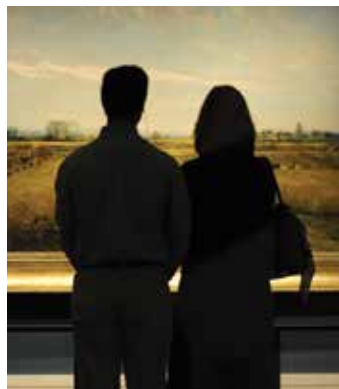




# LOVE THIS HOUSE CAMPAIGN

**2020** | HISTORIC HOUSE BICENTENNIAL

**2022** | MUSEUM'S 90th ANNIVERSARY



**taft**  
MUSEUM OF ART



**LIVING ART  
for 200 YEARS**  
TAFT HISTORIC HOUSE  
BICENTENNIAL

*Providing meaningful experiences by  
connecting people with great art, both in  
a historic setting and in the community.*



**Together, we will preserve the Baum-Longworth-Sinton-Taft historic house for future generations. You are invited to join this preservation campaign.**

In late 2015, in advance of the Museum’s celebration of the historic house’s bicentennial in 2020, the Taft’s Board of Directors commissioned an extensive review of the Museum’s operational and infrastructure needs. Over the course of 36 months, key collaborators have worked to create a master plan for the Museum campus to understand the needs of the collection and the visitors, identify and develop solutions for complex problems within a 200-year-old home, and complete a thorough analysis of the scope of capital projects needed to maintain this historic house for the next century.

As a result, our “Love This House Campaign” will raise the critical funding needed to ensure the future stability of our 200-year-old historic house—our largest work of art and prized National Historic Landmark.

I hope you will join us by supporting a \$10.7 million campaign to fund these important projects preserving the exterior and internal infrastructure of the house. We present them in the following pages.

With great appreciation for your past generous support,



Gerry Greene  
*Board Chair*



Jill McGruder  
*Chair, Love This House Campaign*



Deborah Emont Scott  
*Louise Taft Semple  
President/CEO*

**We invite you to join our **Love This House** campaign.**

- Special events and tours exclusively for **Love This House** donors.
- Donors at the \$25,000 level and above will be recognized on our permanent donor wall.
- Donors above \$2,020 will be recognized in published lists of supporters.



## ENHANCING THE VISITOR EXPERIENCE

*Expected Cost: \$550,000*

### **The Challenge**

After 15 years, the existing interpretation of the Taft's permanent collection—wall texts, object labels, and photographs—no longer reflects current research. Moreover, we want to engage our visitors, who have diverse interests and ways of learning, with new and stimulating information. Experiences will highlight the history of the Taft family, the house and its design, and its collections of fine and decorative arts. In addition, the Dater Education Space on the lower level of the historic house requires enhancements to continue to meet the educational needs of our growing program.

### **The Solution**

A complete reinterpretation of the art collections and historic house will feature the latest scholarship and dynamic experiences to excite visitors of all ages and backgrounds. In addition to lively new texts, brochures, and materials for families, an interactive digital component that integrates low-touch technology will enrich the way people relate to the permanent collection and historic house. The Dater Education Room will receive enhancements including more flexible furniture, better electrical infrastructure to use with art-making tools, and proper storage facilities for art supplies.



## Did You Know?

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The Taft Museum of Art has historic landmark status for the historic structure. It also has historic landmark status for the murals by Robert S. Duncanson, which reside in the foyer on original plaster.

