

Volunteers In Art Newsletter

A Taste for Art

Twenty-Five Years of Museum Support Through Wine & Art

This year the Nevada Museum of Art will celebrate the 25th Annual Taste for Art, a wine and food fund raising extravaganza to support art education and exhibitions at the Museum. In past years, the Museum has attracted well over 1000 participants to the wine tasting which was held in the courtyards of IGT. This year we decided to take advantage of our award-winning Museum facility and appeal to a smaller crowd of participants with higher-end wines and food pairings.

The evening will feature the *Wine Spectator's* food editor, Sam Gugino. Nominated for a James Beard award in 1997, Chef Gugino will sign his best selling book, *Cooking to Beat the Clock* and provide cooking demonstrations in the Prim Theater throughout the evening. Curtis Worrall from Whispering Vine, Mark Gibson from Encore Beverage and Sommelier Christian O'Kuinghtons from the Atlantis Hotel and Casino have selected twenty-five wineries and wine maker participants to pour at this year's event with an emphasis on boutique wineries and premium wines. Frank Family Vineyards, Rombauer, Whitehall Lane and Kenwood are among a few of the featured wineries. Fifteen talented chefs from a range of local restaurants (Charlie Palmer's Steak House and Café Musée to name a few) will prepare delectable bites to complement the wines and create an unforgettable tasting experience. Live jazz will infuse the event from the second floor landing and a band will play music on the roof.

There will also be a small but select wine themed silent auction which will feature food and wine packages, trips, large format bottles and other collectors' bottles.

In addition, in the Founders' Room a "Tasting Plus" will be held offering an exclusive vertical tasting and wine maker panel discussion between 6 and 8 PM. Moderated by Christian O'Kuinghtons, the panel will include very highly-regarded wine makers Ric Forman of Forman Napa Valley Winery (one of Robert Parker's "ten most influential people" in the wine industry), Gary Brookman of Miner Family Winery, Ray Coursen of Elyse Winery and Barry White from Tanner Bey Winery.

A vertical tasting of limited release wines from one of the wine makers will follow the panel discussion. These select wines will be paired with small plates prepared by Charlie Palmer's Restaurant. Tasting Plus participants will gain early access to the event at 5 PM. The Founders' Room event will begin at 6 PM. Only fifty tickets are available at \$200 each for this special tasting. Reservations are on a first come, first served basis. Summer evening cocktail attire is suggested. No one under twenty-one will be admitted. There will be a variety of volunteer opportunities available, please contact Rosalind

**taste
for
art**
25TH ANNUAL
8-9PM, FRIDAY AUGUST 14, 2009

Wine auction • Prominent wineries
Artful cuisine • Cooking demos by
Chef Sam Gugino of Wine Spectator

General Tickets: \$75/\$65 members
Buy online: nevadaart.org/tickets

TastingPlus: \$200 • Early entry
Vertical tasting • Winemaker's forum
Gourmet pairings by Charlie Palmer Steak
Please call to purchase: 329.3333 ext. 234

NEVADA MUSEUM OF ART
DONALD W. REYNOLDS CENTER FOR THE VISUAL ARTS, E. L. WIEGAND GALLERY
329.3333 • www.nevadaart.org



Bedell for more information at rosalind.bedell@nevadaart.org To purchase tickets visit the Museum web site at www.nevadaart.org or contact Edie Hofmeister at edie.hofmeister@nevadaart.org

