



where inspiration,  
education and connections  
come alive!

# the case for support

Some three million people live in the two-county region known as the Inland Empire and they could use more inspiration, more appreciation and more creative sensibility. In 2013 a small band of artists set out to make this possible by founding the Inland Empire Museum of Art (IEMA), a 501(c)(3) non-profit, tax-exempt private institution whose purpose is to collect and display artworks that get people to see what they may not expect and come to expect works that help them see better.

There are 101 museums in the Inland Empire. There are several air museums, natural history museums, Native American museums...even a museum for the first McDonalds restaurant (in San Bernardino). But prior to the founding of IEMA, there were only seven dedicated art museums, two operated by community colleges, one by Cal State San Bernardino and one by UC Riverside, as well as three independent, free-standing art museums in Ontario, Palm Desert and Riverside.

The Inland Empire Museum of Art was founded out of the clear need to expand art and culture in the Inland Empire. Moreover, when one surveys the collections of the incumbent facilities, it is clear there is not a single one whose primary focus is art created in the Inland Empire. Hence, there is a need for an art museum with a strong and robust exhibit schedule both for adults and children, along with classes, lectures and special events with free admission to the public.

This is the work of the Inland Empire Museum of Art.



*Memphis | Oil Pastel | Gerald Owens*





# our mission

To enrich the cultural life in and beyond the Inland Empire, to foster and to promote the study, appreciation and understanding of art through exhibits, education and publications.



*Claremont Loop Trail | Oil on Canvas*  
Jens Lerback

***The best introduction to art is  
to stroll through a museum. The  
more art you see, the more you'll  
learn to define your own taste.***

Jeanne Frank

# our vision

HEMA will become the key agent in creating opportunities in the arts for residents throughout the Inland Empire and become known and respected for strong programs and exhibits that provide an outlet for contemporary art.



*Dancing Gazelles | Bronze*  
Betty Davenport Ford

# benefits for the community and region

We believe that arts and culture are essential to creating strong communities, bright and enriching lives, deeper understanding and appreciation of diverse cultures and growing competitive industries. These core beliefs, are reinforced by extensive field research around the impact of the arts and culture on our lives—studies that outline how arts in education have significant cognitive benefits for youth, that arts and cultural institutions generate massive economic return for their communities, that participating in arts and cultural activities has a lasting positive impact on physical health and social bonds, and—perhaps the primary reason that most people engage with the arts and culture—that they offer captivating, fulfilling, and pleasurable experiences.

Despite these proven benefits, the arts and culture sector often lives on the defensive, suffering from declining participation rates in “benchmark”

*The primary purpose of the Museum is to help people enjoy, understand, and use the visual arts of our time.*

Alfred H. Barr Jr.



*Homage to Diego | Watercolor  
Joanna Mersereau*

*Sticking Point | Watercolor  
Woody Hansen*



arts experiences, repeatedly expected to prove relevancy during budget and policy negotiations and often perceived as a low priority for busy lives or tight household budgets. This grim picture is only confirmed by discouraging data sets from national research initiatives.

A study released by the National Endowment for the Arts (NEA) in January 2015 reported a disturbing trend: "Since 2002, adult attendance rates have declined for a core set of arts activities tracked consistently by the NEA. Thirty-three percent of adults attended one of those selected activities in 2012, compared with 39 percent a decade earlier. The declines were steepest for non-Hispanic whites, adults from 35 to 54 years of age, and higher educated adults (those with at least 'some' college education)."<sup>1</sup> The report also found that attendance at so-called "benchmark" arts events and activities (e.g., musical and non-musical plays, visits to an art museum or gallery, opera or classical music concerts, etc.) was not "a comprehensive indicator of arts participation."<sup>2</sup> In fact, the percentage of Americans involved in everyday activities that connect with arts and culture (e.g., using electronic media to watch or listen to

art, or performing, editing, or remixing art) was generally much higher than the percentage of Americans engaged in "benchmark" activities and events. A companion study released at the same time found that 73% of survey respondents identified the opportunity to "socialize with friends or family" as the top scoring motivator for attending arts events and activities.<sup>3</sup>

Such data reinforce what anecdotal evidence and observation had already been noting: First, the reality of engaging with arts and culture in our everyday lives is likely broader and more diverse than traditional definitions would suggest. And second, the drivers for engaging in benchmark activities are perhaps more closely related to what individuals prioritize in their everyday lives rather than a passion for the activities themselves.

IEMA seeks to change this state of affairs.

FOOTNOTES:

- 1 A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012. National Endowment for the Arts: January 2015. p. X.
- 2 Ibid.
- 3 When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance. National Endowment for the Arts: January 2015, p. 10.



# the collection

The collection represents some of the most prominent artists in the Inland Empire and beyond, from the mid 1900s to the present. Due to the generosity of the artists and other individuals and their belief in the Inland Empire Museum of Art, the collection is growing. As of May 2015 we have over 250 pieces of art from more than 125 artists, with a particular—but not exclusive—focus on works created in the Inland Empire. Their aggregate value is over \$300,000.