# HVAC RESOLUTION

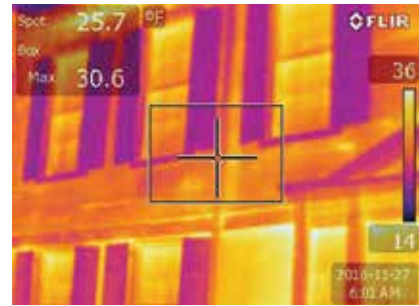
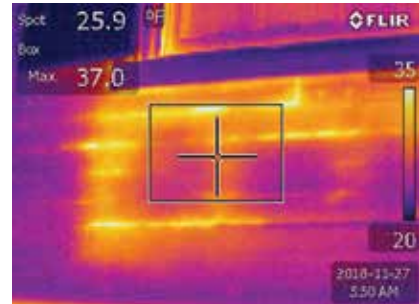
Expected Cost: \$4,275,000

## The Challenge

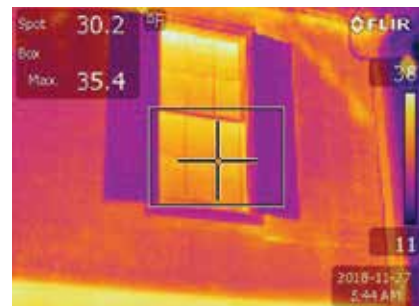
A 2018 heating, ventilation, and air conditioning (HVAC) audit confirmed that the current air handling system is unable to maintain precise temperature and humidity levels in our galleries. In part, this is because the building's exterior provides little support to our current heating and air conditioning systems. As a result, our heating and cooling systems work harder and require more frequent repairs to achieve accepted museum environmental standards for the permanent collection and works on loan to us. This shortcoming further burdens us with costly and labor-intensive workarounds for special exhibitions and loaned works.

## The Solution

Modify the building exterior to ensure that the appropriate HVAC systems can meet the climatic needs of the historic house and the artwork it contains. Updated HVAC technology and a higher-functioning HVAC system will properly marry the 1820 house and the 2004 addition so that both achieve museum environmental standards.



These thermal images, completed in November 2018, illustrate how the lack of insulation results in massive inefficiencies. The light yellow areas show heat escaping through the siding.



Thermal imaging indicates extensive heat loss through the windows. Areas around the windowsills are poorly insulated and leaky, as shown by the light yellow areas that show escaping heat.

## Did You Know?

Museums follow stringent best practices to maintain temperature at 70 degrees (plus or minus two degrees) while maintaining humidity at a level of 50 percent (plus or minus five percent) to protect the artwork from environmental damage.



