

AMTERARLICANAN
MUSEUM

Guide for Giving



WHO WE ARE

AFTER 500 YEARS OF ITALIANS IN AMERICA,
WE WILL NOW HAVE OUR OWN ITALIAN AMERICAN MUSEUM.

The IAM is located on Mulberry Street in the heart of what was once the largest Italian community in the United States in the first quarter of the 20th century.

We became aware of the need for our own Museum in 1999 when we launched the first major exhibition on Italians in America at the New York Historical Society, "The Italians of New York: Five Centuries of Struggle and Achievement". The exhibit was a great success and we realized that in order to be part of the cultural dialogue in America, we needed our own Museum. So in 2001, we were chartered in New York State as the first Italian American Museum in America.

In our Museum, we seek to tell our whole story from Columbus to Cuomo and everything in between, our struggles and

our accomplishments through hard work, ingenuity and perseverance. It has not always been easy but we have much to be proud of, for our contributions to American society are enormous. Now we will have a secular cathedral for all to see, experience and appreciate where we came from and what we have achieved.

Please join us in this noble enterprise and, in doing so, help to make our dream of an Italian American Museum a reality.

Grazie mille.

Uff. Prof. Joseph V. Scelsa, Ed.D.

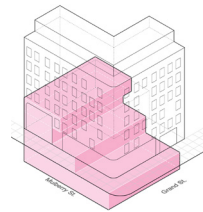
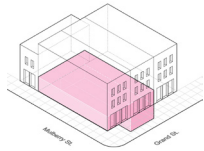
Founder and President Italian American Museum

OUR MISSION

THIS MISSION STATEMENT DESCRIBES THE FUTURE OF THE INSTITUTION, WHAT IT AIMS TO BECOME AND ACHIEVE. WHO THE MUSEUM IS, WHAT IT DOES, AND WHY IT DOES IT.

The new Italian American Museum (IAM) will serve as a *cultural hub and community nexus* for Italian Americans and the Little Italy neighborhood. Through permanent and temporary exhibits, robust educational and cultural programming, and collaborations with the community, the IAM will become the *preeminent center* for learning about and engaging with Italian American culture and history. As a platform for *sharing* Italian American voices and *celebrating* Italian American achievements, the IAM will be interesting to both Italian Americans and non-Italian

Americans, bringing Italian American culture and heritage to younger generations and a wide range of new audiences. The Italian American Museum preserves, promotes, and celebrates the culture and history of Italian Americans, serving as living record of their contributions to America and a bridge between the remarkable past and the evolving future of the community. By allowing Italian Americans to share their story in their voice, the Italian American Museum will encourage a full appreciation of what it means to be Italian American.



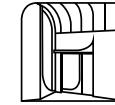
SUPPORT THE ITALIAN AMERICAN MUSEUM AND CHOOSE TO MAKE A DIFFERENCE BY SUSTAINING A RICH VISUAL ARTS AND CULTURAL HERITAGE FOR FUTURE GENERATIONS.

In addition to permanent exhibition galleries, the Italian American Museum features a temporary gallery, new state of the art architectural design which provides an open light well across 4 floors, and a 50-seat theatre for special events. All of this is made possible with the new museum expansion that triples

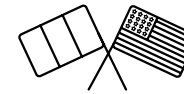
the size of space available for exhibitions, interaction, activities and importantly for you to leave your legacy with, via donation or gifting to the museum.

We look forward to welcoming you to the Italian American Museum.

OUR GOALS



Become a corner stone of the community, as well as a hub and gathering space.



Celebrate Italian American culture, and keep Italian Americans engaged with their heritage.



Create an inviting space to reach new audiences and become a new tourist destination in the city.



Provide stories of culture and expand the public's knowledge and understanding.

“By prevailing over all obstacles and distractions, one may unfailingly arrive at his chosen goal or destination.”

—Christoforo Colombo

EXPANSION

LOBBY & TEMPORARY GALLERY

The Lobby is a contemporary, inviting space that welcomes all visitors to the Italian American Museum and provides visitors with resources and information that orient them to what is offered here. The Lobby makes clear that this is the pre-eminent destination for learning about authentic Italian experiences in America. The Lobby offers space for groups to gather, whether they are visiting the Museum or touring Little Italy.

