



USC Pacific Asia Museum

A case for support

THE
CAMPAIGN
for the
University
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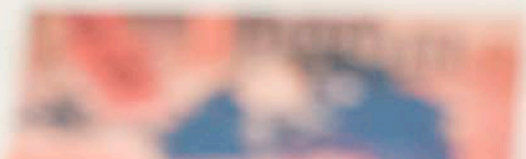
Imagine a museum...

... where art lovers from all over the world come to experience a collection of treasures like no other from Pacific Islander and Asian arts and cultures.

... where faculty scholars expand our understanding by immersing themselves in the collection and making connections to diverse academic disciplines.



... where an active program of exciting exhibitions and events stimulates an authentic exchange of ideas, research, and discourse.



... where visitors can enjoy a welcoming and architecturally significant building that not only showcases and protects art, but is itself a work of art.



... where schoolchildren from the community are introduced to the joys of art appreciation and learn about the richness of other cultures.



... where a fully digitized collection expands accessibility to a global audience.



... where local residents embrace the museum as
the cultural heart of their community and discover
the knowledge and opportunities available at USC.







*The USC Pacific Asia Museum
will be this museum.*

A Message from the Director



The USC Pacific Asia Museum has always been a place that arouses curiosity and stimulates the imagination, a place that encourages engagement and discourse, a place that teaches history and promotes diversity, and a place that expands horizons and evokes personal growth.

Today, we stand on the threshold of a grand new future. Thanks to our partnership with the University of Southern California, the USC Pacific Asia Museum is now poised to become the nation's leading center for Pacific Islander and Asian arts and culture—a resource for art lovers and scholars alike.

To achieve our vision, the USC Pacific Asia Museum has launched the most ambitious fundraising effort in our history—a \$45 million initiative that will elevate our museum from a beloved local institution to one of national acclaim, by:

- Restoring, expanding, and transforming the museum's historic building and courtyard;
- Establishing pioneering collaborations across a wide spectrum of academic disciplines at USC and abroad;
- Presenting groundbreaking public exhibitions, educational programs, and community programming;
- Digitizing our collection so that *everyone* who wishes to enjoy and explore this excitingly diverse region of the world will have direct access—wherever they live, and whatever their interests;
- Establishing the USC Pacific Asia Museum as one of the most forward-thinking museums of its type in the world; and
- Engaging our neighbors and becoming a pillar of the Pasadena community in ways few museums attempt and even fewer can match.

This is a bold endeavor, but one I am confident we can achieve with your support.

We invite you to join the USC Pacific Asia Museum on this exciting journey. Your involvement is vital as we assume our rightful place as a national—and even international—treasure, with a legacy that secures our future for generations to come.

Christina Yu Yu, Ph.D.
Director
USC Pacific Asia Museum



The USC Pacific Asia Museum's mission is to further intercultural understanding through the arts and culture of Asia and the Pacific Islands. Igniting intellectual curiosity and creative collaboration, the USC Pacific Asia Museum is widely celebrated as a leader in promoting Asian and Pacific Islander arts and cultures.

Learning

We foster intellectual exchange, discovery, and appreciation of Asian and Pacific Islander arts and culture.

Experience

We inspire and enrich visitors through performances, lectures, and artistic and cultural events that present new ways of thinking about and interacting with Asia, the Pacific Islands, and the world at large.

Authenticity

We offer opportunities to encounter treasured artworks and artifacts and enjoy shared experiences that reflect the rich history and cultural identities of this vibrant region of the world.

Diversity

We endorse artistic, cultural, religious, racial, social, and economic diversity to encourage deep engagement with our dynamic, interconnected world.

*This is our heritage.
This is our future.*



A Museum Like No Other

For nearly half a century, the USC Pacific Asia Museum has been celebrating the distinctive artistic and cultural achievements of the peoples and nations of Asia and the Pacific Islands. Each year we introduce more than 40,000 visitors to the remarkable art and artifacts created in this influential region of the world. The museum's current collection contains more than 17,000 objects, spanning more than 5,000 years.