## UPGRADED SECURITY AND FIRE PROTECTION

*Expected Cost: \$1,750,000*

### **The Challenge**

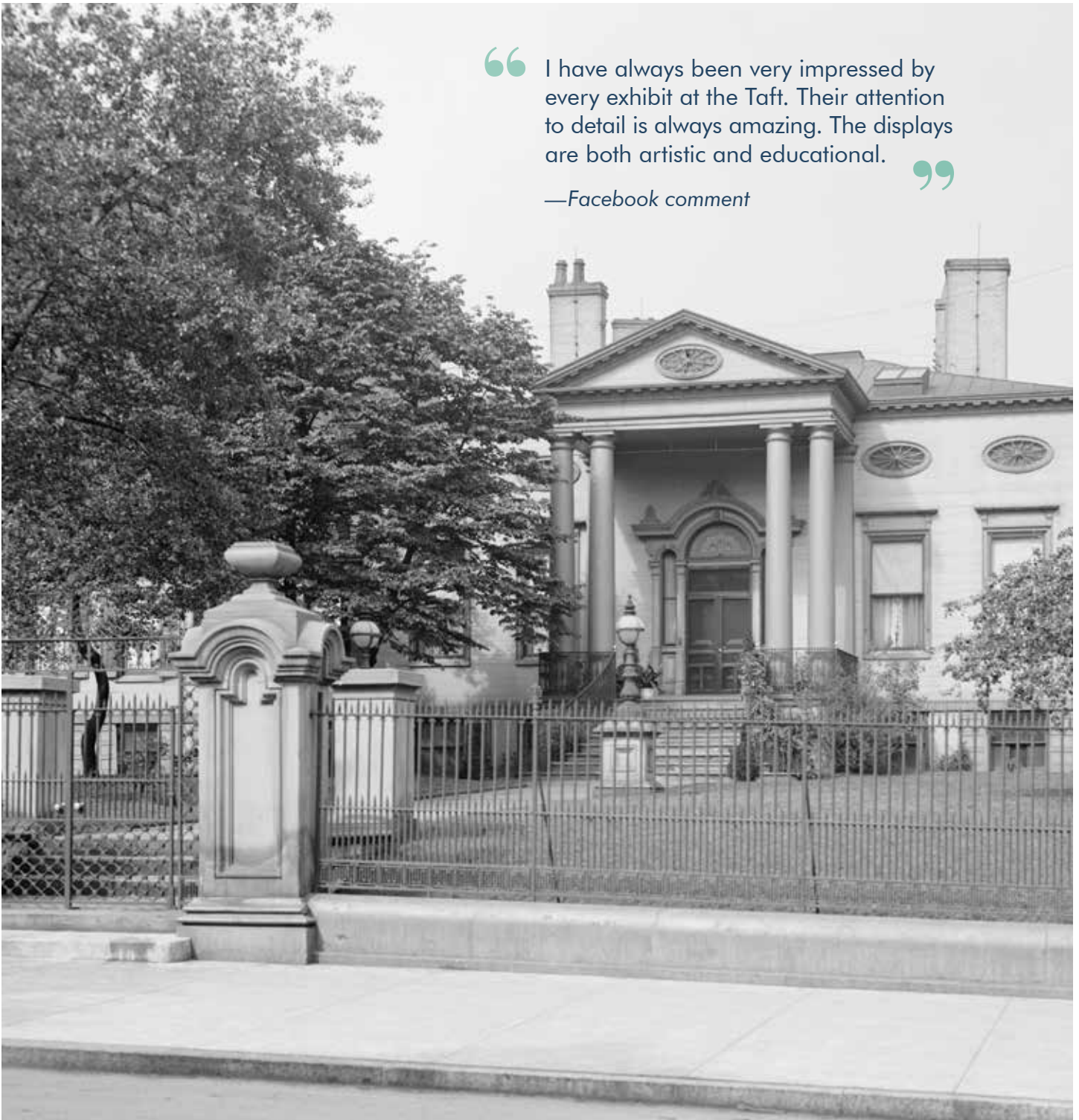
To ensure the safety of our visitors, staff, and collection, we must achieve industry best practices in security preparedness.

### **The Solution**

Advances in security technology are now more financially attainable for museums of our size. Additional security efforts, including exterior lights and an upgraded fire suppression system, are planned.

“ I have always been very impressed by every exhibit at the Taft. Their attention to detail is always amazing. The displays are both artistic and educational. ”

—Facebook comment



## Did You Know?

Approximately 80 to 90 percent of the wooden siding on the historic house is original.



# PRESERVATION OF A 200-YEAR-OLD HISTORIC HOUSE

*Expected Cost: \$4,150,000*

## The Challenge

We are the caring stewards of this 200-year-old former home. Meaningful work is needed to ensure future generations will experience its grandeur. The 2004 renovation was vital to the interior of the Museum; however, the exterior presents day-to-day operating inefficiencies. There is evidence of water damage through the exterior siding of the house; repairs are needed to the windows, shutters, roof, gutters, and chimneys. The original board siding that envelops the building has warped since the 1970s, when faulty boards were last replaced. Due to the many preservation regulations that apply to the house, addressing and repairing these issues is a challenge. There are also hazardous material risks from lead paint and asbestos.

## The Solution

As the Taft is a National Historic Landmark, we need to ensure that all proper protocols and preservation best practices are followed for any work undertaken. Work to be completed includes the repair of window shutters, the addition of proper venting of the original windows, the installation of a moisture barrier on the envelope of the house, and the waterproofing and sealing of the foundation. Additionally, structural work, refinishing of original boards, and painting of the house will be completed.



**Fig. 1** | Tests were completed throughout 21 different areas of the historic home in spring 2019. This photo of a piece of siding from the historic house shows the severe water penetration (left side of the board in photo) representative of the conditions discovered in some of the lower portions of the walls.