Docent's Choice

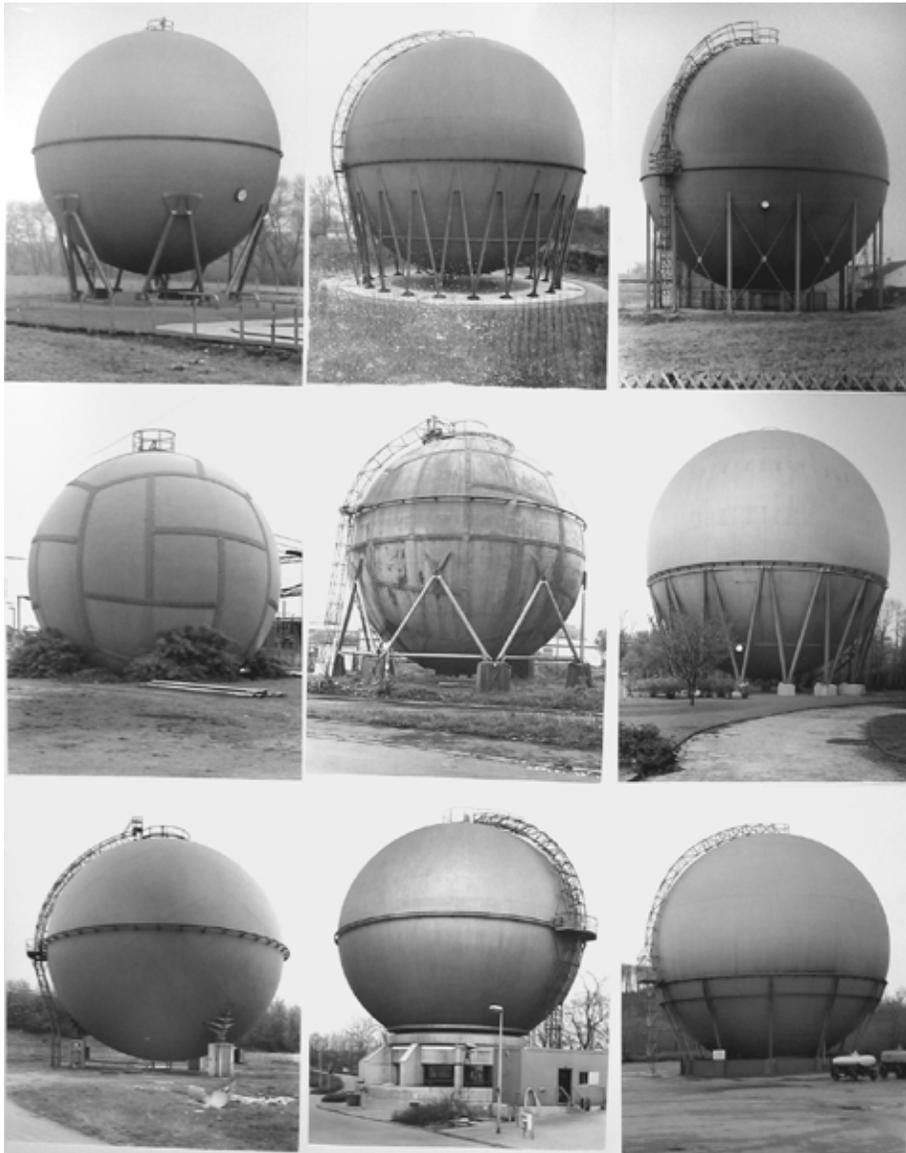
The Grid; Industry's Sculptures

The aesthetic of industry is based on function. It is basically scaffolding with containers and pipes...but to me they are sculptures." Bernd Becher

The work of Hilla and Bernd Becher fills up the Contemporary Gallery with images that are familiar to us. They are the structures that we took for granted, the structures we saw out of the car window and promptly dismissed. The Bechers have made it their life's work to re-consider these vanishing industrial sites -- what they called "sacred sites of industry". Sacred? How did they come to use that word? In the late 1950's Bernd and Hilla Becher, one from East Germany, one from West Germany, had both come to appreciate Germany's industrial heritage and saw it vanishing without documentation. They realized that although obsolete, industrial sites were vulnerable to demolition in the name of progress, no one would dream of destroying historic castles, churches or homes. So the Bechers set about recording other kinds of historic landmarks which they felt were equally important.

