



THE
HARWOOD
Museum of Art

UNM THE UNIVERSITY OF
NEW MEXICO

Harwood Museum of Art Centennial

Celebrating 1923 to 2023

JUNE 3, 2023 – JANUARY 28, 2024



Harwood Museum of Art

The Harwood Museum of Art of the University of New Mexico is an internationally acclaimed museum, which serves thousands of visitors each year and has the mission of celebrating *Taos' artistic legacy, cultivating connections through art, and inspiring a creative future.*

The museum does this by conducting art historical research, stewarding a 6,500+ object fine art collection, and presenting exhibitions and programs to advance the rich artistic legacy and contemporary

arts of Northern New Mexico. As the second oldest museum in New Mexico, the Harwood has been an anchor for the arts in the Taos community and continues to foster its artistic future.

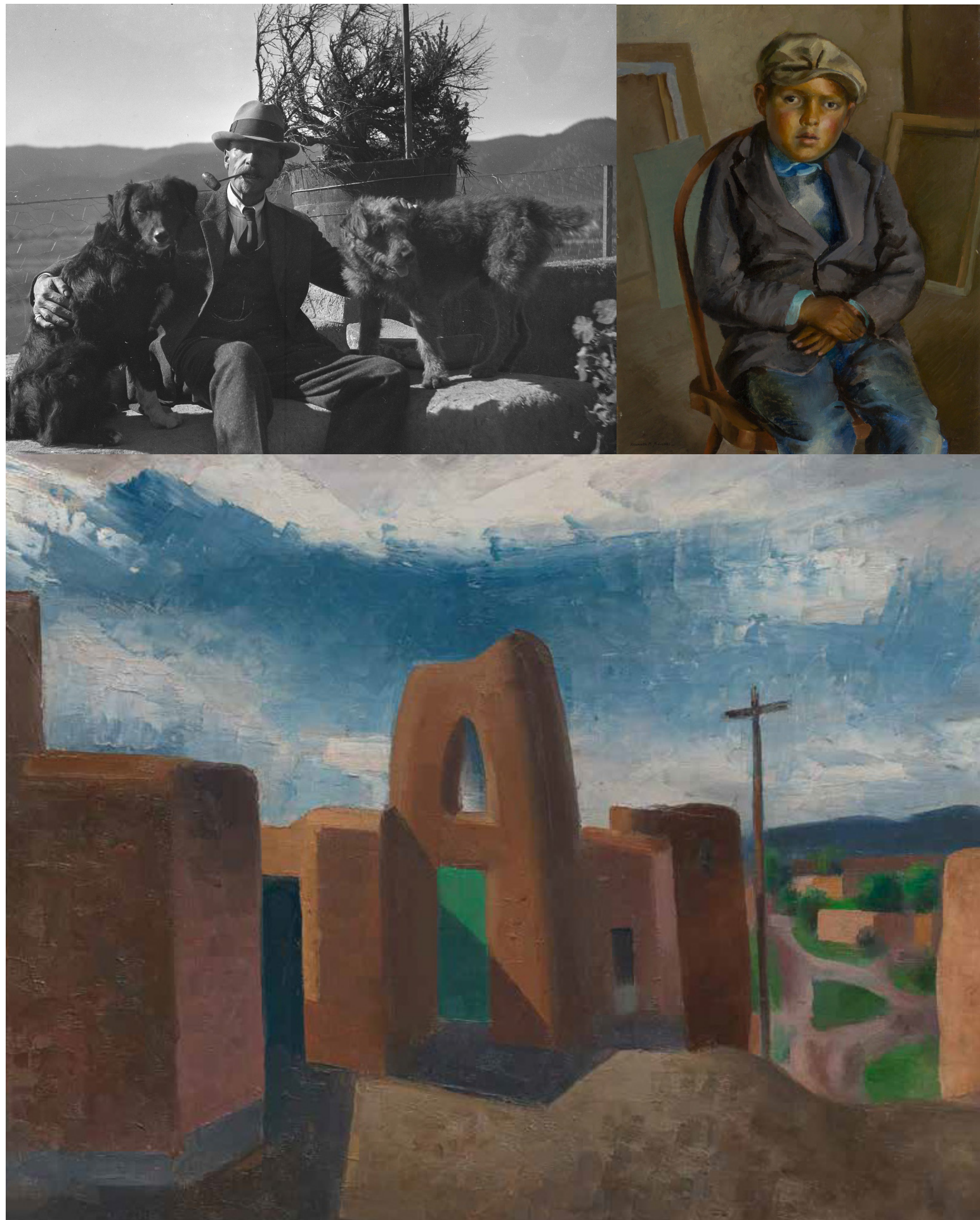


Irving Rusinow, Taos County, New Mexico.
Library of the Harwood Foundation –
NARA - 521961.jpg, 1941,
Courtesy Wiki Commons.



Courtesy Harwood Museum of Art.

Opposite, Image Credit: Bill Curry.



Background

Art and education have been the soul of the Harwood experience since 1916, when Burt and Lucy Harwood first purchased the property at the end of historic Ledoux Street in Taos, New Mexico. In 1923, Lucy Harwood established the Harwood Foundation.

From 1929 to 1955, the Harwood served as the University of New Mexico's Art Field School. In 1935 the Harwood was gifted to the University. In 1937 the Harwood served as a WPA workshop for woodcarving and tinwork. And in 1938, a Spanish Revival style addition designed by renowned architect John Gaw Meem transformed the Harwood into a cultural center including the library, stage, and exhibition space. The Harwood Public Library was central to

the Taos community from 1937 to 1996. In 1997 and 2010, major renovations transformed the Harwood into the premier art museum in Taos including the addition of the world-famous Agnes Martin Gallery and subsequently the addition of the Arthur Bell Auditorium. Today the Harwood is an international destination and recognized as the leading art museum in the region. The Harwood Museum of Art achieved American Alliance of Museums Accreditation in 2017.

*Opposite, top left, Burt Harwood. Courtesy Harwood Museum of Art.