Working closely together, USC and the museum have developed a plan to transform the USC Pacific Asia Museum into one of the world's most influential resources for exploring the art of Asia and the Pacific Islands. To safeguard the museum's priceless collection and expand our influence and impact, we are embarking upon the most ambitious fundraising campaign in our history.

The USC Pacific Asia Museum Initiative is a multi-year effort to raise \$45 million to restore, protect, and expand the museum's irreplaceable building and courtyard; strengthen and digitize our collections; enhance our educational, community, and research programs; attract and nurture new audiences; build our profile and visibility in Pasadena; and pursue exciting strategic initiatives designed to advance worldwide understanding of Pacific Islander and Asian arts and cultures. Achieving these goals will require the support of all museum stakeholders—our patrons and visitors, families and educators, scholars, docents, staff, and the local community.

Ideal Partners

As one of the world's top private research universities, USC has the academic breadth and depth—and local, national, and international connections—to dramatically expand the museum's mission, reach, and impact.

- The USC Dornsife College of Letters, Arts and Sciences and 21 professional schools and units offer numerous opportunities for scholarly collaboration.
- USC's six preeminent arts schools, three museums, two public radio stations, and numerous arts programs are unmatched.
- 4,000 USC students are earning degrees in the arts, while another 2,000 are minoring in the arts.
- 25,000 students participate in extracurricular arts programs such as Visions & Voices.
- USC is one of the most internationally diverse universities in the United States, with students representing 115 nations.
- USC Civic Engagement's programs connect hundreds of thousands of community members to activities on USC campuses.

An Architectural Treasure

Since its founding in 1971, the USC Pacific Asia Museum has held a prominent cultural and educational position in Pasadena, drawing people of all backgrounds to explore artwork and objects from across Asia and the Pacific Islands. We also offer an inspiring schedule of exhibitions, performances, lectures, classes, workshops, and festivals—all drawing on the arts and cultures of countries that range from China, Japan, and the Koreas to Nepal, New Zealand, Indonesia, India, Pakistan, and Iran.

The museum's renowned building is itself one of the USC Pacific Asia Museum's greatest treasures—an extraordinary example of Chinese-inspired architecture that, by some accounts, could not be duplicated today at any cost. But this graceful building is showing its age. The museum closed temporarily in June 2016 to undergo seismic retrofitting and permanent collection storage renovation. This presented a perfect opportunity to breathe new life into Pasadena's respected historic landmark by transforming the USC Pacific Asia Museum into one of the most forward-thinking museums of its kind.



“The USC Pacific Asia Museum is vitally important to the artistic and cultural fabric of Los Angeles.”

