

New Mexico Museum of Art  
Vladem Contemporary

For more information on these naming opportunities that will permanently recognize your support, please contact Kristin Graham, director of leadership giving for the New Mexico Museum of Art, at 505.216.1199 or by email at Kristin@museumfoundation.org



1411 Paseo de Peralta, Santa Fe, NM 87501



# MAIN GALLERY

### Main Gallery – \$2,000,000

The Vladem Contemporary, formerly the state archives building, will provide nearly 10,000 additional square feet of gallery space to exhibit post-war and contemporary art. The 5,000 square foot main gallery will host the inaugural exhibition that explores contemporary artistic responses to the light, color, and space of the Southwest, which has inspired artists for generations. Since World War II, many of them have looked for innovative means to represent the distinctive qualities of the region, often with the intent of expressing their emotional, psychological, or spiritual experience.

The exhibition includes works from the mid-20th century through the present day, with an eye towards the West and Southwest and illustrates the desire for a visual experience that conveys more than the empirical. The exhibition draws connections between the cosmic themes explored in New Mexico by the Transcendental Painting Group, especially Emil Bisttram and Florence Miller Pierce; the astronomical interests of earth or land artists such as Nancy Holt; and contemporary projects like *Revolt 1680/2180* by Cochiti artist Virgil Ortiz, who crafted a multimedia epic around time traveling Puebloan warriors and the historic Pueblo Revolt of 1680.



