



RIBA-USA : A View of the Future

Collaborations and Partnerships

Bringing new Insights into the Role and Value of the Profession through
Arts, Cultural and Community Initiatives

Objective: To grow both membership and reputation for the RIBA in the United States

Current Initiatives

■ Education – High School

- In line with the RIBA-USA’s mission to promote the arts, sciences and culture, to offer middle and high school children – especially in underprivileged inner city areas - the opportunity to express their ideas of how to improve the places they call home.
- To “Test Drive” the program with Miami-Dade County School District with a view to expanding the program next year and to take it nationwide where the RIBA-USA Region has operating Chapters.
 - The Miami-Dade Schools Board have unanimously endorsed the program as a bona fide component of the educational experience and process. This is a significant “calling card” for other School Districts throughout the nation
- To expand the program within Miami Dade County and offer similar programs in areas where RIBA-USA has organizations

■ Exhibitions

- Architecture and the Built Environment “sells” according to the results of recent Guggenheim exhibitions in New York and Bilbao – opposite of hitherto conventional wisdom in the museum and gallery world
- Initial discussions have been held with The Guggenheim about developing a rolling program of Exhibitions possibly employing RIBA Archival material

Exhibitions – The Potential of a multi-year Rolling Program focusing on Architecture and the Built Environment



- Our built environment – human habitats – is attracting greater attention from policy-makers planners and community leaders than ever before
- Architecture’s role and that of architects in the widening debates about our human habitats represents a huge opportunity to increase the profession’s standing and success and re-position practitioners for broader roles in a changing society

An Exhibition Example: Frank Lloyd Wright: From Within Outward

- **A close collaboration between the Frank Lloyd Wright Foundation and The Solomon R. Guggenheim Foundation**
 - Co-curated
 - Co-Designed
 - Co-Produced and Marketed
 - Co-Authorship and Marketing Rights of the Exhibition Catalogue
 - Partnership approach to financial upsides to the Exhibition (Gate Share)
- **Partnership developed by Tom Krens, then CEO of the Solomon R. Guggenheim Foundation and Phil Allsopp, then President and CEO of the Frank Lloyd Wright Foundation**
 - Celebration of the 50th Anniversary of the opening of the Guggenheim Museum in New York
 - Recognition of the 50th anniversary of Wright's death and his body of work from the steam age to the space age
 - Celebration of the common "DNA" linking both organizations – Architecture and Frank Lloyd Wright
- **Two years in the making – Biggest Blockbuster Exhibition in the Guggenheim's history; record gates in New York and Bilbao**

The Details – How the FLW-Guggenheim Partnership Worked

First Steps – June of 2007

- Discussions between leadership of both organizations – in Arizona, In New York and In Massachusetts
- Preliminary examination of archival materials suitable for exhibition
- Discussion of business terms amenable to both organizations
 - Costs, IP, Loan Agreements, Upside revenue sharing
- Presentation of the idea to both Boards of Trustees – FLW and Guggenheim

Launching the Partnership program – August 2007 – March 2008

- Formation of the Exhibition Teams – FLW and Guggenheim
- Finalizing the business terms and loan contract (New York and Bilbao)
- Development of the Exhibition Design Timeline and Milestones with the opening date as the key mark to hit
- Exhibition Design Charettes
 - Exhibiting FLW drawings differently
 - Vitrines vs. framed drawings
 - Lighting, conservation and progression through Guggenheim Space (NYC & Bilbao)

Promoting the Show – January 2008 – Show opening on May 15, 2009

- Fund-raising, Public Relations, Press Releases and press previews

The Details – How the FLW-Guggenheim Partnership Worked (cont.)

■ Partnership on Design and Authorship: 2007-Opening Day May 15, 2010

- Selection of materials for inclusion (215 Drawings + historic models)
- Creation of new models of key projects – selection of model-making teams and budgets
- Creation of high-resolution animated 3D “fly-throughs” of six Wright projects
 - Harvard GSD
 - Madison Area Technical College (Wisconsin)
- Final Exhibition order and progression through Guggenheim NYC
- Finalize Exhibition Catalogue plus external authors’ materials

■ Physical Logistics: 2007-Opening Day May 15, 2010

- Exhibition Catalogue Finals – November 2008
 - Catalogue Printing - Rizzoli
- Crating of materials and insurances – January through April, 2009
- Shipping and receiving – joint curatorial team plus shipper
- Exhibition Installation – April 2009

■ Public Relations

- Press Announcement & Previews – Sept 11, 2009, NYC

■ Opening Gala, May 15, 2009+ Special Seminar and Panel Events

The Results

- **Zero cost to FLW** except for on-going staff salaries (Archives, Corporate, Public Relations and Development/Fund-Raising)
 - No Loan fee per drawing
 - Gate Share deal with Guggenheim
 - ***Fund-Raiser (zero cost to FLW) FOR the FLW Foundation at the Guggenheim NYC on June 19, 2009; Raised \$540,000***
 - ***Net proceeds to FLW Foundation from partnership financial arrangements***

- **Discussions of future rolling program of Wright's work worldwide – March 2009**
 - Smaller exhibitions – twice per year possibly including between 50 and 100 drawings per exhibition
 - ***Potential of between \$500 and \$800K of net revenues to FLW per annum***
 - FLW Archives hold 22,500 drawings done by Wright throughout his career.
 - Practical limit of 225 years of exhibitions without repeating any item

Collaboration: RIBA and the RIBA-USA Region

■ RIBA London

- Archives and deep knowledge of its holdings but their content currently unknown to RIBA-USA members
- Conservation and protection of historic artifacts
- Relationships with museum and gallery venues in Europe and North America

■ RIBA-USA

- Significant on-the-ground experience and knowledge of Exhibition Development, Production and Execution
- Knowledge and experience of creating mutually beneficial business arrangements such that neither loaning organization nor Gallery/Museum loses money on the deal
- Personal and professional relationships with some key arts and culture organizations in the United States including but not limited to:
 - The Solomon R. Guggenheim Foundation (NYC, Bilbao and Abu-Dhabi)
 - The Getty
 - Alden B Dow Foundation, (Midland Michigan)
 - The Wilsonian, Miami Beach
 - Scottsdale Museum of Contemporary Art
 - Phoenix Art Museum
 - Arizona State University
 - University of Wisconsin

Proposed Next Steps: Exhibiting the RIBA Archives to North America

- To formalize a professional agreement between the RIBA London and RIBA-USA
 - RIBA London has the archival materials
 - RIBA-USA has the business, program management and exhibition experience to create the right deals with exhibition venues that result in financial and educational success

- Formalize exploratory discussions with Guggenheim and GCAM Group – Global Culture and Arts Management Group – Tom Krens' Enterprise) regarding the exhibition of RIBA materials in the US and elsewhere

- Select/Devise a test exhibition project to launch the tri-partite collaboration model – Summer of 2009
 - RIBA Archives staff to visit RIBA-USA in the USA (Phoenix or NYC)
 - RIBA-USA to provide potential venues for exhibitions and meetings with Museum Directors
 - Determine with one or more venues the interest in a) a specific exhibition and b) a rolling program of exhibitions
 - Develop partnership/Collaboration Agreements with Venue of interest