Opposite, top right, Kenneth Adams, Muchacho, c. 1930, Oil painting, 20 1/16 x 16 1/16 in. (51 x 40.8 cm) Framed: 26 x 22 x 1 1/2 in. (66 x 55.9 x 3.8 cm), Gift of the Artist, 1980.0211.0000.
Opposite, bottom, Andrew Dasburg, Ledoux Street, Taos, New Mexico (Harwood), c. 1922. Oil on paper board. 12 7/8" x 16 1/4 in. The Vilcek Foundation.*

Harwood Museum of Art Centennial

Centennial Committee

Lucile Grieder,
Co-Chair
Dora Dillistone,
Co-Chair
Alexandra Benjamin
Juanita Lavadie
Sheree Livney
Scott McAdams
Janet Mockovciak
Linda Warning
Marcia Winter

In 2023, the Harwood Museum of Art in Taos, New Mexico celebrates its hundred-year anniversary.

To mark the occasion, the Harwood is engaging in a multi-faceted endeavor to cement the museum's role as a steward of Southwestern history and American art. Central to this effort is the amplification of the voices of those who built and sustained this cultural institution for a century. The Harwood's Centennial celebration will take place from June 2023-January 2024, and will include: a major exhibition, a publication, a documentary, community events, and educational programming.



Left, John Suazo, *Uncle Ralph*, 2006, Egyptian limestone, Overall: 28 x 14 x 8 in. (71.1 x 35.6 x 20.3 cm), Museum purchase, 2012.0022.0000.

Opposite, Irving Rusinow, *Taos County, New Mexico*. Children enjoy supervised play in afternoons at Harwood Foundation, Courtesy Wiki Commons



Retelling Our Story

The Harwood is embracing its centennial as a unique opportunity to not only showcase our permanent collection and retell the story of our institution in a new way but to take great strides to assess our exhibition and collecting practices to be more equitable and inclusive of the creative voices of our diverse community, in the past, now and into the future.

Specifically, the Centennial exhibition and publication is a high-profile opportunity to reintegrate the narratives of the Hispanic and Native American cultures of our region. This is being accomplished through extensive archival, academic, periodical, and oral history research, and is linked to our Harwood Equity and Engagement Initiative to advance key strategic goals of diversity, equity, accessibility, and

inclusion (DEIA). This more inclusive narrative will provide a foundation for defining who we are as an institution for the next 100 years and beyond.

