

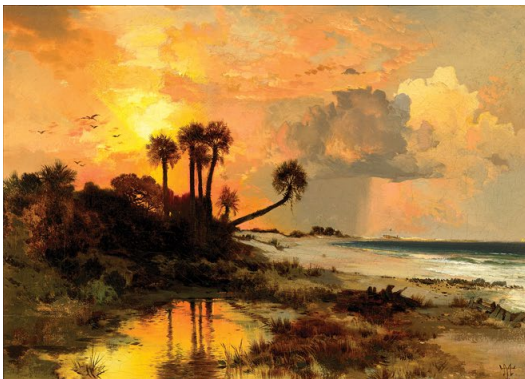


## Harn Museum of Art

### Nature and Culture Destination Grant FY2021 Funding Adjustment Request

The Harn Museum of Art would like make a few adjustments to its FY2021 Nature and Culture Destination Grant Budget to publicize two new exhibitions. The budget amount for where the advertising will be placed remains the same. See also the revised grant budget which highlights in yellow the changes in exhibitions.

In the FY2021 grant application the Harn requested funding to promote the exhibition titled *Text and Image*. When the Harn Museum of Art was made aware that it would receive a large gift of art depicting Florida in late 2020, the museum's exhibition schedule changed to postpone the *Text and Image* exhibition and immediately display these new gifts instead. The press release for the new gift is [here](#) and a description of the exhibition below.



### **A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers**

**February 26 – August 1, 2021**

*A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers* is the inaugural exhibition celebrating the transformative gift to the Harn Museum of Art from Samuel and Roberta Vickers who formed one of the world's most extensive collections of Florida-themed art. *A Florida Legacy* features nearly 170 paintings, watercolors and drawings representing 125 artists who drew inspiration from Florida's history, landmarks and natural attractions. The selected works on display will cover a broad range of themes such as lyrical views of scenic coastlines and natural waterways, depictions of well-known historic landmarks, and scenes capturing popular forms of entertainment enjoyed by locals and tourists alike.

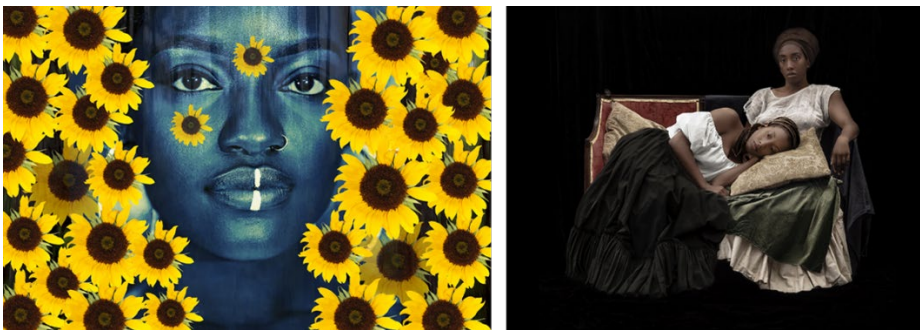
The exhibition includes many prominent American artists from the late nineteenth to the mid-twentieth centuries, including Milton Avery, Ralston Crawford, Winslow Homer, Martin Johnson Heade, Herman Herzog, Thomas Moran and John Singer Sargent. The works of art featuring Florida as well as the well-known artists who

created these works will draw many visitors to Gainesville. The exhibition has been open for two weeks and attendance has risen by at least 200 visitor each week when compared to the first four weeks in January. Increasing visibility of this exhibition will have large impact on our attendance as well as visitors coming to the Harn from outside of the county.

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Because the Harn wanted to feature *A Florida Legacy* right as this exhibition opened in Arbus Magazine (Jacksonville Arts and Business Journal), the second exhibition promoted in the magazine needed to be adjusted. The *Shadow to Substance* exhibition has just been organized over the last two months and will also be a draw to visitors through its depiction of Black life through historical photographs paired with contemporary photographs. This exhibition on view at the same time as *A Florida Legacy* also demonstrates the variety of exhibitions that can be viewed at one time during your visit. A full description of *Shadow to Substance* is below.

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### **Shadow to Substance**

**July 27, 2021—January 2, 2022**

The exhibition, *Shadow to Substance* creates a chronological arc from the past to the present and into the future using historical photographs from the Harn and UF Smathers Library collections and the lens of Black photographers working today. It pictures histories of enslavement, Jim Crow Florida, the Great Migration, the Civil Rights Movement and Black Lives Matter. But it does so through images that expand ideas around healing, myth, intimacy, joy, resistance and rebirth. The exhibition, and its attending programs, will create a space for visitors to see and identify with uplifting narratives shaped by an invigorated portrait of Black life.

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Thank you for considering allowing the Harn to change a few of the exhibitions that will be promoted with FY2021 grant funds. As I mention previously, the advertising vehicles will remain the same but some of the exhibitions would change because of adjustments in the Harn's exhibition schedule. I believe these are positive changes that will attract more visitors to our area.