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MUSEUM OF CONTEMPORARY ART DETROIT

FUTURE FUND
CAMPAIGN

THE FUTURE CAN TAKE DIFFERENT SHAPES



The Museum of Contemporary Art Detroit (MOCAD) seeks to raise \$8 million in private funding to support the Future Fund campaign. As a vital component of the revitalization of Midtown and Detroit itself, MOCAD plans for a bright future. We need your support to continue serving as the location for cutting edge local, national, and international contemporary art in Detroit. Let's make Detroit proud together.



The Endowment: \$5 Million Goal

Provides critical annual support and long-term sustainability:

- Helps us meet our needs in a precarious arts funding environment
- Provides future financial stability, allowing for new thinking, paving the way for more creativity

Capital Support: \$3 Million Goal

Supports capital and infrastructure improvements for our Albert Kahn gem:

- Annually changing mural on the façade of the museum
- Parking lot/campus improvements: stormwater drainage, safety, aesthetic
- Better connectivity to Qline with walkways and landscaping presenting a sense of place
- HVAC system upgrade — helps to recruit and retain top artistic talent
- 24/7 security
- Additional office space for a growing staff
- Green infrastructure will be used in all facets of the building and design process

Naming Opportunities

Talent

- Director Position \$2 Million
- Curator of Education \$1 Million
- Director of Exhibitions \$1 Million

Spaces

- Mike Kelley *Mobile Homestead* \$2 Million
- Woodward Gallery \$2 Million
- Changing façade featuring site specific artworks \$1.5 Million
- MOCAD Exterior Campus \$1 Million
- Front Entryway \$1 Million
- Cafe \$1 Million
- North Gallery \$750,000
- Central Gallery \$500,000
- BlackBox/Video Gallery \$250,000



HELP US CREATE ART

As MOCAD pushes the limits to engage and educate the public while providing an outlet for artists both local and international, the museum must continue to grow itself. The various upgrades needed to improve the infrastructure of the museum's operations, are vital to this cause. For a small museum that dreams big, the new strategic plan calls for these improvements, which will assist as we offer more and more programs, events and educational opportunities. Plans for the exterior mural and landscaping, are a part of MOCAD's involvement in the revitalization of Midtown and now the Sugar Hill district. In addition, providing more office space for new employees and upgrading the HVAC system, will further assist in the growth of the museum and its offerings.





Our Albert Kahn Jewel - Our Home

Located in the Museum District, our home has been simply renovated to maintain its historic character. The building was originally designed by famed Detroit architect Albert Kahn. In 2006, architect Andrew Zago adapted the building which currently features artwork by graffiti artist Sean “Nekst” on the south side and a large exterior mural by New York artist Andrew Kuo on the front of the building facing Woodward. This fall we will be debuting a new mural, reimagining the 2007 EVERYTHING IS GOING TO BE ALRIGHT by artist Martin Creed.

The new face of MOCAD will connect art, design, nature, and people to encourage creative experiences and human interactions. Distinguishing MOCAD as a regional cultural destination with beautifully designed spaces and endless possibilities to explore and engage with art in the urban landscape and create a special gathering space for a broadly

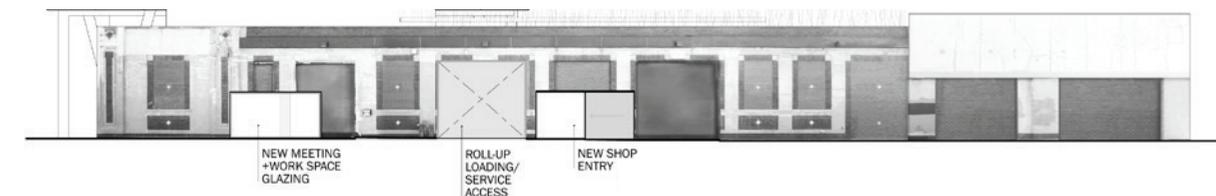
Rather than attempt façade repair/restoration, a new layer is added to the building’s history

diversified community. Helping to revitalize our neighborhood and present a new public identity, connecting the museum campus to the city via expanded green alleyways, and inviting passersby to enter the museum grounds through world-class contemporary urban landscape design.

Benefits

In addition to naming opportunities at the various levels, in recognition of this generous support, donor’s name or logo will be on the MOCAD website, e-news, donor wall listing, all promotional materials and will also include a private reception.

As the city of Detroit continues on its journey of revitalization, with your help MOCAD intends to serve as a beacon of innovation and inspiration for the community and region. We appreciate your consideration and dedication to our city.

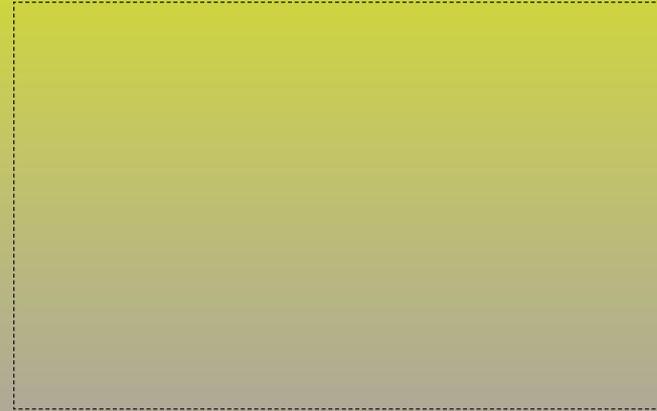


OUR MISSION

MOCAD is where adventurous minds encounter the best in contemporary visual, literary, music, and performing arts. A responsive center for diverse audiences, MOCAD presents art that contextualizes, interprets, educates and expands culture, pushing us to the edges of contemporary experience.

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