Enhanced by the diverse voices of our Northern New Mexican community, we envision a future where our collections, exhibitions, public programs, and constituents reflect the multicultural character of Taos and New Mexico.



Opposite, Mary G. Blumenschein, *Husking Corn*, 1939, Oil on canvas, Overall: 39 15/16 x 39 15/16 in. (101.5 x 101.5 cm), Gift of Helen Greene Blumenschein, 1980.0227.0000.

Sponsorship Opportunities

The overall project cost for the exhibition, publication, documentary and programming is \$447,000. Significant support is provided by the Betty Thom Foster Special Exhibitions Endowment and the Beatrice Mandelman and Louis Ribak Legacy Endowment.

To complete this project, the Harwood Museum of Art needs to raise an additional \$210,000 to fully execute the centennial.

Sponsors will have the opportunity to be recognized in the exhibition, publication,

documentary, at events, and in promotional materials. Sponsors will also have special access to the exhibition, curator, and programs. Recognition and benefits are commensurate with sponsorship level. See Sponsorship Benefits for detail.

Opposite, Bill Gersh, #2 Keith Richards, 1986, Oil on canvas, Overall: 37 1/4 x 49 1/4 in. (94.6 x 125.1 cm), Estate Gift of Richard B. Siegel, 2013.0022.0002.



Sponsorship Opportunities

Centennial Exhibitions

The Centennial Exhibitions will be on view from June 2023 – January 2024 and will feature over 200 works of art and 200 books from the former Harwood Public Library. The exhibition will showcase many works from the Harwood Museum’s extensive Collection as well as feature significant works loaned from other institutions, such as Georgia O’Keeffe, Elaine de Kooning and Margaret Bourke-White.

The exhibitions will fill all nine galleries (7,800 sq ft) of the Harwood Museum of Art, with the first ever comprehensive telling of the story of the Harwood over the past one hundred years. Some galleries will have multiple rotations to increase exposure of the collection. Curated by Nicole Dial-Kay, Harwood Museum of Art’s Curator of Exhibitions and Collections, the

exhibitions will take the viewer on a journey of our history, including:

1. Land cultural history (pre-contact to 1916),
2. Taos’ first public library and art gallery (1926-1950s),
3. Works Progress Administration (WPA) and Taos County Project (1937-1950s),
4. Mabel Dodge Luhan and the Harwood permanent collection (1917-today),
5. University of New Mexico (UNM) Field School era and Taos Moderns (1929-1955),
6. Bob Ellis, Agnes Martin, and the creation of the modern museum (1979-2000s), and
7. The contemporary art colony of Taos (present).

Through each section, we will emphasize the untold diverse stories of the institution we now uphold. Rotating highlights will showcase the notable artists and arts movements represented in the collection from cultural groups representative of the New Mexican population.



Centennial Publication 100 works for 100 years

The Museum of New Mexico Press will design and publish a 150- page, illustrated Centennial Publication that will highlight 100 works from the Harwood

Collection to provide an indepth understanding of the Harwood as a cultural anchor of the enduring Taos Art Colony. The publication essay will be written by Curator, Nicole Dial-Kay, with special emphasis given to the diverse voices in our list of featured artists and incorporate inclusive narratives that represent and speak to our visitors and community members.

José Rafael Aragón, *Nuestra Señora del Refugio de los Pecadores (Pescadores)*, c. 1840, santo - retablo painted wood, 14 15/16 x 11 5/8 in. (38 x 29.5 cm), Gift of Mabel Dodge Luhan, 1980.0140.0000.



Oli Sihvonen, *Column Three*, 1965, Oil painting on linen, Overall: 67 15/16 x 41 15/16 in. (172.5 x 106.5 cm), M.A. Healy Family Foundation Purchase Fund, 1995.0027.0000.

New Mexico PBS Documentary

A one-hour documentary exploring the life and legacy of Lucy and Burt Harwood will be produced by New Mexico PBS in collaboration with

the Harwood. This film will share the relatively unknown story of Lucy and Burt Harwood in Paris prior to their arrival in Taos and the creation of the Harwood Foundation. The film will be premiered at the Harwood Museum of Art and then broadcast through NM PBS channels.