When we see a 'grid' of Becher photographs we are struck by the cool and yet reverential approach they have taken. Imagine this young couple waiting for exactly the perfect time of day and weather conditions to create these 'portraits'. They are documentary photographers, in that they record the way a structure looks. But their art goes way beyond that. Each water tower, gas tank, winding tower or coal tipple is right in front of us, filling up the frame with little extraneous matter. The Bechers are asking us to look carefully and respectfully at these structures. They could be temples or churches or balloons. But, of course, they are not. They are chosen for their function. After they had photographed each site from all sides, the fun for the Bechers continued in their studio. It was here that they sorted it all and created their 'typologies'.

If we look at the large grid of water towers on the west wall, we see that the Bechers have made two small grids of winding towers. Each grid shows the same function -- bringing up ore from the earth -- but they show towers built from completely different materials. They've made us consider it all again, in a new way. It is instructive to learn that their first book of these photographs was called *Anonymous Sculptures*.



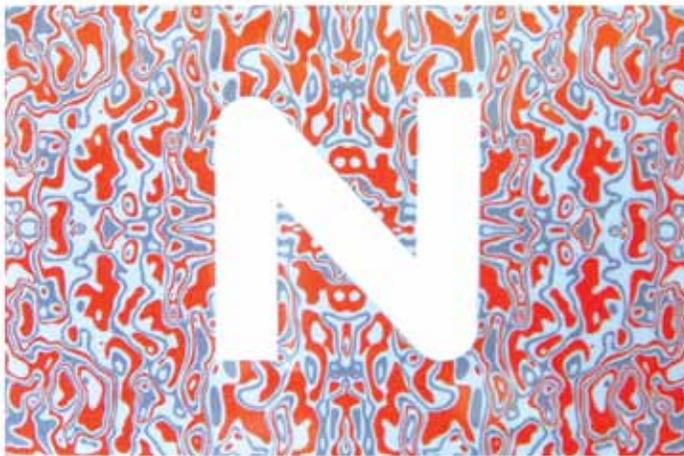
Bernd and Hilla Becher, Gas Tanks (GB Erdgas), 1963 – 93. Black and white photographs, 68 x 56 in. (overall). Courtesy of Private Collection, San Francisco.)

The Bechers are important to the Museum because of their enormous influence on contemporary art. They worked in Europe and the United States, always one step ahead of the wrecking ball, in a style known as the 'New Objectivity'. Their work was included in the 1975 *New Topographics* show, a direct precursor to our own *Altered Landscapes* collection. They taught in Dusseldorf, but their influence on young artists was far-reaching. Sol Lewitt, Robert Smithson, Carl Andre, Donald Judd and Ed Ruscha all admired and were influenced by the Bechers. Let's take another look at The Grid!

Kathleen Durham

A Bold New Look Revamping Our Visual Identity

Have you seen it? The Nevada Museum of Art has a new image.



2009 Museum Membership Card displaying New Logo

Organizations and corporations refresh their visual identity every few years as a matter of branding practice and the Museum was due for a bold new look when they commissioned Brad Bartlett Design, a world class design studio from Los Angeles to create a new visual identity. After Brad and his team flew in for several meetings with staff and board members, they came up with six different designs. The Museum staff chose a combination of two of those selections: a unique and bold “N” created just for the Museum and the seventeen letter form word-mark. The combination of these two designs allow tremendous flexibility while maintaining the Museum’s identity.

According to the Museum’s Annual Report, “The Museum’s new identity is inspired by geothermal mapping... the pattern used on the new membership card translates the mapping of potential energy from Northern Nevada’s landscape into a graphic form. The use of metallic silver ink acknowledges Nevada’s mining history and its heritage of being a silver state.” Although the Museum is slowly rolling out the new logo, a variation of it has already been spotted in a variety of places; the A+E Conference, new membership cards, Museum store items, Museum letterhead and a new exterior sign which will be installed by late August of this year.

Thanks to the largely pro-bono gift from Brad Bartlett’s Design, the Museum’s dynamic new identity now coincides with its future aspirations.