The atrium space in the lobby brings light into the museum, anchoring it and visually connecting the gallery levels to the entry, lobby, and street. The atrium also provides visitors a snapshot of the Museum's offerings and events, with a focused artifact display and space for information on programming and other events. A small retail space provides the museum an opportunity to sell books, mementos, and other items. Entering the exhibit from the



Architectural rendering by Op.Ai

stairs or elevator, visitors are directed to the theater for an introductory film. A donor wall stretching through the atrium to the floor above creates a view into the exhibit from the lobby and provides a visual reminder of the community that came together to support and create this museum. The temporary gallery is directly above the lobby and supports small, rotating exhibits related to the Italian American Museum's mission and themes. Exhibits provide a closer look at the Italian American experience in particular times and places, as well as showcase relevant examples of contemporary art and sculpture from both Italy and America. Flexible lighting and floor space can be adapted to accommodate this variety of exhibit types, as well as digital experiences. These exhibits will be routinely updated to encourage repeat visits and reach wide audiences.



CONSTANT FIXTURE SPACES

PERMANENT GALLERY & THEATRE

The permanent exhibit, provides a dedicated space, across two galleries, where visitors learn about the scope and sweep of the story of Italian American immigration and assimilation. This history-based exhibit relies heavily on the robust artifact collection of the IAM. The two galleries of the exhibit provide modern, organized, and interpreted displays of objects that support and enhance a deep level of storytelling through images, text panels, and digital media. The theater supports a variety of educational programs where adult visitors and school groups alike may be informed, enlightened,

and entertained by talks, presentations, film screenings, and more. Cultural and educational programming will include folk performance groups, opera singers, plays, classic cultural cinema, and lectures. Comfortable, fixed seating accommodates up to 50 people. State of the art audio visual capabilities will provide surround sound, digital projection, and support live-streaming of events. Contributing to the museum could be as small as sponsoring a seat to leaving your legacy as the whole room for future generations, which enables future developments.

"The opening of the Italian American Museum will truly be a milestone for Italian Americans, Americans and the people of the world. We all are better when we share our history, heritage and culture."

—Bill Russo

LEAVE YOUR LEGACY

INVEST IN THE FUTURE OF THE ITALIAN AMERICAN MUSEUM.

Support the Italian American Museum and choose to make a difference by sustaining a rich visual arts and cultural heritage for future generations. Donors impact the museum in different ways either through immediate or planned gifts. The Italian American Museum is grateful for all levels of support — big or small. The future holds many opportunities for the Italian American Museum to provide enhanced programming, increased access, deeper understanding and broader community engagement. Through our ongoing commitment to create new experiences that challenge and inspire, we are pleased to offer a variety of ways donors and members can be involved.

