



AUTRY MUSEUM

Challenge • Discover • Celebrate

THE CAMPAIGN FOR THE AUTRY

The American West, past and present, has had a substantial and enduring impact on the United States and its national history, including its culture, politics, and economy.



Carlos Nieto III, *Cultura Nouveau*

More than a century after the federal government formally declared the Western frontier “closed,” the American West remains, in both the present and the future, a dynamic and essential component of the American experience.

The West continues to address complex issues of land use, ecology, sustainability, economics, ethnicity, gender, politics, religion, and immigration. The beautiful variation in its physical landscapes—from the Red Cliffs of Utah to the White Mountains of California to the Black Hills of South Dakota—mirrors its rich cultural diversity. The multiple threads of life and experience through time and the stories they create, always changing and ever increasing, represent and define the rich cultural tapestry that is the American West.

THE AUTRY MUSEUM OF THE AMERICAN WEST—the “Autry”— has become one of the most significant museums in the United States. Established in 1988 and located on the northeast edge of Los Angeles’s Griffith Park, the Autry’s mission is to explore and share the comprehensive narrative of the American



“The very basic core of a man’s living spirit is his passion for adventure. The joy of life comes from our encounters with the new experiences, and hence there is no greater joy than to have an endlessly changing horizon, for each day to have a new and different sun.”

—Jon Krakauer, *Into the Wild*





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“At the Autry, we invite you to explore all the threads of the cultural history and experience of the American West to define what the West means to you.”

—W. Richard West, Jr.,
President and Chief Executive Officer,
Autry Museum of the American West



Pomo feathered boat basket, circa 1900

West and the multiple cultures, perspectives, traditions, and experiences—real and imagined—that make the West a significant and unique part of the world.

The Autry tells all the stories of the American West through its rich and diverse collections, an extraordinary assemblage of more than 600,000 objects that includes works of art, library collections, and archival materials. Diverse programming and community integration make the Autry uniquely qualified to present the West's dynamic past and explore its future in a cogent and comprehensive way.

The Autry's two library collections—the world-renowned Braun Research Library and the Autry Library—inform the work of researchers, academics, students, teachers, entertainment professionals, Native leaders, and cultural experts. A detailed online database provides 24/7 global access to more than 40,000 collections items reflecting the peoples, cultures, and histories of the American West. As part of its commitment to innovative research and interpretation, the Autry promotes a range of educational activities,

encourages the development of groundbreaking scholarship, and reaches a broad audience through programs and publications.

With more than 150,000 annual visitors, including 40,000 area students, the Autry brings cultural history and contemporary experience to life for a broad community. Through exhibitions, school programs, and some 200 public programs each year, which include a broad menu of cultural events and festivals, film and lecture series, and family activities, the Autry creates learning opportunities for tens of thousands of K-12 and college students, families, and lifelong learners.

The Los Angeles County Arts Commission's latest annual survey and report identified the Autry as one of four institutions providing the greatest amount of arts education to students in Los Angeles County. Over the past year, the Autry served more schools than any other arts institution in the survey, reached the second most school districts, and placed second in terms of the sheer number of classes taught and programs offered.



"I want to give something back to the community. To exhibit and interpret the heritage of the West and show how it has influenced America and the World."

—Gene Autry

THE AUTRY MUSEUM OF THE AMERICAN WEST: THE NEXT 15 YEARS—A VISION AS BOLD AS THE WEST ITSELF

More than "repositories of treasured objects" and the presentation of static exhibitions, museums of this century are vibrant, interconnected, and engaged parts of community life and experience. These living institutions serve as public and civic gathering places and spaces, and as forums for the exchange and debate of ideas, the exploration and celebration of cultural history and diversity, and the development of common understandings and ultimate social and cultural resolution and reconciliation.

THE AUTRY'S MASTER PLAN FOR THE FUTURE

articulates and embraces the expanding and evolving role of museums that communities and stakeholders now demand. From mining, ranching, the Dust Bowl, and the fencing of grasslands, to Hollywood, immigration, and the development of the repeating firearm, the Autry's future will engage and examine the relevance to contemporary life of important stories from the past.

The Autry examines cultures horizontally and inclusively so that their connectedness—whether in peace or war, harmony or conflict—can be understood more fully and accurately. Over the next quarter century, the Autry has many exciting and important opportunities to make a difference in the lives of the Los Angeles community and beyond, and to enhance an understanding and knowledge of the American West for an entire nation.

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To meet these goals, the Autry has embarked on an extraordinary fundraising campaign to raise \$80 million over the next five years (2016–2020) to fund three core and vital initiatives, which include the following:

- \$40 million to complete the Resources Center of the Autry, a state-of-the-art collections care, research, and education center
- \$27.5 million over five years to support the annual operations of the Autry
- \$12.5 million to fund the most needed upgrades and enhancements to the Griffith Park campus made possible with the opening of the Resources Center of the Autry

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THE RESOURCES CENTER AT THE AUTRY— \$40 MILLION

No initiative is more necessary and potentially critical to the Autry and its future than the long-planned and much anticipated Resources Center of the Autry. The Center is the linchpin for the museum's continued growth and the fulfillment of its mission.

