THE CAMPAIGN FOR THE NEW BRUCE
COMMUNITY • ART • SCIENCE • EDUCATION
FALL 2019

THE C.A.S.E FOR THE NEW BRUCE—JOIN US!

So much has happened with the Campaign for the New Bruce in the past few months, making this a perfect time to update you on what we’ve accomplished, what remains to be done, and how the New Bruce will benefit our larger community.

On Sunday, September 8, the Campaign’s public phase launched with Bruce ConsTRUCKS, a fantastic day for families and friends of the Museum. Well over 1,000 people attended, eager to learn about the New Bruce and to enjoy all the festivities, including the rare chance to draw on the Museum’s walls before our main changing gallery spaces closed for renovation. The New Bruce will be a game-changer for local families, students, scholars, and visitors to Greenwich.

We have now raised more than 80% of the $45 million construction goal, thanks to the generosity of the Campaign’s early supporters. Chief among them are a $15 million lead gift from Greenwich resident William L. Richter, whose name will be on the new Art Wing addition, and a $5 million donation from the Steven & Alexandra Cohen Foundation, for the new Education Wing that will be named for their generous support.

We are now just $8 million away from breaking ground on the new addition next summer. When complete, this unprecedented initiative will expand the Museum from just under 30,000 square feet to over 70,000 square feet, adding state-of-the-art exhibition galleries for art and science, new education spaces, an expanded lecture hall, a restaurant, and meeting spaces that together will make the Museum a vibrant center for the greater community for generations to come.
FIRST WE RENOVATE, THEN WE BUILD

The transformative project to reimagine the Bruce is proceeding in phases. Already under way is a top-to-bottom renovation of the Museum’s changing gallery spaces. Our goals:

- To reconfigure the galleries in the existing building to accommodate major new art and science exhibitions, opening on February 1, 2020;
- To prepare this expansive space as the future home of the Museum’s Permanent and Changing Science Galleries after the new Art Wing opens;
- To implement long-overdue upgrades to the Museum’s climate control system (HVAC).

These enhancements will be followed by a complete renovation and reinvention of the Permanent Science Galleries, beginning in February 2020. Groundbreaking for the Art Wing addition is expected to begin next summer, with the opening scheduled for the summer of 2022. The Museum will remain open for much of the renovation and construction project, offering a robust schedule of exhibitions and special programs, lectures, films, and activities for members and visitors of all ages.

NEW BRUCE ARCHITECTURAL TEAM

The centerpiece of the New Bruce is a three-story, 43,000-square-foot addition that will offer more space for both art and science, as well as greatly enhanced opportunities for use by the community.

Designed by the award-winning New Orleans firm of EskewDumezRipple, the building will open directly onto Bruce Park and feature a delicate striated façade of cast stone and glass inspired by the surfaces of Connecticut’s quarries and the rock outcrops of Bruce Park. The EDR team includes Reed Hilderbrand Landscape Architects.

<table>
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<tr>
<th>February 2020</th>
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<tr>
<td>Changing Galleries Re-open; Renovation of Permanent Science Galleries Begins</td>
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<tr>
<th>September 2019</th>
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<tr>
<td>Renovation of Changing Gallery Spaces Begins</td>
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<th>Summer 2020</th>
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<tr>
<td>Groundbreaking for Art Wing Addition</td>
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WAYS TO GIVE—YOUR HELP MATTERS!

We invite you—our Museum members and friends—to help complete the quest for the New Bruce. There are many ways you can join this initiative:

**Make a Pledge.** Enclosed is a mail-in pledge form. All contributions to the Campaign for the New Bruce are welcome and sincerely appreciated. **No dollar amount is too small!**

**Donate Online.** Visit NewBruce.org for the latest information about the Campaign, including a virtual tour, renderings and details about the architects, as well as profiles of the Campaign leaders and impactful ways to give.

**Host a New Bruce Event.** Interested in lending your time and talent to the Campaign for the New Bruce? Small-scale private events provide opportunities to give Museum supporters and their friends, neighbors, and business associates a fuller understanding of the renovation and expansion project and the tremendous impact it will have throughout the community.

Thank you!

To learn more about the Campaign and to participate, please contact

**Whitney Lucas Rosenberg**
Director of Development and Institutional Advancement
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wrosenberg@BruceMuseum.org

**Barbara Tavrow**
Campaign Director
203-249-8225
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DEDICATED WAYS TO GIVE

There are many opportunities to name a space, display, or necessity in the New Bruce. Here are just a few examples.

- Canopy Tree
- Classroom Organizational Spaces
- Gallery Bench
- Sponsor a Bird in the Diorama
- Sponsor a Mammal in the Diorama

For a full list of naming opportunities, please visit NewBruce.org or contact Whitney Lucas Rosenberg or Barbara Tavrow.