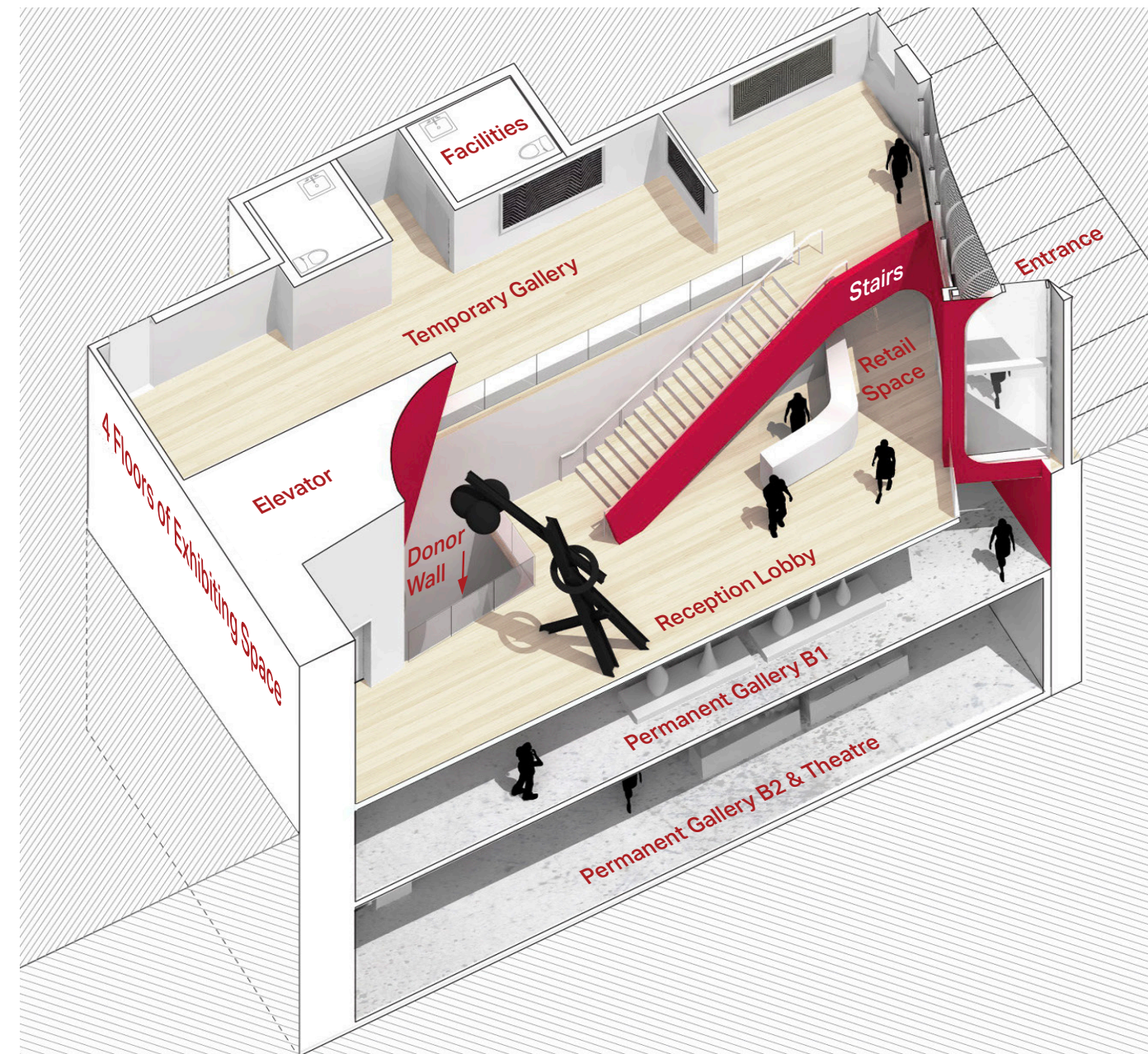
Donors to the Italian American Museum are more than just supporters. They are a community of believers in the power of art and cultural heritage to help interpret and shape the world. While there are many ways to say thank you to such visionaries, the most meaningful is often a reflection of the donors themselves. That's why the Italian American Museum's gift recognition is highly personalized and tailored to the individual wishes of donors.

Gift recognition happens at all giving levels and takes many forms — from online donor rolls to gallery and room naming. Saying thank you the right way is a priority, because every gift matters.

*"Thank you for presenting
Italian heritage in a positive way"*

—Lee and Vinnie Maldarelli

THE NEW SPACES



LEGACY GIFT OPPORTUNITIES

THE MUSEUM ORIGINALLY OCCUPIED APPROXIMATELY 1,800 SQUARE FEET OF USABLE SPACE. THE NEW MUSEUM WILL OCCUPY APPROXIMATELY 6,500 SQUARE FEET OF NEW USABLE SPACE.

Visitors to the Italian American Museum will be welcomed by a bright, open and inviting space. The atrium will be the main entrance, and will provide access to art and learning spaces. The lobby will also come alive with special events, functions and performances throughout the year. Public programs for visitors of all ages will be offered in the museum's large learning studios.