*Vision animates, inspires,  
transforms purpose into action...  
Leadership is the capacity to  
translate vision into reality.*

Warren G. Bennis



*Sunday Morning in Vezelay, France*  
Acrylic on paper | Al Setton



*Planning the Composition*  
Oil on canvas | Veronica Kortz

*Searching the Stillness | Sculpture*  
William Catling





A portion of IEMA's collection comprises Contemporary Native American Art. This category includes a wide range of media and styles; from painting and sculpture to photography, folk art and contemporary craft. Primarily consisting of creations by Native Americans, the collection also includes art from artists who have a close connection to the Native American community.



*Corn Talkers | Oil on canvas*  
Susan Routledge



*Polychrome wood carving*  
Matt Yellowman



*Harvesting Cactus Fruit*  
Photogravure | Edward Curtis

**Humankind has not woven the  
web of life  
we are but one thread within it.  
whatever we do to the web,  
we do to ourselves.  
All things are bound together  
All things connect.**

Chief Seattle

# IEMAtv

Launched September 2015, IEMAtv is a new, contemporary art video channel, developed as a digital extension of the education and exhibition programming of the Inland empire Museum of Art. IEMAtv presents both curated and original videos to inform, educate and engage the audience. Presently there are 21 videos with more being added all the time covering creativity, art, inspiration, IEMA and more.



*One of the truly wonderful things about art-making is that it gives you permission - at any given moment, in any given art piece - to access anything you need, from any source you find, to express any idea you wish, in any form your heart desires. You can't ask for more freedom than that.*

Ted Orland





# young eyes gallery

The Young Eyes Gallery is the Inland Empire Museum of Art's gallery for the young at heart. This space will be filled with many different kinds of art, and will bring joy to viewers of all ages.

We look forward to having great things available when our building is realized: regular storybook reading times, special guests and speakers geared to younger art lovers, various classes and much more.

The work will be more whimsical in nature, yet still capture the magic of creation and be an inspiration to all viewers. This special exhibit space will introduce art - and all it has to offer to those young and old alike, and feature work that will appeal to the child in all of us.

# young eyes gallery

*All children are artists. The problem is how to remain  
an artist once he grows up*

Pablo Picasso



*Electric Mickey | Mixed media | Greg Gilbert*

*Totem | Ceramic | Leslie Codina*





# the value of giving

By giving to the arts, the essence of civilization is preserved, both for today and for years to come. It is thrilling to know that people will share a gift to the arts in a future that can't yet even be imagined. Art is part of who we are and also helps to define what we are. The gift of artwork to a museum turns the act of collecting into a collection, bringing joy to the viewer, creating value for the museum and developing a legacy to serve the community for years to come.

We introduced ourselves to the Inland Empire community with an exhibit, Art from California's Inland Empire & Beyond, the first exhibition of the museum's collection; featuring 120 artists and 247 works of art. Over 250 people attended the opening reception, with KVCR—the local PBS station—interviewing visitors and artists for later broadcast. IE Entrepreneur magazine was on hand to interview attendees for posting on the magazine's website.

*Raku Plate | Ceramic  
James Stewart*





# space needed

We have worked hard to build a good foundation for the museum. We are a 501(c) 3 public benefit corporation founded in February 2013.

Our needs are twofold: (1) a building and (2) cash flow to operate and market the IEMA. The building needs to be at least 5,000 square feet. The larger the space, the more we can offer the public.

We need room for two large exhibit areas. With two galleries we intend to host two staggered exhibits lasting six weeks each at a time, so that every month we have a new exhibit opening. We will also set aside space for our Young Eyes Gallery, a special exhibit for the younger set.

Our current collection contains over 250 pieces of art both 2-D and 3-D, so we also need space to store the collection with additional room to accommodate growth. We will need a large area for staging, a shipping and receiving area for coming and going exhibits. We will need space for offices, a conference room and a museum store. In the near future we need to have space for classes and lectures.

Along with the building we need to have the cash flow to cover the operating costs. After February 2016 we will have

been in existence for three years; at that time we will be eligible to start applying for grants.

You can help us make IEMA a family-friendly place where inspiration, education and connections come alive.

*The object of art is to give life  
a shape.*

Jean Anouilh

*Radiance 2 | Kimono Silk on Canvas*  
Sumi Foley



*Walk in Beauty*  
B&W Photo  
Derrick Yazzie



# building connections

We plan to offer a dynamic and constantly evolving program of art exhibits by local and nationally known artists, in both group and solo exhibits. IEMA will sponsor lectures by exhibiting visiting artists and teachers from the world over with lectures, classes and workshops. Our main focus is on the visual arts to engage visitors and to nurture and support the local creative community as a whole. We will offer monthly docent visits by local artists,

scheduled gallery openings and seasonal special events.

We will provide a local venue for artists and patrons of art to enjoy art and to provide a vehicle for artists to show their work and benefit from this exposure. This exposure, along with classes and workshops, will also help stimulate creativity within the public and the artists alike.

Part of the goal of IEMA is to facilitate informed discussion on artistic and cultural

issues of interest to the community and to exhibit how art museums play a constructive role in society by enhancing the quality of life in the community.

We believe this will help to connect families and friends and create a stronger community bond with others. Artistic expression and appreciation crosses cultural boundaries like nothing else and is an essential ingredient that helps bind us to each other.







*The Day is Done / Watercolor / Angela Hernandez*

IEMA is a 501(c)(3) Non Profit Organization

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Now a Member of



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*Vision together with imagination  
is what makes a creative idea  
become a work of art.*

Hap Hagood



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#iemart