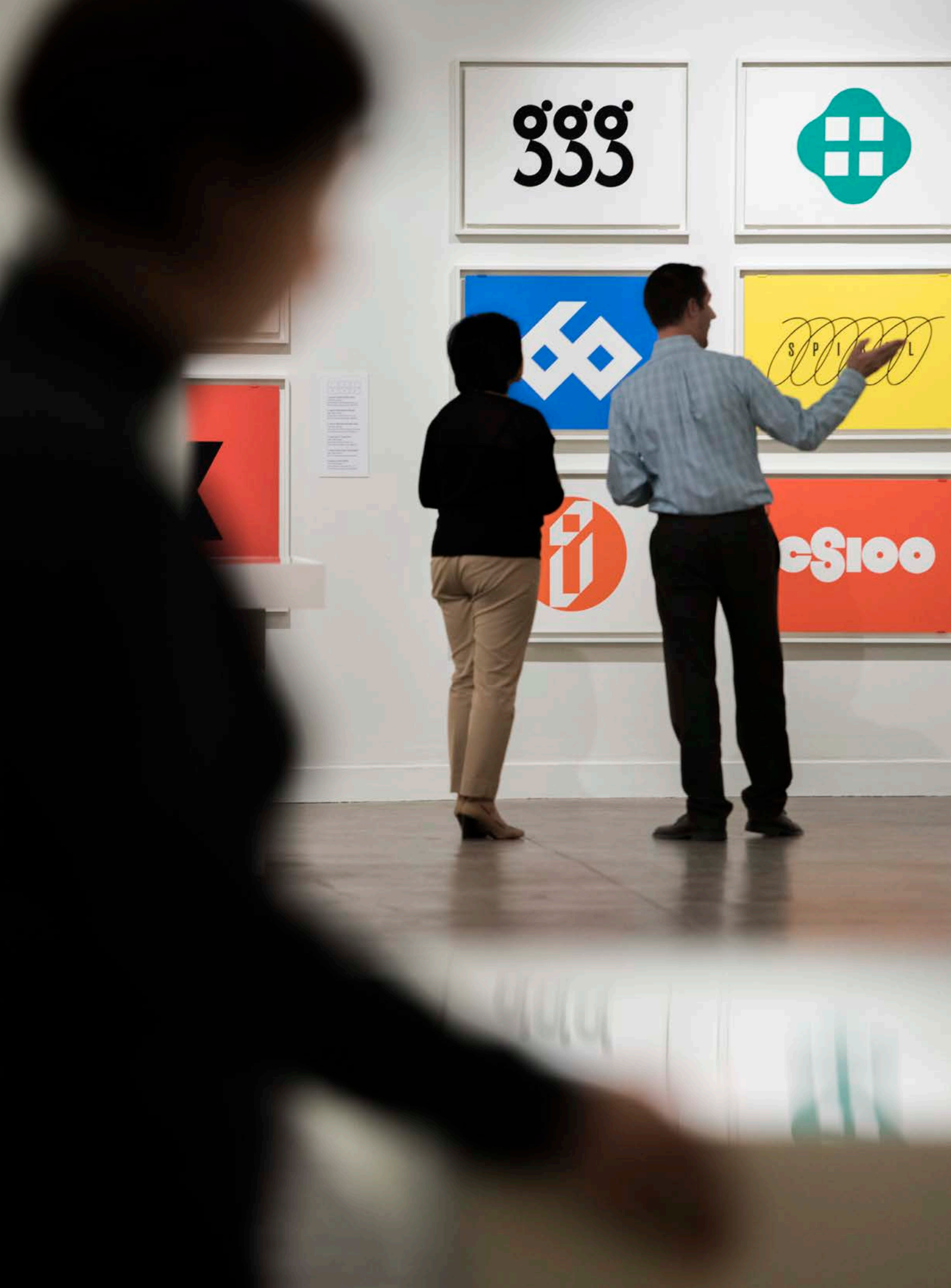
—EDWARD P. ROSKI JR.

President and Chairman of the Board, Majestic Realty Company
USC Trustee and USC Pacific Asia Museum Supporter

The Iconic Building

- Constructed in 1924 for pioneering collector and dealer Grace Nicholson as her home and art galleries
- Hailed as an incomparable example of Chinese Qing Dynasty-inspired architecture
- Placed on the U.S. National Register of Historic Places in 1976
- Named a State of California Historical Landmark in 1989
- Named as Pasadena and Los Angeles Cultural Heritage Landmarks
- Currently being considered for National Historic Landmark status





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Funding Priorities

The USC Pacific Asia Museum Initiative presents an unprecedented opportunity to strengthen our role as a bridge among communities of art enthusiasts, artists, and scholars, extend the museum's relevance and influence far beyond our original building and collection, and elevate the USC Pacific Asia Museum—and the multitude of arts, cultures, and peoples we celebrate—to ever-greater heights of cross-cultural excellence and influence. The USC Pacific Asia Museum Initiative embraces the following components:

Safeguarding a Great Legacy: Restoring the Building and Galleries

For the museum to become a premier resource in the 21st century and beyond, we must expand the legacy of the building we call home. The USC Pacific Asia Museum Initiative will enable us to restore and preserve the iconic building and construct new gathering spaces that showcase the museum's collection, workshops, international symposiums, and special events. Plans include:

- Renovating the auditorium and art galleries, and upgrading climate controls, lighting, and displays;
- Installing flexible wall-panel systems for temporary exhibitions;
- Creating new space for exhibition preparation and art storage;
- Constructing a multi-purpose conference center and adding a beautiful second-floor terrace;
- Refurbishing the museum's courtyard and koi pond; and
- Incorporating seismic reinforcement throughout the museum to preserve our marvelous building for future generations.

