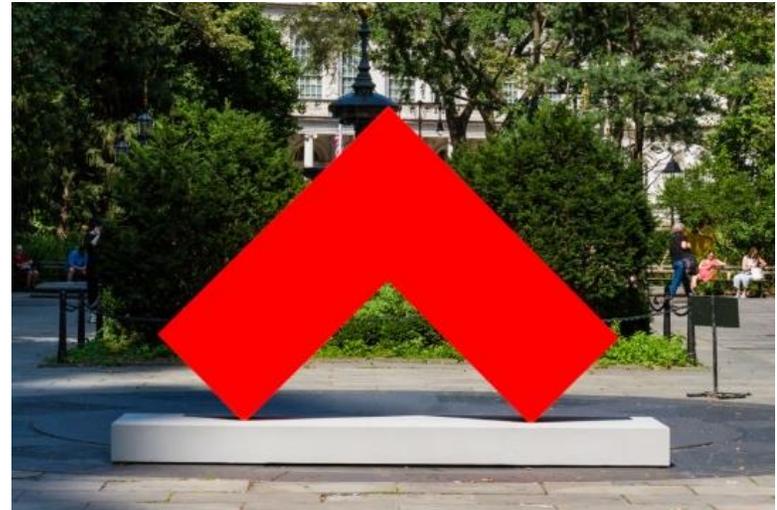

HERMANN PARK
CONSERVANCY

PLAY 
YOUR **PARK** **Public Art**
The Campaign for Hermann Park



*Carmen Herrera's "Angulo Rojo" in New York's City Hall Park
One of five works slated for Hermann Park's new public art installation*

Public Art Initiative
A Project of Hermann Park Conservancy
September 2019 Project Update

Public Art in Hermann Park

Highlights from Past Installations

Ai Weiwei



Louise Bourgeois



Orly Genger



Trenton Doyle Hancock



Yvonne Domenge



Patrick Dougherty



Public Art for all Houstonians

Introduction

Please lend your support and help create a legacy for one of Houston's premiere public spaces.

Hermann Park has been in the very center of Houston for over 100 years. A grand, revised master plan is in progress, crafted by the renowned landscape design firm Michael Van Valkenburgh and Associates. It will ensure Hermann Park remains relevant and vibrant for another century. The plan creates a continuing program of art installations to circulate throughout the Park and in designated permanent sites. With an extended master plan comes a new campaign to fund its amenities.

Play Your Park – The Campaign for Hermann Park begins that process with a cluster of projects to kick off twenty years of Park improvements. One key component of the campaign is the **Public Art Initiative**, bringing together a permanent fund for public art, new dedicated art spaces, and a thrilling opening exhibition to launch the campaign.

George Hermann's original gift of the Park to Houston was a stroke of amazing generosity. We must ask ourselves, what will our legacy be? Great cities, such as ours, are distinguished by extraordinary public art and Hermann Park is the perfect venue for creating a unique sense of place and a sanctuary for reflection.

We invite you to join us. Help **build a legacy of public art** in Hermann Park and create a timeless gift to engage the spirit, challenge the mind, and engender dialog, reflection, and mutual respect among Park visitors of all backgrounds and all generations.

Judy Nyquist and **Cece Fowler**

Co-Chairs, Hermann Park Conservancy Public Art Committee

The Permanent Fund

The Fund for Public Art at Hermann Park

Established after Hermann Park's Centennial in 2014, the **Fund for Public Art** is a permanent reserve to ensure ongoing art exhibitions in the Park. Art in Hermann Park has a long history, dating back to the Park's early years with the installation of statues of civic leaders and historic figures. While important, these "classics" are often less engaging than more contemporary works.

Whether ranging a few short months to a number of years, modern and contemporary art in Hermann Park began in 2010 with an installation by Bernar Venet. Monumental in scale, his works set the stage for a decade of engaging exhibitions. Venet was followed two years later by conceptual artist Ai Weiwei; his internationally acclaimed "Circle of Animals/Zodiac Heads" appeared on the shores of McGovern Lake in 2012.

The popularity and press associated with these two exhibitions launched a major public art initiative called *Art in the Park* to coincide with Hermann Park's centennial. The series ushered in a wave of installations still discussed today. Philanthropists and art experts joined together to create an assemblage of works large and small, showcasing a diverse group of creative forces in contemporary art, notably Trenton Doyle Hancock, Orly Genger, Sharon Engelstein, Patrick Dougherty, Yinka Shonibare, Yvonne Domenge, and Louis Bourgeois. Demonstrated by widespread enthusiasm for past exhibitions, Houstonians remain hungry and enthusiastic for public art, thus the Fund for Public Art was born.