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<tr>
<th>April 2021</th>
<th>Summer 2022</th>
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<tr>
<td>Permanent Science Galleries Re-Open</td>
<td>Bruce Museum Grand Re-opening</td>
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<tr>
<td>October 2021</td>
<td>Museum Closed to Complete Renovation and Exhibition Installation</td>
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LEISURE AND LEARNING

Museums are about creating community, bringing people together for cultural experiences in real space. The entire ground floor of the Art Wing addition will be welcoming, fully accessible, and free of charge to all visitors whenever the Museum is open. Guests can shop at the expanded Museum Store and enjoy chef-designed creations on the restaurant terrace overlooking the park and outdoor sculpture.

The flexible design of community areas such as the Auditorium and Museum restaurant will encourage visitors to make new connections during events like concerts, film series, “lunch and learn” sessions, or conversations with thought leaders in art and science. You’ll be able to rent these spaces for meetings and celebrations of all kinds.

REDISCOVER BRUCE PARK

One of the most exciting things about the design is that it orients the Museum toward Bruce Park, with the new entrance facing Museum Drive. Reimagined and newly landscaped grounds with winding paths and a sculpture trail will create opportunities for learning and reflection in nature. As you enter the Museum, you will find a light-filled interior court, open to the sky, with trees, mosses and ferns. The Museum in a park and the park in a Museum!
ART
A New Art Experience

A COLLECTION TO VISIT AGAIN AND AGAIN

The New Bruce will herald a new chapter in the expansion of a distinguished permanent collection that reflects world cultures ranging from ancient China to modern and contemporary art. Four new permanent art galleries, comprising 5,500 square feet, will inspire new gifts to the collection and encourage visitors to return to view their favorite works, again and again.

A SHOWCASE FOR WORLD-CLASS ART

The New Bruce will feature an expansive changing art gallery, ensuring that something new and exciting is on view with each visit. With 4,500 square feet of changing exhibition space, the Bruce will be able to accommodate larger international traveling exhibitions of world-class art than it ever has before.
EXPLORE THE BEST OF SCIENCE

Encompassing all of the current Museum’s existing galleries, the future Science Wing of the New Bruce will have the space to explore cutting-edge science themes in greater depth. In the dramatically expanded changing exhibition gallery, seven times larger than at present, new shows will ignite imaginations to explore discoveries of the past and envision possibilities for the future.

INSPIRING WONDERS OF THE NATURAL WORLD

The Permanent Science Galleries will be redesigned and reinstalled, showcasing exceptional fossils, minerals, and unique specimens from the Bruce Museum’s collection, which focuses on the natural history of this region. With a refurbished diorama, new interactives throughout, and displays that include full-scale model dinosaurs and live animals, the Permanent Science Galleries will present a multi-sensory expedition through the region’s rich natural history and address critical issues in science today. A separate new gallery will be devoted to the exceptional gift of minerals from Robert R. Wiener.
OPPORTUNITIES FOR A NEW GENERATION

Expanded and redesigned, with a dedicated entryway, the new Cohen Education Wing will reinforce the value of the Bruce as a center of lifelong learning and an advocate for diverse audiences. Our education programs will inspire wonder and spark creativity, emphasizing hands-on opportunities to better understand the integration of art and science uniquely available at the Bruce Museum.

FAMILY TIME AND ENGAGEMENT

The New Bruce will enable the Museum’s popular in-house programs for families to expand exponentially. Spaces dedicated to interactive learning will triple in size. There will be programs for children as young as age two; programs for people of all ages and abilities, and for people with memory loss and their caretakers.
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RIGHT: CAMPAIGN CO-CHAIRS
HEIDI BRAKE SMITH, JOHN IPPOLITO
AND SUSAN V. MAHONEY

SHARE OUR PASSION! GROW WITH US!

The New Bruce Campaign Committee is led by Museum Trustees John Ippolito and Heidi Brake Smith and Museum Council Co-Chair Susan V. Mahoney. The Committee, Board of Trustees, and the Museum’s professional staff are committed to raising the final $8 million of the $45 million construction goal, as well as the remaining $9 million toward the Museum’s $15 million endowment goal, to ensure sustainability and support new programs.

“Museums have the ability to bring together people of all ages, all backgrounds, all interests into a public space that brings joy, or understanding of science, exploration, or artistic endeavors under one roof,” says Heidi Brake Smith. “The New Bruce will make a very big difference to downtown Greenwich and also the region. As community members, it is important to support our greatest assets.”

Please join these community leaders and become a part of this transformative project for the Bruce Museum—and the greater Greenwich community it has served for over a century.