Mounting World-Class Exhibitions

The USC Pacific Asia Museum is renowned for the excellence and variety of our exhibitions, which have included the first North American exhibit of contemporary Chinese art after the Cultural Revolution and one of the first exhibitions of contemporary Aboriginal art in the United States. Fueled by your support, we will have the resources to mount an even greater number of intellectually stimulating and audience-engaging exhibitions.

“Art is a key element for defining culture and widening people’s perspectives. An art institution such as the USC Pacific Asia Museum is a source of pride and joy for the whole community.”

—DOMINIC NG

Chairman and Chief Executive Officer, East West Bank
USC Trustee and USC Pacific Asia Museum Supporter

Developing Innovative Collaborations

The USC Pacific Asia Museum’s partnership with the University of Southern California has led to new opportunities to broaden the scope of our exhibits and programs. The potential to establish innovative collaborations is virtually limitless:

- USC students from the fields of art, design, humanities, communications, and engineering can be involved in mounting exhibitions;
- Distinguished USC faculty from wide-ranging fields can present compelling lectures and workshops;
- Game designers from the USC School of Cinematic Arts can use 3-D scanning technology to import museum artworks into virtual worlds;
- Artwork can be integrated into classrooms to enhance teaching and learning experiences;
- USC’s Mindfulness Initiative can use the museum’s facilities and assets to encourage meditative and contemplative practice for USC faculty, staff, and students;
- Fine arts and engineering students can develop new technologies and products inspired by the artistic treasures found in the museum’s collection;
- USC can help convene groundbreaking, research-based workshops and symposiums that explore the arts and cultures of Asia and the Pacific Rim;
- USC can leverage its extensive academic ties and alumni network throughout Asia and the Pacific Islands on behalf of the museum; and
- USC students can take advantage of internships and career development through the museum.

Educating and Engaging Our Community

The USC Pacific Asia Museum Initiative plans to expand and enhance our educational, social, and cultural events with thought-provoking education and community-engagement programs such as:

- Developing curriculum-based art, writing, and social studies programs for elementary and secondary school students;
- Developing professional-growth workshops for K-12 teachers;
- Enhancing the museum's Mandarin Immersion Program with public schools, including charters;
- Connecting USC's vast course offerings with the museum's collections and exhibits;
- Creating an artist-in-residence program;
- Broadening annual museum events to celebrate the arts and customs of additional nations; and
- Hosting joint events with affiliated USC groups such as the USC Asian Pacific Alumni Association.

Enhancing Research and Digitizing Our Collection

Full access to the museum's collection is imperative in the digital age. The USC Pacific Asia Museum Initiative will enable us to complete a digital archive of the entire museum collection, highlighting each object's artistic, historical, and curatorial value and condition. This process is vital for art enthusiasts and scholars throughout the world who will now have access to high-quality images for detailed study and enjoyment. The USC Pacific Asia Museum Initiative also seeks essential funding for acquisition and long-term preservation of our artistic holdings.

Strengthening Our Community Connections

The USC Pacific Asia Museum Initiative will strengthen relationships with our neighbors and build greater visibility within the community. We will promote the museum as a cultural center for Pasadena and the San Gabriel Valley, deepening our roots throughout the region. This in turn will increase the museum's membership base and strengthen the community's engagement with and support of USC as well.

Join Us

Art is the language that cuts across racial, cultural, social, educational, and economic barriers and enhances cultural appreciation and awareness. With your support, the USC Pacific Asia Museum will continue to bring visitors face to face with art and artifacts that expand our understanding of a diverse world.

We invite you to join us in shaping the future of the USC Pacific Asia Museum through the USC Pacific Asia Museum Initiative.

“The USC Pacific Asia Museum is the perfect complement to many academic endeavors at USC, from our world-class arts schools to our internationally recognized institutes dedicated to studying Asia and the Pacific Rim. It is through these partnerships that our museum will elevate its international standing and emerge as a leading voice in the art world.”

—USC PRESIDENT C. L. MAX NIKIAS

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