

A Brief Profile of CAM

CAM (the Contemporary Art Museum) was established in 1983 in Raleigh, N.C. as the City Gallery of Contemporary Art to complement other area museums and visual art venues by presenting solely contemporary art. CAM—a non-collecting museum serving the Triangle area and beyond—has since presented important exhibitions including both national and international artists. The name change to CAM came in 1996 as part of a plan to ensure long-term viability that included establishing a permanent home.

CAM merged with the NC State University College of Design in 2006 to provide unique opportunities for study and the development of groundbreaking interpretative tools. The vision for CAM has broadened to include the exploration of the intersections of art and science, technology and design, illustrating the relevance of contemporary art and design to daily life.

CAM will be able to draw on the skills and creativity of the students and faculty of the College of Design in offering visitors innovative ways of engaging with and appreciating contemporary art and design. Adult and family programming will feature a wide range of public programs including lectures, discussions, readings and presentations involving artists, scholars and critics of contemporary art and culture. The result will be a museum filled with energy and imagination and an education and outreach program that promotes a greater understanding of the role of creativity in our everyday lives.

The offices of CAM are currently housed within the College of Design and CAM's programs continue, utilizing spaces throughout the triangle community. CAM will eventually move to a new facility at the core of a mixed-use development incorporating residential and commercial space at 409 West Martin Street in Raleigh's newly-developing warehouse district. The new facility will provide CAM with the exhibition, education and administrative spaces necessary to fulfill its programmatic mission. The Contemporary Art Foundation, created in early 2006, is now the sole owner of the West Martin Street property with responsibility for raising the additional capital required to transform the site and create and maintain a museum home for CAM. Grubb Properties is the partner in this development of the site.

While awaiting the completion of the museum building, CAM will be creative in planning and presenting exhibitions that attract audiences, build on CAM's reputation for exciting and innovative programs, and generate excitement and anticipation around the opening of the permanent facility scheduled for 2009.

The History of CAM

CAM (the Contemporary Art Museum) was established in Raleigh, NC in 1983 in response to a City of Raleigh Arts Commission study that identified a need to complement other Triangle area museums and visual art venues by presenting solely contemporary art. The museum opened in 1986 on Blount Street. Then called the City Gallery for Contemporary Art, it was credited with helping make the Moore Square area a hub for galleries, restaurants and specialty shops. A distinguished record of exhibitions followed representing national and international artists including Robert Rauschenberg, Juan Gonzalez, Jerry Kearns and Yoji Matsumura.

In 1996, facing difficult funding cuts, the staff and Board began a planning process that would ensure the museum's long-term viability. Strategic choices were made to change its name to Contemporary Art Museum, Inc. and to move CAM to a permanent location. In 1997, CAM purchased a 20,000-square-foot warehouse on a half-acre lot at 409 West Martin Street in the heart of Raleigh's emerging, revitalized warehouse district.

In 2005 the City of Raleigh awarded CAM a \$1 million five-year capital grant from July 2006 to build the museum facility.

In February 2006, CAM announced a merger with NC State University's College of Design and the creation of the Contemporary Art Foundation, a 501(c)(3) organization separate and distinct from CAM. This move separates CAM's programmatic functions from its capital fundraising responsibilities and strengthens both efforts in significant ways. The Foundation is the sole owner of the 409 West Martin Street property. Its primary goal is to raise the additional capital required to transform the site and create and maintain a museum home for CAM. In the longer term, the Foundation will support contemporary art beyond CAM.

The development of the site: In January 2006, Grubb Properties of Charlotte was selected as the partner to develop the half-acre lot. Grubb Properties has a long history of community-centric development and an affinity with downtown revitalization efforts.

The site is expected to develop as a mixed-use project that makes an architectural statement on the city's skyline and incorporates loft-style condominiums, retail space, underground parking and artist studios surrounding the Museum. The precise mix has been the subject of discussion involving input from representatives of the region's arts community, civic leaders and organizations, and CAM's future neighbors.

In cities throughout the country the arts have consistently been a vital component of urban renewal. CAM will serve Raleigh's downtown renaissance by establishing itself as the visual arts anchor in the warehouse district, making the commercial and residential space a desirable address. CAM's programming and facility will confirm its role as an urban cultural center, a downtown meeting place and a catalyst for change vital to the region's urban renaissance.

The current transformation of CAM into a world-class cultural venue is the perfect complement to the other magnificent projects currently under development in downtown Raleigh.