# GRANDE ARCADE

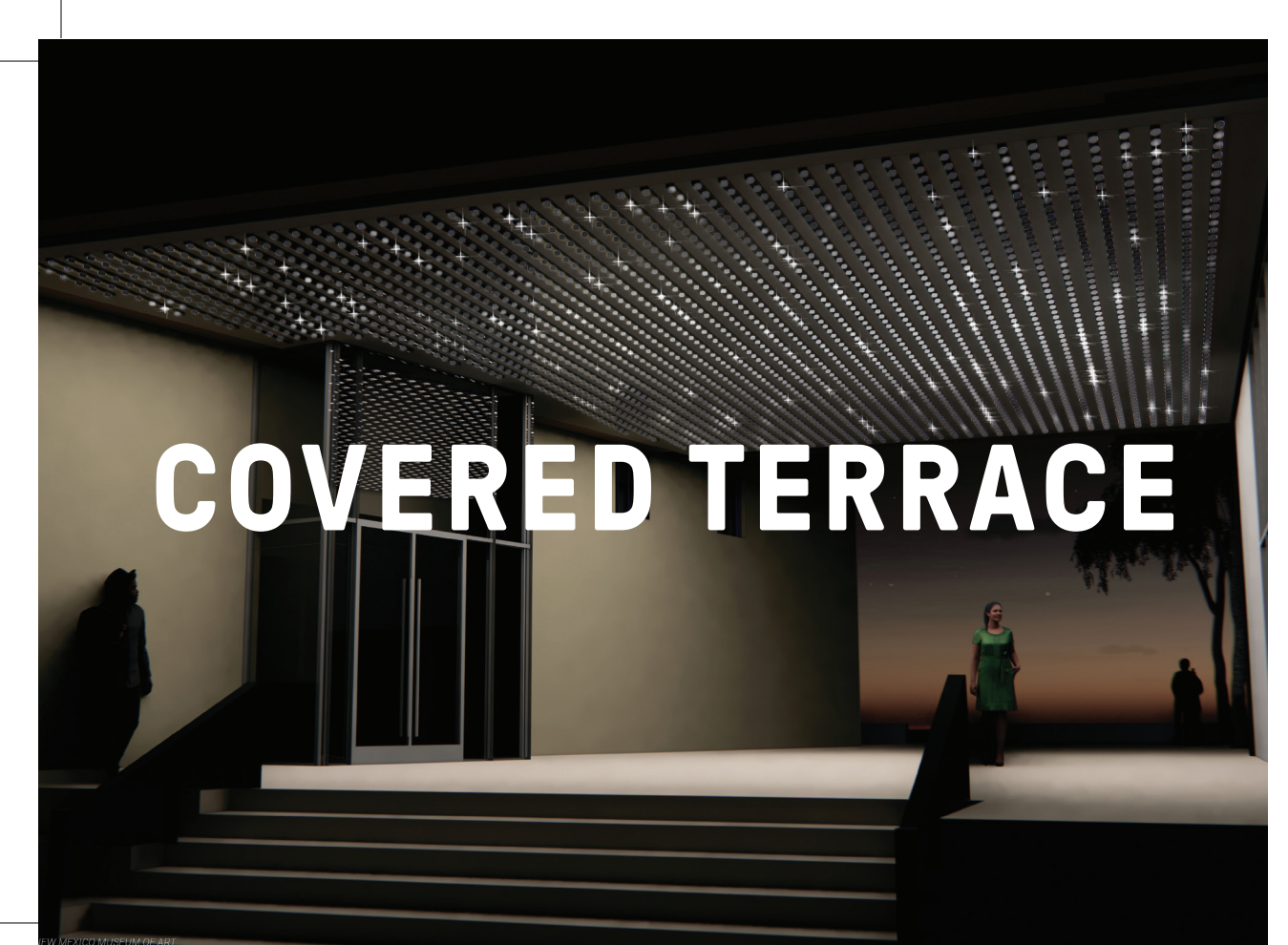
### Grande Arcade – \$1,000,000

The Grand Arcade is the expansive lobby of the Vladem Contemporary that runs the entire length of the building north to south. It will be accessible to all patrons without the purchase of admission and will feature work from the museum's permanent collection, as well as an interactive kiosk on the history of the building from 1936 to the present. Special temporary installations will also be featured in the Grande Arcade.



# NAMING OPPORTUNITIES

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# COVERED TERRACE

## Covered Terrace, Leo Villareal Installation – *Reserved*

The New Mexico Museum of Art is commissioning a site-specific light feature from artist Leo Villareal for the Vladem Contemporary, a permanent installation on the covered terrace of the north breezeway.

Situated outdoors, it will create an attraction in the Railyard for residents and tourist alike. The location of the installation will ensure accessibility throughout the year to the public at large, regardless of whether the museum is open.

A native of Albuquerque, Villareal experiments with simple and complex patterns using an array of LEDs. His site-specific installations have achieved international recognition with recent commissions for San Francisco’s Bay Bridge and a series of bridges over the Thames River in London.

The Villareal installation for the Vladem Contemporary will be the first of its kind in New Mexico.

The project will recognize the importance of a native New Mexican who has achieved international recognition for his innovative approach to light, technology, and public art, and place Santa Fe and the Vladem Contemporary among that impressive list of locations worldwide that offer such a unique aesthetic experience.



# ROOFTOP TERRACE

## Rooftop Terrace – \$1,000,000

The Rooftop Terrace is an open-air space that provides a stunning view of eastern Santa Fe and the Sangre de Cristo Mountains. As the museum’s primary site for social programming, the terrace will host special receptions and serve as a rental space for community partners.

The terrace will be furnished with numerous tables and benches, making it the ideal place for museum patrons to relax during their visit.

## Collection Storage – \$500,000

The collection storage in the Vladem Contemporary will increase our overall storage by 83 percent, allowing the New Mexico Museum of Art to collect contemporary art well into the future. One of the most valuable additions is the photography storage vault. The cooler storage vault will allow us to maintain the photographs we currently own, as well as those we will acquire, for approximately an additional 200 years beyond their current projected lifespan.

## Exhibition Staging – \$250,000

The Vladem Contemporary will provide much needed space to prepare artworks for storage and exhibition, as well as an area for curators to lay out artwork prior to exhibition installation. The exhibition staging areas will ease the constraints of the 1917 Plaza building with new workshops for construction, framing, and mounting.

## Studio Bridge – \$250,000

The Studio Bridge will provide an area for museum patrons to relax and to examine the nearby visible collections storage. Adjacent to the artist-in-residence studio, the space will also provide a glimpse of the artistic process during the periods of residency.

## Loading Area – \$100,000

Although the loading area is largely behind the scenes, it is a vital area for the transit of works into and out of the museum. A secure and safe loading area is key to the ongoing maintenance of the museum’s collections and to important loans.

## Naming Opportunities as of 10/01/22

### Vladem

Main Gallery – \$2,000,000

Grande Arcade – \$1,000,000

Collection Storage – \$500,000

Covered Terrace – \$250,000

Studio Bridge – \$250,000

Exhibition Staging – \$250,000

Loading Area – \$100,000

Rooftop Terrace – \$1,000,000

Collection Resource Area:

Workshop – \$100,000

Cool Storage – \$50,000

Coat Hall – *Reserved*

Clean Room/Framing – \$50,000

Transit Storage – \$50,000

### 1917 Building

Changing Exhibitions Wing – \$1,000,000

Interior Courtyard – \$1,000,000

West Sculpture Garden – \$500,000

Lobby – \$500,000

Collections Storage:

Painting Room – \$100,000

Prints/Photography – \$100,000