Opposite, Irving Rusinow, *Taos County, New Mexico*. Harwood Foundation, Taos - NARA - 521960.tif, 1941, Courtesy Wiki Commons.



Irving Rusinow, *Taos County, New Mexico*. Children line up for books when Taos County project bookmobile visits school, Courtesy Wiki Commons.

Education and Public Programs

The Harwood will provide a robust calendar of public programs designed to expand the stories told about the Centennial, invite existing and new audiences to engage

with the museum in fresh ways, and foster a sense of community through partnerships and programming. Some examples are:

- Outreach programming that takes the Harwood out into neighborhoods and communities across Taos County.
- Free intergenerational and community events that celebrate creativity and foster well-being.
- Lecture series or symposium with special guests who will expand on the stories told through the exhibition and highlight important eras in Harwood and Taos history.
- New curricula for teachers and K-12 students that connects the Harwood history and collections to core curriculum and state standards.
- On-site tours offered by a diverse team of Docents and community guides that

provide unique perspectives on the collections.

- Storytelling and oral history events that celebrate untold and personal stories from our communities.
- Collaborative programming with community partners that connect and expand the possibilities of how we serve and connect with audiences across Taos County.



Centennial Celebration Party

On solstice weekend, June 24, 2023, the Harwood Museum invites the community and friends of the Harwood to join in a celebration of a century celebrating the *joie de vivre* of the past 100 years, Taos style. The event is planned to be held at the newly renovated Anglada's building. Bring out your best Taos style and dance to a revival of Big Swing Theory, prizes for best costumes, poker, and more. Savor traditional foods and enjoy Taos Pueblo drumming as we bring the Harwood into the next century.

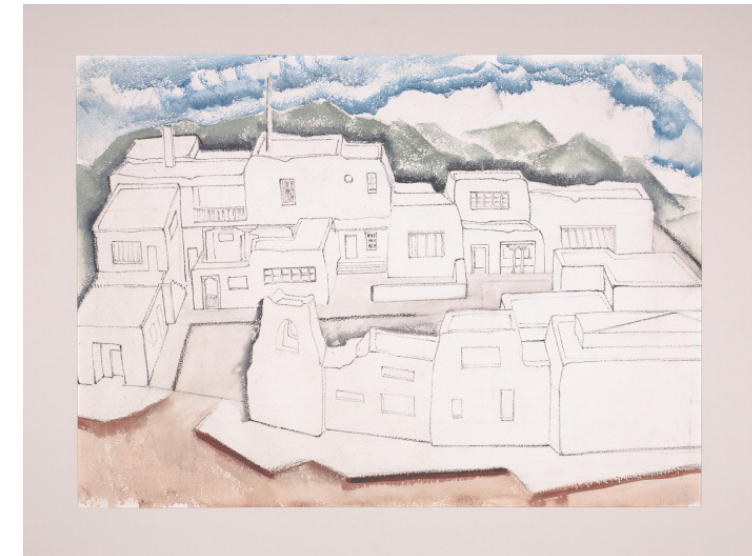


Above, Fritz Scholder, *American Landscape*, 1976, Color lithograph. Gift of Romona Scholder. Harwood Museum of Art Collection. Opposite, Bottom, Lynda Benglis, *Daca' Bimo*, 1993, Ceramic, Overall: 27 3/16 x 18 1/8 x 16 1/8 in. (69 x 46 x 41 cm), Gift of Lynda Benglis, Hank Saxe, and Cynthia Patterson, 2000.0011.0000.

Centennial Sponsorship Benefits

Support the Harwood Museum of Art Centennial by becoming a sponsor. Your tax-deductible sponsorship* defrays costs of producing and presenting exhibitions, events, or programs to the public. You may be a general sponsor or sponsor a specific aspect of the Centennial, such as exhibition, publication, PBS documentary, programs, community events, free-days, etc. Sponsorship Benefits are commensurate with the level of your donation, but recognition and benefits can be customized to meet your needs.

Opposite, Victor Higgins, *Untitled (Harwood House)*, c. 1937, Watercolor on paper, Overall: 21 5/8 x 30 1/8 in. (55 x 76.5 cm), Gift of the Artist, 1980.0233.0000.