The Merger of CAM with the NC State University College of Design

An exciting relationship was established in February 2006, when CAM (the Contemporary Art Museum) joined the College of Design at NC State University, becoming a component of the College's Art + Design in the Community Initiative. The merger expands the College's K-12 outreach and introduces students and faculty to an enormous range of new creative and learning possibilities. It also positions the College of Design among an elite few design schools with museum affiliations, while providing CAM with the organizational infrastructure required for sustainability.

CAM, which will continue to serve the broader Triangle community and beyond, is a distinct entity within the College of Design similar to a research center or academic unit. An executive director and programmatic staff will retain primary responsibility for operations and raising the funds necessary to run the museum, guided by an advisory board. The private gifts directed to support CAM's operations and programming will be managed by NC State University, with separate accounting and designation.

Significance of the merger: For the College of Design, the acquisition presents a venue for its students to explore real-world application of the creative endeavors taught in the classroom, a rare opportunity that will enhance students' experiences and promote the development of groundbreaking interpretative tools.

CAM will draw on the skills and creativity of the students and faculty of the College of Design in offering visitors innovative ways of engaging with and appreciating contemporary art and design. The result will be a regional museum filled with energy and imagination and an education and outreach program that promotes a greater understanding of the role of creativity in our everyday lives.

Visitors will encounter a museum that recognizes the challenge of understanding contemporary art and offers creative ways of meeting the challenge of how art is presented and interpreted.

According to Dean Marvin J. Malecha, "This is a meshing of sympathetic missions. Both entities encourage creativity and community engagement through art and design. This affiliation combines the powerful exhibitions presented by CAM with the educational expertise of the university to create a transformational museum experience. There also exists the potential for new academic programs in museum management; for students and faculty to significantly enhance resources for the community; and for interaction with faculty, staff and students with the mission of the museum as well," says Malecha. "This effort will be a venue to trumpet the value of design — the process, the methods and the artifacts. This is our version of a teaching hospital. This affiliation also supports the college's land-grant mission to serve the citizens and communities of North Carolina."

First steps: The first step in establishing what this relationship means for the community was a collaborative studio with the College of Design sponsored by the Goodnight Educational Foundation. Held during the spring 2006 semester, the studio brought constituents of CAM together with faculty and students of the Art + Design and Graphic Design departments. The studio investigated and developed visualizations that communicated 'what CAM is' and 'what CAM can be' through the dual lenses of art + design and graphic design. The outcomes, presented in May 2006, have helped shape two subsequent representations of CAM. A brochure mailed to 5,500 College alumni and CAM constituents announced the merger and included a solicitation that has raised critical operating funds for CAM. A prototype Web site developed in the spring has prompted a second sponsored studio in the fall 2006 semester that is designing a new Web site for CAM to go live in January 2007. The site will serve as CAM's virtual 'location' in lieu of an actual one and will remain a place where programs can reach out and engage the community and where the community might come to share, learn, and participate in CAM's evolution.

The Vision for CAM

CAM's vision is to redefine the relationship of museums and communities by presenting exhibitions in novel ways that illustrate the relevance of contemporary art and design to our everyday lives.

CAM's mission is to utilize contemporary art and design as a medium to explore the role of creativity in daily life and to inspire understanding and appreciation of our changing world.

Through imaginative use of visual art and design, CAM will emerge as the community's focus for the exploration of issues and themes relevant to our time. This will be done by making education central to CAM's work in

- Offering an innovative and engaging, non-collecting museum that offers novel ways of meeting the challenge of how art is presented and interpreted
- Encouraging new perspectives on complex ideas by presenting stimulating exhibitions and programs that are theme based and incorporate multiple points of view
- Enabling visitors to perceive the world in new ways, opening the door to new opportunities and innovations
- Highlighting the important role of creativity in everyday life

The College of Design community sees CAM as an urban cultural center that stimulates imaginative thinking and problem solving across boundaries and disciplines in ways that are engaging and enjoyable. By exploring the intersections of art, science, technology and design, CAM will promote the ingenuity that gives business its competitive edge, complementing Research Triangle Park, which fosters innovative entrepreneurship, leadership and technical advances.

Visitors will be invited to join CAM in creating a new kind of museum filled with energy and imagination with the potential to fuel innovation. People young and old will visit CAM to explore important issues and ideas through the medium of art and design, returning for new experiences and bringing others to share in their journey of discovery.