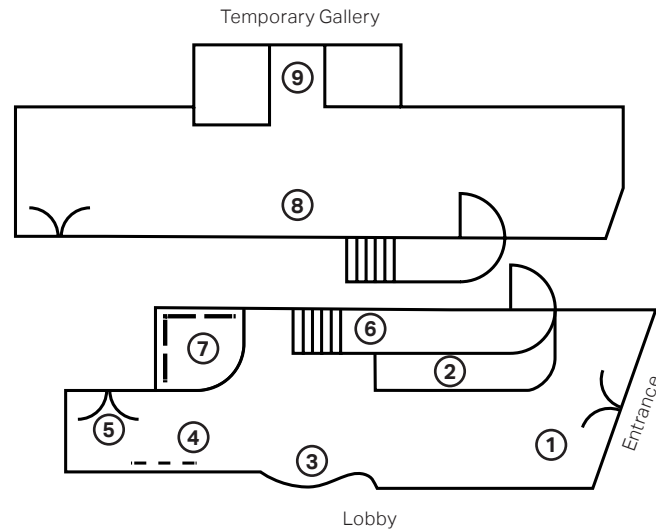
Several spaces are available for your legacy gift on the Italian American Museum's upper level. Any donations via legacy gifts are greatly appreciated by the museum however big or small. Whether it be simply to the donor wall or as important as your legacy being left above our new entrance way. These spaces include:

LOBBY & TEMPORARY GALLERY

Major changing exhibitions will be shown in the gallery spaces on the two upper floors. The 1,000-square-foot Gallery is comprised of two main spaces that will show national and

international touring exhibitions. It is expected that three major exhibitions will attract more than 50,000 visitors in the opening year.

- ① Lobby Entrance Way (\$250,000)
- ② Reception Desk (\$100,000)
- ③ Feature Wall (\$300,000)
- ④ Transition Signage (\$50,000)
- ⑤ Lobby Elevator (\$150,000)
- ⑥ Staircase (\$150,000)
- ⑦ Donor Wall (\$50,000)
- ⑧ Temporary Gallery Floor (\$1,000,000)
- ⑨ Temporary Gallery Facilities (\$50,000)



LEGACY GIFT OPPORTUNITIES

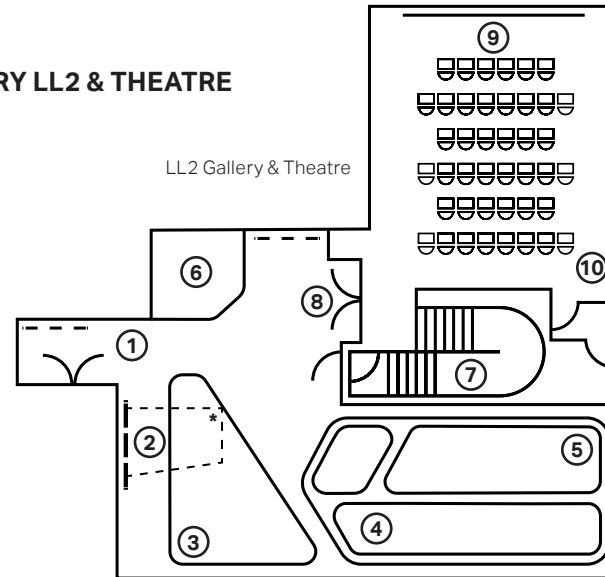
THE PROPOSED THEATRE OF THE ITALIAN AMERICAN MUSEUM WILL NOT ONLY ELUCIDATE THE IMPORTANCE OF ITALIANS IN AMERICA BUT ALSO PROVIDE A SPACE FOR EDUCATION AND INTERACTION.

The Italian American Museum's lowest floor provides the most cubic feet of space in the museum and with that comes more opportunity to join our cause, by donating a gift, leaving a legacy with the museum and helping provide future generations the space to learn about Italian American heritage. The museum's proposed 50 seat theatre is not only a place for cultural film and exhibitive videos to be played and enjoyed, but also a flexible space ready to host a variety of special events including large meetings, conventions and social events with refreshments to accompany any occasion.

