



### **Student Service Fee FY 2023 One Time Request, Blaffer Art Museum**

The Blaffer Art Museum respectfully proposes a One Time Request in the amount of \$7500 to support the continuation of two programs that expand the way students at UH make and think about art. The Blaffer is prioritizing hands-on making in these special programs to position art as both a social catalyst as well as a vessel for professional practice.

Beginning anew in FY22, **Blaffer Art and Design (BAD) 2.0** creates a dynamic platform for students to conceive, design, fabricate, and sell objects in the Blaffer Art Museum. At the same time, **Studio Sessions** will be re-engineered as a mobile platform to engage students through exhibition related art-making activities. By investing in these student-centric initiatives, the Blaffer will foreground the museum as a hub of creative innovation that supports entrepreneurship and positions art-making as a vital part of social camaraderie and campus life. To that end, a robust campus marketing and communications plan will also be implemented to support and promote these programs.

- 1. Blaffer Art & Design (BAD)** is being re-established as a collaboration with faculty and students from Industrial Design (Gerald D. Hines College of Architecture & Design), Graphic Design (School of Art, KGMCA) and the School of Art (KGMCA: Printmaking, Photography, Ceramics). Students will design limited edition objects and multiples (i.e. coaster sets, clocks, calendars) that will be displayed and sold in in the museum lobby, as well as an e-portal on the Blaffer website. The students will design these works during the school semester, enter production when facilities are available (i.e., the School of Art, Art & Technology Center), and the first line of limited edition items will be available in Summer 2022. Students will be financially commissioned by the Blaffer, and the Museum will fund the fabrication, presentation, and promotion of these multiples and editions. In so doing, this project offers real-world experience in how to bring a design object to market, and will then forefront student work within the museum's program—alongside museum exhibitions of internationally renowned artists. Each student selected to participate in the BAD 2.0 program will have a featured profile in the Blaffer, as well as on the museum website. CITE is also supporting this program, and members of the Blaffer Advisory Board will offer additional financial support to create awards as part of the design competition.

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

- 2. Studio Sessions** has evolved into a series of interactive creative activities that are provided on a

monthly basis at the Blaffer. Participating students have learned about painting, photography, and archival images and have taken free, docent-guided tours of exhibitions. Many of the *Studio Sessions* have been held in conjunction with the “Library Pop-Ups” program designed by the Jenkins Design, Architecture and Art Library, which feature library books selected on Blaffer exhibition related artistic themes. With the current SFAC support for *Studio Sessions*, the Blaffer is seeking to renew these activities (which were not able to be offered in person during the pandemic), and is conducting research to find the best time and place to suit the needs and interests of students. For FY23, the museum will set an overall attendance goal of between 300-500, targeting art students as well as non-art students. At the beginning of the fall 2022 semester, the museum will feature a large event that introduces students to the museum with art-making, entertainment, and food. Once the interest has been re-established, the museum will then offer smaller scale events at various high foot-traffic locations around campus that echo the previous model. The aim is to encourage recurring participation while also finding new students with every added iteration of *Studio Sessions*.

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

**Total One Time Request: \$7500**