Cami Welsh-Griffith



Volunteers Website *What’s Coming?*

As most of you have probably noticed, the previous edition of the *Volunteers Newsletter* for Spring 2009 had been published online, instead of the much more expensive prior paper format.

Besides the new medium and format of the newsletter, the editorial team – Gosia Clark, Cami Welsh-Griffith and Joan Elder are extremely happy to announce the development of an entirely new volunteers’ website – Nevada Museum of Art Volunteers in Art: <http://nmavolunteersinart.org/>. The goal of the website is to provide information, help make the volunteering experience rewarding and enriching as well as create a platform for NMA volunteers’ communication and stimulate community interaction.

In order to achieve these goals, the website will soon offer a variety of new features such as: calendar for upcoming events with a sign-up functionality, a gallery for uploading and exchanging pictures, automatic reminders, volunteers’ blog and comment wall, in addition to archives of past newsletters. The editorial team has just recently added a page dedicated to the VIA Council – NMA Volunteers in Art governing body. This is where you will find information about the VIA Council, its members, upcoming meetings and matters pertaining to allocation of Volunteers’ funds. As the VIA Council actively contributes to the art collection of the Museum, a separate page will be devoted to introduce and present art purchases made with volunteers’ fund raisers.

Please let us know about YOUR ideas for this website (contact@nmavolunteersinart.org), as we would like to make sure it is useful and informative.

Gosia Clark



Screen Image of VIA Newsletter Spring Edition



New Nell J. Redfield Learning Center

A Clear View of the Future

I'd like to share with you some news about several exciting changes that the Museum's third floor classroom is about to undergo over the next two months. As many of you know, the Museum's third floor classroom is one of the most widely used spaces in the building, serving needs in the School Tours, Teacher Training, hands/ON!, and Kids Open Art Studio programs, to name just a few.

The space, which has until recently never been named, will now be called the Nell J. Redfield Learning Center, thanks to the generous support of the Nell J. Redfield Foundation. When the Museum began to develop the programming and plans for the Center for Art + Environment in 2008, the Museum simultaneously began conversations with the Nell J. Redfield Foundation—which had generously supported the Nell J. Redfield Discovery Center in the Museum since the opening of the new facility in 2003—about the future of the Discovery Center. Thus, plans for the new Nell J. Redfield Learning Center on the Museum's third floor began. As a result of these conversations, we now look forward to several exciting developments over the next sixty days about which I'd like to make Volunteers aware.

First, Will Bruder, the architect of the building, is designing a new entryway for the classroom. The current drywall and wooden door will be removed and replaced with a glass door and window wall in the hallway where the Learning Center is located. This delightful architectural change will showcase the Redfield Learning Center space to the Museum's visitors, who will literally be able to see the learning that takes place in the Museum from multiple vantage points on the most highly trafficked floor in the Museum. Until this project was imagined, the learning that the Museum focuses so much attention and effort upon could not be seen in this very dynamic space because of the physical realities of the wall and door in the Learning

Center. This architectural change will help to present the Museum's focus on education in an exciting new way. Second, in the ongoing project to focus the mission and vision of the Museum's library as a centerpiece of the Center for Art + Environment, all books currently in the Library collection related to education and art techniques will be migrated to new shelving that will be installed in the Nell J. Redfield Learning Center, creating a kind of satellite library for the Education department for use by teachers, students and families. Finally, the walls inside of the Learning Center will be treated with a material that will allow us to hang far more student art and educational materials than we have ever previously been able to. Once the three-day construction process is completed by late summer or early fall it will be possible to hang art projects created by students in the Museum's most popular programs from floor to ceiling around the entire room, visible through the new glass door and wall. I hope that the changes I've described here sound as exciting to you as they are for me. I hope that you will also join me in celebrating the new look and feel of the Nell J. Redfield Learning Center in the coming months.