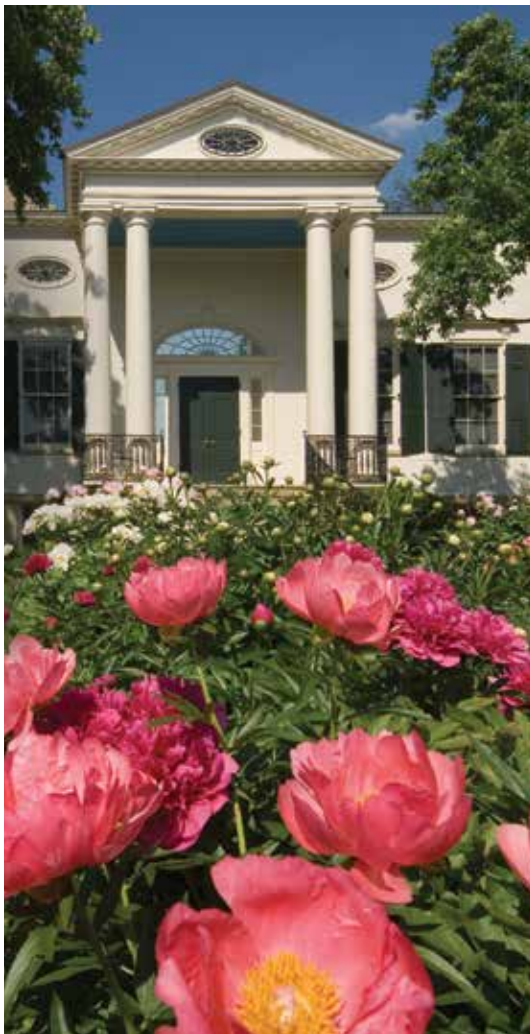
**Fig. 2** | This photo taken in spring 2019 highlights water penetration into the sub-wall immediately behind the siding. A modern water vapor envelope will prevent further damage behind the siding.

# HELP US SECURE THE MATCHING GRANT

The Taft Museum of Art has been awarded the competitive Infrastructure and Capacity Building Challenge Grant from the National Endowment for the Humanities in the maximum amount of \$750,000. The grant will directly support the Taft's Love This House infrastructure project that will begin later this year. The funds will help to preserve and reconstruct the Museum's 200-year-old historic house. To receive the grant, the Taft must raise \$3 million to secure the 4:1 match.



**NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES**



## Why Give Today?

- Giving to the Love This House Campaign ensures preservation of the historic house for future generations.
- In 2019 the Taft touched the lives of over 69,000 visitors through exhibitions, programs, workshops, and other activities in the Greater Cincinnati region.
- The Taft Museum of Art's impact reaches far beyond Cincinnati. In 2019 visitors traveled from 48 states and 53 foreign countries.
- A gift to Love This House is a meaningful way to make a significant and lasting contribution to the Taft Museum of Art and our city.

## What Is the Urgency?

- The 1820 historic house needs preservation now to protect the integrity of the structure, which is also essential for the ongoing care of the collection.
- Your gift today ensures that preservation can begin without any delay that might jeopardize the historic house and its priceless contents.



## WAYS TO GIVE

There are several ways to give to the Love This House Campaign, including:

- Cash
- Stock/Securities (visit [taftmuseum.org](http://taftmuseum.org) for transfer instructions)
- IRA Contribution/Beneficiary (donors aged 70½ can make a charitable gift from an IRA without paying income tax on the withdrawal)
- Will/Estate Planning
- Life Insurance

### For More Information

Contact Lindsey NeCamp, Vice President of Philanthropy & Deputy Director of External Affairs, at (513) 352-5133 or at [LNecamp@taftmuseum.org](mailto:LNecamp@taftmuseum.org).

“ If you have only an hour or two to explore Cincinnati, this is the place: shows off our city’s history, love of the arts, generosity, and civic mindedness, while exhibiting a fine permanent collection and intriguing special exhibits. . . . A uniquely Cincinnati experience. ”

—Facebook comment



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# taft

MUSEUM OF ART

**Discover the Taft Museum of Art.  
 The place where art lives.**

316 Pike Street  
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