PRESENTING SPONSOR \$25,000+

- Prominent recognition in the Centennial special exhibition catalogue*
- Listed with your company logo as presenting sponsor in print ads
- Listed as presenting sponsor in Centennial special exhibition press releases and the Harwood e-newsletter
- Listed as presenting sponsor with your company logo on the Harwood website for one year, with a link to your company website, if applicable, in conjunction with the Centennial special exhibition
- Prominently recognized as presenting sponsor in the museum for the run of the special exhibition
- Private luncheon for four with the Executive Director and Curator
- Private curator-led tour of the special exhibition followed by private reception for up to 20 people
- Invitation for 20 people to attend the members' only special exhibition opening reception
- Harwood Agnes Martin Director's Circle membership for you, or your company if applicable, with all benefits for one year. One year's general membership with all benefits for up to 20 employees, if applicable.
- Alternative marketing and membership benefits can be arranged, if desired

MAJOR SPONSOR \$10,000+

- Prominent recognition in the Centennial special exhibition catalogue*
- Listed with your company logo as major sponsor in print ads
- Listed as major sponsor in Centennial special exhibition press releases and Harwood e-newsletter
- Listed as major sponsor with your company logo on the Harwood website with a link to your website for one year, if applicable, in conjunction with the Centennial special exhibition
- Prominently recognized in the museum for the run of the special exhibition
- Private curator-led tour of the Centennial special exhibition for up to 10 people
- Invitation for 15 people to attend members' only special exhibition opening reception
- Harwood Agnes Martin Director's Circle membership for you, or your company if applicable, with all benefits for one year. One year's general membership with all benefits for up to 10 employees, if applicable.
- Alternative marketing and membership benefits can be arranged, if desired



John Marin, *Taos Canyon*, 1930, Watercolor, 15 9/16 x 20 1/2 in. (39.5 x 52 cm)
 Framed: 21 3/4 x 27 x 1 3/8 in. (55.2 x 68.6 x 3.5 cm), Museum Purchase, 1995.0022.0000

SUPPORTING SPONSOR \$1,000+

- Listed as supporting sponsor in the Harwood e-newsletter
- Listed as supporting sponsor in Centennial special exhibition press releases
- Listed as supporting sponsor on the Harwood website for one year, with your company logo, if applicable, in conjunction with the Centennial special exhibition
- Prominently recognized in the museum for the run of the Centennial special exhibition
- Harwood Patrociño Barela level Director's Circle membership for you or your company, if applicable, with all benefits for one year
- Invitation for 4 people to attend members' only Centennial special exhibition opening reception

All support is appreciated. If you want to support a specific area of the Centennial, please ask about commensurate benefits.
 * Benefits are tax-deductible to the extent allowable by law. Note that some benefits, such as recognition in the publication, are contingent on production schedules and cannot be offered after design deadlines.

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SUPPORTING SPONSOR \$5,000+

- Listed with your company logo as supporting sponsor in select print ads
- Listed as supporting sponsor in Centennial special exhibition press releases and the Harwood e-newsletter
- Listed as supporting sponsor on the Harwood website for one year, with your company logo, if applicable, in conjunction with the Centennial special exhibition
- Prominently recognized in the museum for the run of the Centennial special exhibition
- Harwood Agnes Martin Director's Circle membership for you or your company, if applicable, with all benefits for one year
- Invitation for 10 people to attend members' only Centennial special exhibition opening reception

CONTRIBUTING SPONSOR \$2,500+

- Listed with your company logo, if applicable, as contributing sponsor in select print ads
- Listed as contributing sponsor in Centennial special exhibition press releases and Harwood e-newsletter
- Listed as contributing sponsor on the Harwood website for one year, with your company logo, if applicable, in conjunction with the Centennial special exhibition
- Prominently recognized in the museum for the run of the Centennial special exhibition
- Harwood Andrew Dasburg level Director's Circle membership for you or your company, if applicable, with all benefits for one year
- Invitation for 6 people to attend members' only Centennial special exhibition opening reception



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*On the cover, Gustave Baumann, Harwood House,
1918, print pastel, Overall: 10 5/8 x 9 13/16 in.
(27 x 25 cm), Gift of Lucy Case Harwood,
1980.0216.0000.*