Colin M. Robertson, Curator of Education

Museum News Dates & Updates

- The next VIA Council meeting is scheduled for September 9th, 2009. At the Museum from 4-5PM. Volunteers are welcome to attend.
- The following Art Bites will take place Fridays at 12 noon. Members are \$4, Nonmembers \$5. Seating is based on a first come, first served basis.
 - Aug. 28th** *Character Sketches: Novelist Christopher Coake on Literary Portraits.*
 - Sept. 11th** *How to Make A Tapestry in the Twenty-first Century.*
 - Sept. 25th** *Mirror Painting (Blood Red): An Art Historians Perspective on Gerhard Richter*
- August's First Thursday will take place on the 6th. Join Guitar Woody and The Boilers as they perform on the rooftop of the Museum.
- Thursday, August 13th *Burning Man Bikes* from 5-7 PM and a one time only screening of the documentary film *Dust & Illusions: A History of Burning Man* will play at 6 PM. Adults \$10, Members \$8 for each event.
- Thursday, September 24th, architect Eric Cobb will speak about the *Black Rock Design Institute* in the Museum theatre at 6 PM. Adults \$10, Members \$8.
- Your last chance to see the Jennifer Steinkamp Exhibit, *Fly to Mars* will be August 9th. Don't miss it.



New Staff Members

Welcome Linda & Jackie

Welcome Linda Dierks, our Vice President of Advancement.

Linda brings with her more than 20 years of demonstrated success in leading and implementing fund raising strategies for non-profit health care organizations, major academic institutions and private colleges.

Prior to joining the Museum, Linda worked as the Vice President and Chief Development Officer at the Saint Mary's Foundation. Her accomplishments in that role included exceeding the annual gift goal by \$2.4 million, recruiting eight new board members, preserving \$3 million in state grant funding and organizing a gala event that generated \$1.3 million in net contributions for hospital renovations.

Linda also worked as the Director of Major Gifts at the University of Nevada, Reno; the Director of Development, Development & Alumni Relations in the College of Human and Community Sciences; the Director of Development at Sierra Nevada College; the Principal and Major Gifts Officer at the California Institute of Technology; and she served as a member of the management team at Stanford University that orchestrated the record-setting \$1.1 billion Centennial Campaign. Linda has served as president of the Association of Fund Raising Professionals, a mentor of Development Professionals of Northern Nevada, an advisory board member of the Nevada Women's Fund, a trustee on the board of the Association of Disability Resources and is a member of Western Industrial Nevada. Linda holds a bachelor of arts from Utah State University.



Linda Dierks,
VP of Advancement



Jackie Clay,
Museum Store Manager

Welcome Jackie Clay, our new museum store manager.

Jackie Clay has been a museum professional for over 20 years. Originally from California, she came to Reno in 2000 to work at the Nevada Historical Society as the History Curator. She left 5 years later to open her own store, ClayNichols, a gift store and art gallery.

Jackie is married to Tyler Clay, owner of Coldwell Banker Commercial Clay & Associates, and has one son, 11 years old, Monty.

Art Bite

Volunteers Explore

A Transformation of Space

The mysteries of installation art were unveiled at an Art Bite July 10 when University of Nevada art instructor, Jeff Erickson discussed Jennifer Steinkamp's *Fly to Mars* media installation.

His comments, titled *Wall Works; Art for Everyone?*, weren't limited to digital art exclusively, but addressed the wide variety of works that artists create to transform spaces, indoors and out, that alter the viewer's perception of that space. His presentation began in the Art + Environment Lab where archival material about the creation of land art, specifically the enormous Nevada and New Mexico installations by Michael Heizer and Walter DeMaria, is on display.



Joining in an informal discussion before the event began were, from left, Bob Anderson, docent, Jeff Erickson, Julie Salahria, docent, Kathleen Durham, docent and Hanna Porter, guest

Volunteers Needed



Are you interested in serving on the volunteer board, or learning web design? Have you always wanted to explore being a docent? We are currently looking for help in these areas as well as the Annual Arts and Flowers Luncheon, support for planning volunteer recognition events and administration work. For more information, please contact Rosalind Bedell at rosalind.bedell@nevadaart.org.