This floor also makes full use of the open light well from the top of the building, once again illuminating the donor wall. The two zones in this permanent gallery host up to 5 exhibitions, each with the possibility of being named to leave your legacy. Separately, there are an array of circulatory aspects of these two lower level floors that offer the opportunity of being legacy gifts for you or your company. From stair-wells to cloak rooms, even individual seats of the theatre. Spaces available for your legacy gift at the Italian American Museum's LL2 Gallery & Theatre floor include:

PERMANENT GALLERY LL2 & THEATRE

- ① LL2 Gallery & Theatre Floor (\$1,000,000)
- ② Donor Wall (\$50,000)
- ③ Exhibition Zone 2 (\$500,000)
- ④ Exhibition Zone 3 (\$500,000)
- ⑤ Individual Exhibit Areas (\$300,000)
- ⑥ Cloak Room (\$100,000)
- ⑦ Staircase to LL1 Gallery (\$150,000)
- ⑧ Theatre Entrance (\$250,000)
- ⑨ Theatre Room (\$1,000,000)
- ⑩ Theatre Individual Seats (\$50,000)



AMERICAN MUSEUM

THANK YOU

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aut... priorpos

SUPPORTERS

- Rylee Peters
- Brodie Clark
- Alonso Navarro
- Luke Terry
- Alfredo Collier
- Adonis Hicks
- Roger Ortiz
- Emery Berg
- Karla Reynolds
- Cody Garcia
- Jeffrey Colon
- Alison Conway
- Demetrius Espinoza
- Cierra Hays
- Alivia McKinney
- Brenden Lucas
- Jaxon Woodard
- Emilie Mccoy
- Devon Vaughn
- Edwin Carney
- Ricky Dominguez
- Jaquan Gregory
- Trace Sanchez
- Francis Salazar
- Kaelyn Villa
- Colton Wilkerson
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ASSOCIATES

- Cody Garcia
- Jeffrey Colon
- Alison Conway
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- Cierra Hays
- Alivia McKinney
- Brenden Lucas
- Jaxon Woodard
- Emilie Mccoy

CHRISTOPHER COLUMBUS
1491, Genoa Italy

Though we are all familiar with the
famous Italian explorer, Christopher
Columbus, and Galileo, the great
Western civilization, the great