CAM's Programming

CAM will achieve its mission through its programming, which will include exhibitions as well as structured educational activities and community outreach. Both will include a variety of media, techniques, sights and subject matters with themes that reflect trends in the Triangle community and beyond.

The aim is to present world-class contemporary art and design to both a general audience and the art expert while being mindful of contemporary art offerings in other local, regional, national and international institutions.

Programming Concept: CAM's primary aim is to engage visitors in ideas that are relevant to their everyday lives, including intangible abstract notions—the miraculous in the mundane of daily life. CAM's exhibitions will connect such overarching themes with the ideas embodied and expressed in individual works of a diverse range of artists whose ideas are relevant to the chosen theme. This approach gives visitors a frame of reference to access the art and interpret the artists' vision, while enhancing their own understanding of the theme.

Art, Artists and Programs in Practice: Centered on ideas, thematic exhibitions will embrace works by numerous artists rather than works by one artist. CAM is open to involving creative individuals of diverse backgrounds, and whether emerging or established, self-taught or educated, local or international, whose works best articulate these ideas. This approach will lead to the inclusion of a variety of media, techniques, sites and subject matters in CAM's programming.

Innovative interpretation: Contemporary art and design can be challenging, intimidating or inaccessible, leaving the viewer feeling frustrated, inadequate, or even duped. Demystification is an exciting challenge for CAM, which will provide qualified gallery staff trained to interact with visitors, as well as multiple interpretative tools to enhance visitors' experience and understanding of the works of art, the artists' creative vision and the relationship to the broader theme.

Interpretative tools—which can be viewed as navigational devices—can offer multiple ways to access the works and should provide choices to visitors for how the works are encountered. By involving the audience in the decision-making process, CAM can offer transformational experiences for its visitors.

CAM expects to develop novel learning methods and effective modes of communication by bringing together creative teams of artists, curators and educators in association with the progressive and experimental learning models being developed at NC State University College of Design, the University's Friday Institute for Educational Innovation and other community partners. In this way, CAM will function as an incubator of ideas for the delivery of information in a manner that is smart, clear and compelling.

Education and community at its core: At the core of CAM's mission is educational and community outreach programming that supports and informs the teaching activities of schools and the universities, while also connecting families through art. Parents will have an interactive medium to help connect with their kids.

Adult and family programming will feature a wide range of public programs including lectures, discussions, readings and presentations involving artists, scholars and critics of contemporary art and culture. These programs will be available both on- and off-site and in some cases, available through Web cast technology.

Nicole Welch, curator of education for CAM views the affiliation as a powerful tool for the entire community. "Education and audience engagement will be at the very core of everything that CAM does. CAM will serve as a forum for the interaction between its audiences and the artists, designers and creative thinkers of our time. Through its collaboration with the College of Design and other cultural institutions, CAM will bring forth new learning opportunities by reframing the way art is interpreted."

CAM's programming will be accessible and valuable to educators and their students, providing a forum for the interaction among them and the artists, designers and creative thinkers. The affiliation with NC State University College of Design will enable CAM to expand the opportunities available to middle and high school and university students year-round in the classroom, in the Museum and out in the community. After-school programs, summer camps, internships and student docent programs will be a vital component of CAM's overall educational programming.

CAM will collaborate with schools and universities to shape the educational component in its overall programming, host visiting scholars-in-residence programs and serve as a training platform for undergraduate and post-graduate students and continuing education for teachers.

The new museum facility will have both large and intimate gallery spaces as well as classrooms to serve teachers, students and school partnerships. New technology will be accessible as both an art form and an education tool.

Moore Square: Past, Present, and Future: One of CAM's existing programs, *Moore Square: Past, Present, and Future*, demonstrates how art and design can communicate issues facing our community and reshape the way in which we experience public spaces. This annual multi-disciplinary arts project focuses on the history, development and future of downtown Raleigh and its community. Student participants meet with urban planners, downtown developers and historians; document downtown through photography and drawing; and create artwork incorporating historic imagery and their own photography. Each year CAM identifies a specific section or aspect of downtown Raleigh as the program's focus. Past topics have included the Moore Square Historic District and Raleigh's Fayetteville Street. This project gives middle-school students an opportunity to become active participants in the community-wide discussion of downtown Raleigh's renaissance. By examining the history and learning from the past, students develop their own ideas for the future. The program culminates in a public exhibition of the students' artwork in storefront windows throughout downtown. The students also have the opportunity to present their ideas directly to the public at a project reception celebrating the completion of the program.