Annual Arts & Flowers Luncheon

Save the Date for Nov. 5th!



The Volunteers in Art will be hosting the 28th Annual Arts and Flowers Luncheon on Thursday, November 5 at Harrah's Convention Center. This is your opportunity to shop the artisan mall for distinctive, original, handcrafted holiday gifts. Your favorites, like the Santa lady will be there, as well as, 11 new vendors. Among the new artists are creators of soaps and candles; fused glass ornaments and necklaces; hand-woven tea towels and table runners; several new jewelers; hand-woven baskets; gourds and veggies made from upholstery fabric; Christmas coasters and pet pads. If you aren't sure what a pet pad is, be sure to arrive at Arts and Flowers early!

In addition to the artisan's mall, guests can bid on several high-value silent auction donations. In the past, items have included flight vouchers and mall gift certificates. Guests also can purchase raffle tickets for one of the specially prepared raffle baskets with values ranging from \$200 to \$1,000. Back by popular demand, buyers can



Eleven new vendors have been added for your shopping pleasure. Handcrafted items including fused glass necklaces, hand-woven tea towels and pet pads will be sold. Come early & shop 'til you drop.

choose which raffle basket they want to win. For each \$20 of tickets, the buyer will receive one ticket for the GRAND prize basket.

Profits from Arts & Flowers are the only source of funds for the museum volunteer organization. These funds are used for special staff requests, art for the museum permanent collection and to fund volunteer events. Special staff requests in the past have included interactive technology for the education department and cost saving

tools for the curatorial department. The annual Volunteer Recognition Day and Holiday parties, the volunteer newsletter, the volunteer pins and all general volunteer



Guests may pick the raffle basket they want and be eligible for the Grand Prize Basket with a purchase of \$20 or more.

support are all funded by Arts & Flowers.

There are several ways you can help make the event a success.

- We welcome your help in obtaining donations for the raffle or silent auction. If you know someone who may be willing to make a donation contact Lucy Walker, artgirl734@yahoo.com. They can make sure we haven't already contacted your donor and can help you contact them if needed
- We always need interesting items for the raffle or silent auction; art work, something from one of your travel locations, unusual gifts. If you have an interesting item you would like to donate contact Lucy Walker.
- We also always need volunteers the day of the event, selling raffle tickets, helping the artisans or helping set up for the event. If you would like to help contact Rosalind Bedell at the NMA, 329-3333, ext. 252
- If you can't help with donations or as a volunteer you can help by underwriting a staff member's lunch. A donation of \$25 buys lunch for one of the staff who supports the event and says thank you for all that they do. Contact Lucy Walker.

Finally, come out and enjoy the event. Put together a table of ten friends or just make a reservation for yourself. Be sure to reserve the date, November 5, come to lunch and buy all your holiday gifts at the artisan mall. Reservations are available starting September, 15.

This event will sell out. All proceeds will benefit the exhibition and education programs of the Nevada Museum of Art. Tickets are \$45 per person or \$450 for a table of 10. Purchase your ticket online at www.nevadaart.org/tickets or call the reservation line at 775.329.3333 ex. 286. Pre-paid reservations are required and are limited to the first 500. The tax-deductible portion of each reservation is \$15. As a cost-saving measure, we will be forgoing a mailed invitation, so please SAVE THE DATE for this exciting and popular event.

Lucy Walker

Docent Training

Summer 2009

Summertime is upon us and what better way to spend it than meeting other interesting people, learning about art and becoming a docent.

In response to huge demand for guided tours from local schools and community, the Education Department of the Museum has recruited a new group of docents. Starting on June 2nd through September 2nd, 2009, they began their training program.

The program consists of three modules: Principles and Elements of Design, Art History and Gallery Teaching. With a hands-on approach to Principles and Elements of Design taught by Jennifer Ishimatsu, students learn about fundamentals of design, various artistic media and techniques. Students have an opportunity to unleash their own creativity through art projects involving drawing, mixed media, clay and printmaking.

