors

Major contributors to MAM's new home in Museum Park have the opportunity to name many of the building's masterpiece features. More than thirty forward-thinking donors have already selected the architectural elements that will bear their name, but there are many still available, such as:

Education Center

Comprising a library, classrooms, reading room, and art and digital media labs, this suite of educational spaces and the resources they house will be at the heart of every visitor's experience at MAM.

East Portico and Stairs

These design elements dramatically connect the museum to the Biscayne Bay waterfront and will no doubt become a popular public gathering place in Museum Park.

Group Lobby

All school and large bus tour groups will be welcomed to MAM in this prominent area.

Auditorium

Housing screening, lecture, and performance spaces adjacent to the dramatic Grand Stair, this novel multipurpose space will be uniquely central to the daily life of the new MAM.

Galleries

All of the elegant galleries in the museum will have distinctive features, and a few remain to be named.

Plaza

MAM will share this grand space between the two museums with the new Miami Science Museum.

In addition to these and other architectural components of the building, such critical positions as those of Museum Director, Chief Curator, and Director of Education, and such central programs as MAM's annual Lecture Series and annual Exhibition Series remain to be named.