Current status: While awaiting the move to the new facility, CAM programming will be presented at various venues. For example, CAM's popular Exposure Time fund-raising event took place at 409 West Martin Street in October 2006. Additional public programs planned for the 2006-07 fiscal year explore the theme of growth and expansion.

Supporting CAM

There are numerous ways that people can support CAM. They can select from a variety of direct giving options or donate time through volunteer opportunities. And the gift does not have to be huge; all donations contribute to our success. We welcome all involvement.

CAM needs financial support

All the options outlined below—from writing an annual check in support of CAM's current needs to making a major or planned gift for an endowment or a capital project—are important ways that donors can support CAM. Such financial support enables CAM to continue its outreach efforts in the community through programs like the Moore Square Magnet Middle School After-School Program and the College of Design's summer Design Camp as well as events such as Exposure Time. The gifts also provide important funding of CAM's daily operations as we develop our first post-merger public programming. The numerous giving options available are divided between outright gifts and planned gifts. Gifts qualify for any applicable deductions on income, gift or estate tax returns.

Outright Gifts

Gifts of Cash: Gifts of cash are the easiest and most direct way to make a gift to CAM. The most recognizable form of a cash gift is a yearly contribution. Cash gifts can also provide programmatic support or fund endowment opportunities.

Cash gifts are made by sending a check payable to CAM to:
CAM
College of Design
Campus Box 7701
Raleigh, NC 27695-7701

Gifts by Credit Card: We accept credit card donations using Visa, MasterCard, Discover and American Express. To make a credit card donation to CAM, donors should call the College of Design Development Office at (919) 513-4310 or email Carla Abramczyk at carla_abramczyk@ncsu.edu, who will provide assistance.

Matching Gifts: Many corporations and businesses sponsor matching gift programs that will match charitable contributions made by their employees, employees' spouses or retirees. This is a great way to double or even triple gift to CAM. Anyone interested in multiplying their gift in this way should call their human resources department to determine matching gift policies and procedures.

Other Giving Opportunities: Carla Abramczyk of the College of Design Development Office at 919-513-4310 (or carla_abramczyk@ncsu.edu) can provide information and guidance to any donor interested in making a gift to CAM of

- Securities
- Real estate
- Life insurance
- Gifts-in-Kind
- Honorary or Memorial gifts

Planned Gifts

In addition to annual giving, the development staff is available to assist donors with many different types of planned giving—bequests, living trusts, charitable gift annuities and so-on. You can remember CAM in your will or make CAM the beneficiary of a charitable remainder trust, a life insurance policy, or a gift annuity. Please contact either the College of Design Development Office at 919-513-4310 or the Planned Giving Office at 919-515-9076 for assistance.

Recognition

Chancellor's Circle: Any donor to NC State University or its colleges and programs such as CAM is eligible for a Chancellor's Circle membership with unrestricted gifts totaling \$1,000 during a single fiscal year (July 1- June 30). Couples may also qualify through their total combined giving and matching corporate gifts count too. NC State faculty and staff, retired faculty and staff, and young alumni (graduated in the past ten years) are eligible for Chancellor's Circle membership with a gift of \$500.

Recognition Levels

Visionary:	\$25,000 +
Pacesetter:	\$10,000 - \$24,999
Partner:	\$5,000 - \$9,999
Patron:	\$2,500 - \$4,999
Member:	\$1,000 - \$2,499
New Generation Member:	\$500 - \$999

Benefits

- Invitation to a special event with the Chancellor
- Acknowledgement on the Annual Giving website and in College of Design publications
- Personal assistance with NC State related matters through the Annual Giving office
- Opportunities to meet other alumni, parents, faculty/staff and friends of NC State

Lifetime Giving Societies: Membership in the Lifetime Giving Societies is based on cumulative outright gifts and/or irrevocable planned gifts that support NC State University. Donors and their gifts become a part of the University's legacy and heritage, and the Lifetime Giving Societies honor and recognize the University's most generous supporters. Depending on the level of giving, Members are inducted into societies named for six provident benefactors who shaped the history of NC State University.

Additional information on the Lifetime Giving Societies can be obtained by contacting the College of Design Development Office at (919) 513-4310.

Volunteer with CAM

Volunteers play a very important role in supporting CAM's work by helping with a wide variety of events. If you are interested in volunteering, contact our office at (919) 513-0946 or email nicole_welch@ncsu.edu.