The next step is Art History. Colin Robertson provides a wealth of knowledge about the last two hundred years of historical events influencing trend-breaking artistic movements and shaping the art world of today. Students eagerly engage in stimulating discussions about artists and their works. The open format of the module allows participants to share their observations and ponder over the meaning of art.

And last, but not least, is the Gallery Training. Colin Robertson explains the role and responsibility of docents in the art education. He discusses different learning styles, group management techniques, nuts and bolts of a tour

design and gallery experience. Again, the open structure of this module allows interesting debates.

The program offers first hand information about museum events. It is free of charge and the group meets twice a week for two hours. But the training doesn't end there. As

future docents, they will be engaged in frequent educational sessions about the current and upcoming exhibitions, art on display and also meeting visiting artists. Most importantly though, they will be able to help museum visitors, no matter how young or old, expand their visual experiences and appreciation of art. If you are interested in becoming a docent please contact Colin Robertson at colin.robertson@nevadaart.org for more details.



Paris Almond at Docent Training



Lucinda Gunderson (Smock), Linda Canavan (Pink) and Jacque Dawson in the distance glazing their pottery.



Ginny Jubert, Lucinda Gunderson and Diane Scott are working with glazes.

Museum Hours



MUSEUM GALLERY & STORE
 Wednesday – Sunday 10 AM to 5 PM
 Thursdays 10 AM to 8 PM
 Galleries and Store are closed Monday & Tuesday and National Holidays

LIBRARY
 Wednesday – Sunday 11 AM to 2 PM
 1st Thursday 5 to 7 PM

CAFÉ MUSÉE
 Wednesday – Sunday 11 AM – 2:30 PM
 Closed Monday & Tuesday

ADMINISTRATIVE OFFICES
 Tuesday – Friday 9 AM to 5 PM

Gosia Clark

Nevada Museum of Art Staff

David Walker, Executive Director and CEO, ext. 229

Anthony Alston, A/V Technician, ext. 113
Rosalind Bedell, H.R. and Volunteer Director, ext. 252
Jackie Clay, Gift Shop Manager, ext. 107
Linda Dierks, Vice President of Advancement, ext. 332
Arlene Feola, Controller, ext. 231
Erik Flippo, Designer, ext. 263
Sara Frantz, Registrar, ext. 258
Nancy Hansford, Sales Assistant, ext. 107
Edie Hofmeister, Senior Associate Director of Museum Advancement, ext. 234
Vic Hopner, Director of Operations, ext. 114
Connie Howard, Grant Writer, ext. 230
Jen Ishimatsu, E.L. Cord Museum School Dir., ext. 260
Sara Kennedy, Mgr. Special Events/Rental Prg., ext. 225
Katie Lewis, Curatorial Asst./Exhib. Coord., ext. 259

Chris Martin, Preparator, ext. 256
Rachel Milon, Director of Marketing and Comm., ext. 228
Claire Munoz, School Services and Outreach Mgr., ext. 253
Amy Oppio, Deputy Director, ext. 251
Colin Robertson, Associate Curator of Education, ext. 254
Amanda Rookey, Associate Director of Museum Advancement, ext. 232
Julie Tausch, Membership Coordinator, ext. 265
Ann Wolfe, Curator of Exhibitions & Collections, ext. 255

Admissions Desk, ext. 100
Café Musée, ext. 147
Gift Shop, ext. 107
Founders Room, ext. 317
Library, ext. 204
Security Office, ext. 113

Nevada Museum of Art Phone Number 775-329-3333

This newsletter is edited and produced by Gosia Clark, Joan Elder and Cami Welsh-Griffith. Your comments and suggestions are welcome. Please contact us at contact@nmavolunteersinart.org

Volunteers in Art
Nevada Museum of Art
160 West Liberty Street
Reno, NV 89501

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