The Resources Center of the Autry provides a functional and elegant solution to current limitations at the Autry's Griffith Park site regarding the housing of its collections and the adequacy of exhibition spaces, as well as the stewardship needs of its collection, in connection with associated research and educational programs.

The Resources Center of the Autry is the solution to current limitations at the Griffith Park site and will house the Autry's collections under one roof:

- 600,000 objects
- 50,000 books
- 2,000 sound recordings
- 700 manuscript collections
- 147,000 historic photographs
- 3,000 works of art on paper



Danielle Klebenow Photography

The research and education library and the Braun Research Library collection will be accessible to staff, artists, film professionals, students, scholars, archaeologists, historians, and tribal communities.

Phase I has been completed with the 2010 purchase of a 78,000-square-foot industrial building for \$7.5 million:

- Located in Burbank, only 2.7 miles from the Autry's main campus in Griffith Park, construction of spaces necessary to safely house the collections is underway.
- Construction features installation of computerized environmental controls, and security and fire suppression systems.

Phase II construction has begun. The principal components of Phase II include:

- A large state-of-the-art library complex
- A new collections area for objects currently housed at the Griffith Park campus
- Renovation of approximately 50,000 square feet of space
- Addition of a second story to the building, providing an additional 25,000 square feet

THE AUTRY'S ANNUAL OPERATING SUPPORT—\$27.5 MILLION

Annual operating support—in the form of memberships, sponsorships, and donations—is one of the three pillars of the annual budget on which all else relies at the Autry. Gifts in these categories during the past several years have enabled the Autry to provide a variety of programs and investments in support of ongoing operations at the museum. Continuation and growth of this support over the next five years and beyond is essential to the fiscal health of the institution.

The Autry currently raises approximately \$4.5 million annually through private philanthropic support, and by the end of 2020 the Autry seeks to increase this number to \$6.5 million annually, for a total of \$27.5 million over the five-year period.

GRIFFITH PARK UPGRADES AND ENHANCEMENTS— \$12.5 MILLION

Upon completion of the Resources Center of the Autry, the Autry will begin comprehensive renovation of the Griffith Park campus. Opening new public spaces will enable the creation of enhanced and updated core exhibition galleries, the presentation of far more objects from our vast collections, and expanded interpretation and telling of all that comprises the substance and importance of the stories of the American West, past and present.

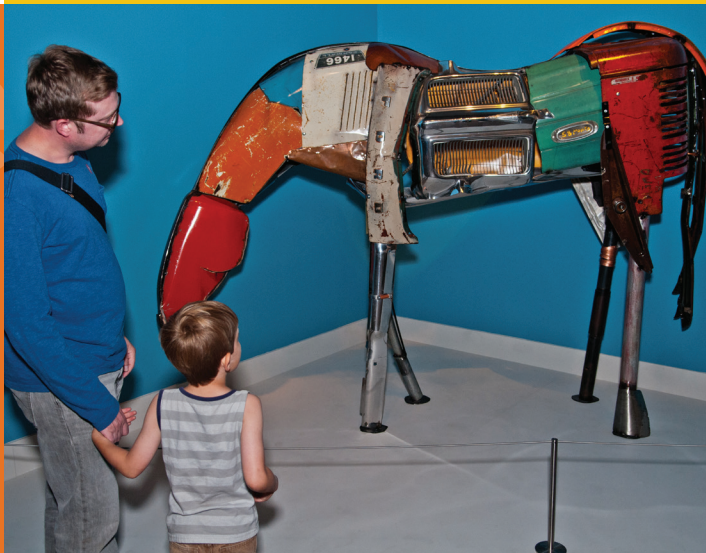
Plans are currently being developed with architects, space planners, curatorial staff, and Autry leadership to guide this comprehensive renovation project.



“One cannot be pessimistic about the West. This is the native home of hope. When it fully learns that cooperation, not rugged individualism, is the quality that most characterizes and preserves it, then it will have achieved itself and outlived its origins. Then it has a chance to create a society to match its scenery.”

—Wallace Stegner,
The Sound of Mountain Water

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*Installation view of New Acquisitions
Featuring the Kaufman Collection*



25 YEARS

THE AUTRY'S NEXT 25 YEARS

The \$80 million investments proposed will enable implementation of the Autry's visionary strategic plan over the next several years, provide a foundation for growth, increase the museum's educational and research impact and capabilities, and ensure the Autry's continued excellence as a resource and treasure for Los Angeles, the region, and the nation.

The impact of the Autry's success through this very special extraordinary campaign effort will be as big and bold as the West itself, positioning the Autry to be the model museum of the twenty-first century.

We invite you to join us in helping develop this model twenty-first-century museum.



Above and opposite: *Preston Singletary, Raven Transformation Mask, 2010*

THE WEST IS CALLING

“Look closely at
the present you
are constructing:
it should look like
the future you are
dreaming.”

—Alice Walker



Celebrate all the stories of the American West by making your pledge, which may be paid over time. Major campaign contributors will be recognized in Autry publications and on permanent donor walls, and prominent naming opportunities are available. Your story will become a permanent part of the Autry.

WILL YOU ANSWER?



AUTRY MUSEUM OF THE AMERICAN WEST
4700 Western Heritage Way
Los Angeles, CA 90027-1462

To learn more, visit: theautry.org/campaign