LEGACY GIFT OPPORTUNITIES

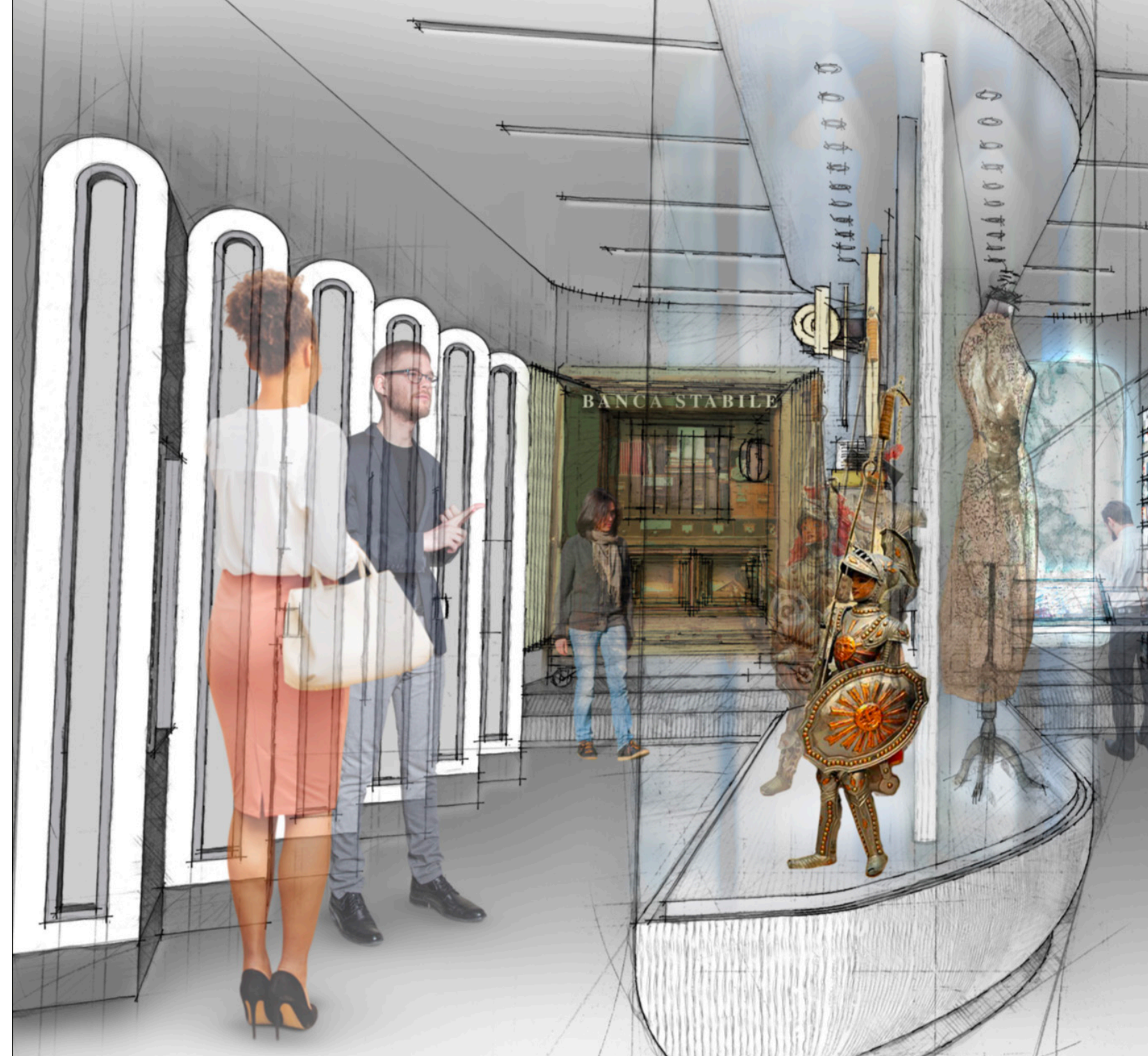
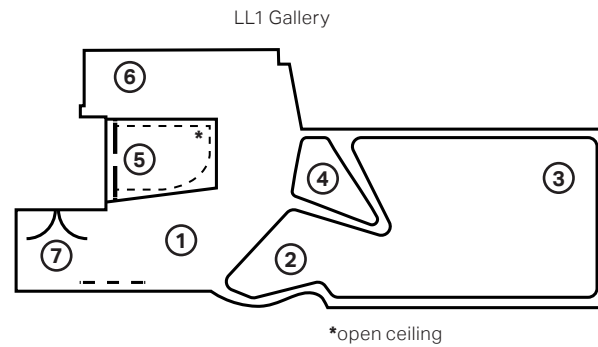
THE ITALIAN AMERICAN MUSEUM'S FIRST LOWER LEVEL FLOOR WILL BE HOME TO 2 ZONED COLLECTIONS THAT WILL CONSTANTLY EXHIBIT THE PERMANENT COLLECTION ON A ROTATIONAL BASIS.

The first zone of the two will contain 4 preliminary exhibitions of pre-WWII Italian American material, continuing on to Italian Americans influence in the States post WWII. All done through a flowing route of the new contemporary space. The second zone provides an astute conclusion to the exhibitions and rounds up the historical content, with artifacts displayed, and interactive activities. Despite being the floor with least square area the update-able

elements of this floor make it a great step for the Italian American Museum, and your donation can help make this happen. As well as all of these spaces to leave your legacy whether it be the whole floor, individual zone, or exhibition. Due to the architectural structure of the museum the Donor Wall is made visible via the open light well that permeates the 2 sub-ground-level floors. Spaces available for your legacy gift at the Italian American Museum's LL1 Gallery floor include:

PERMANENT GALLERY LL1

- ① LL1 Gallery Floor (\$1,000,000)
- ② Exhibition Zone 1 (\$500,000)
- ③ Individual Exhibit Areas (\$300,000)
- ④ Exhibition Zone 2 (\$500,000)
- ⑤ Donor Wall (\$50,000)
- ⑥ LL1 Gallery Facilities (\$50,000)



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**I T A L I A N
A M E R I C A N
M U S E U M**

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