

FY2021 Base Augmentation Request, Blaffer Art Museum

If you believe that an augmentation to your requested FY2021 base budget is a critical requirement, please submit a separate request itemizing and justifying the requested augmentation.

The Blaffer Art Museum respectfully requests a Base Augmentation in the amount of \$7500 to provide foundation-setting support to develop new programs that will amplify the way students at UH make, and think about art. In FY20, the Blaffer will expand its role as a public platform for the production and promotion of art and design produced by UH students in a professional setting.

Beginning in the FY20 fall semester, the Blaffer has extended its Thursday hours until 8:00pm to increase accessibility to students in the evenings. With this expanded platform, the Blaffer has begun to implement more programs specifically designed for students, by students. If additional base funding is secured from SFAC, **Blaffer Art and Design (BAD) 2.0** will be launched in FY20, and **First Friday Studio Sessions** (in its first year from the support of a FY20 One-Time Augmentation of SSF funds) will graduate from pilot status into an embedded ongoing program. These initiatives require increased resources, and we feel it is a wise investment in the museum's increased commitment to student creativity and entrepreneurial innovation. A dynamic campus marketing and communications plan will also be implemented to promote these programs within UH, as well as the wider Houston art and design community.

Blaffer Art & Design (BAD) is being re-established as a collaboration with faculty and students from Industrial Design (Gerald D. Hines College of Architecture), Graphic Design (School of Art, KGMCA) and the School of Art (KGMCA: Printmaking, Photography, Ceramics). Students will



Artworks previously featured in Blaffer Art and Design (BAD)

design limited editions of artwork to be displayed and sold exclusively in a highly visible shop in the museum lobby. The students will design works during the spring semester, enter production over the summer, and the first line of limited edition items will be available in fall 2021. Students will be financially commissioned by the Blaffer, and the Museum will pay for the fabrication and presentation of these multiples and editions. In so doing, this project will spotlight students' achievements to make them an integral part of the museum's program – featured alongside museum exhibitions of internationally renowned artists.

Program Budget: With its production and marketing costs, the yearly BAD program budget is \$4000.



Making collages at Abstract Workshops, pilot program for the Studio Sessions

First conceived under the title “First Friday Tours,” **Studio Sessions** are a series of interactive art-making activities provided to students on the First Friday of every month from September through April (eight events in total). Each of these Fridays also feature free, docent-guided tours of Blaffer exhibitions. The goal is to make the museum’s exhibitions feel accessible and relevant to students’ daily lives, and to offer the platform to respond via hands-on art making, along with socialization and refreshments.

Program Budget: Including costs for docents (tour guides), materials, food, and marketing, is \$3500.

Total Base Augmentation Request: \$7500