Fund for Public Art Contributors

*John P. McGovern Foundation
Anchorage Foundation of Texas
Maria and Michael Ainbinder
Derya Baysal
Kate Criner Bellin and Andy Bellin
Kathleen and C. Glenn Cambor, M.D.
Virginia and Bill Camfield
Emily and Allen Capps
Stacy and Michael Ellington
Cydonii V. Fairfax
Cece and Mack Fowler
Ericka and Garrett Graham
Mary and William Hayes
Gwen Kunz
Kelley and Stephen Lubanko
Lynn and Marcel Mason
James Meadows
H. Joe Nelson, III
Mary and Paul Nugent
Kelly and Jeff Scofield
Bridget and Patrick Wade
Bianca Wilfork
Tana and Scott Wood
Jaime and Christine Yordán Foundation*

Gifts between August 2016 and May 2019

Dedicated Art Spaces

The Commons at Hermann Park – Art Zones

A centerpiece of Hermann Park's new twenty-year master plan, *The Commons at Hermann Park* is a strategically located 26-acre area in the southwest portion of Hermann Park. The project will transform this currently under-utilized area into a welcoming destination and threshold into Hermann Park, drawing visitors from the Texas Medical Center and its new TMC3 facility, Rice University and its new Innovation District in Midtown, and adjacent neighborhoods. The Commons gives public art pride of place in **dedicated "art zones"** next to Fannin Street.



These dedicated zones give a previously non-

descript area of Hermann Park a new identity and draw. For many coming from the north side of the Park, these zones will mark the entry into the new area. Visible from Fannin Street, the artwork announces the presence and activity of the Park to people driving past.

The **Art Walk pathway** leads the visitor through lawn and prairie areas of different scales and enclosure that host a range of permanent or temporary installations. Smaller-scale tree planting helps to create an episodic barrier with the street and the fence of the well-loved Japanese Garden.



The Public Art Initiative

A Trio of Programs Make Art a Permanent Reality in Hermann Park

Opening Exhibition

Carmen Herrera:
Estructuras Monumentales

Goal: \$350,000

- Brings the works of an acclaimed visual artist to Houston, presented in a venue free and open to all.
- Displaying works by a respected, celebrated Latina artist celebrates Houston's diversity and inclusivity.

Permanent Fund

Fund for Public Art
at Hermann Park

Goal: \$2 million

- Ensures ongoing display of engaging, unique public art in Hermann Park now and for future generations.
- Establishes a permanent pool of resources to fund future art installations at dedicated sites throughout Hermann Park.

Dedicated Art Spaces

Art Zones North & South
in The Commons at Hermann Park

Goal: \$850,000

- Creates two permanent public art zones along Fannin, one of Hermann Park's busiest areas.
- Integrates viewing of art with Park experience already enjoyed each year by six million visitors to Hermann Park.

Lead Giving Opportunities

A Trio of Programs Make Art a Permanent Reality in Hermann Park

While the Conservancy appreciates any gift to the Public Art Initiatives, the following options afford contributors special recognition.

Gifts of \$10,000 or more can be made in one payment or pledged over 3 to 5 years.

Carmen Herrera: *Estructuras Monumentales*

- **Title Sponsor \$350,000**

Recognized as exclusive presenting sponsor of inaugural exhibition, i.e. Exhibition Name, Presented by Contributor, in all materials and on-site signage.

- **Lead Sponsor \$100,000**

Recognized as lead sponsor of inaugural exhibition, including on exhibition signage in Hermann Park as well as digital and print materials.

- **Sponsor \$25,000 to \$99,999**

Recognized among sponsors of inaugural exhibition in digital and print materials.

- **Other Gifts Any Amount**

Name listing in Hermann Park Conservancy's annual report and Parkside newsletter.

Fund for Public Art at Hermann Park

- **Fund Benefactor \$1 million**

The Fund for Public Art will bear the name of the benefactor in perpetuity, i.e. Babcock Fund for Public Art, and be recognized with all art installations.

- **Lead Underwriter \$500,000**

Recognized as top level Fund underwriter in all promotional materials and at future public art installations, including the inaugural exhibition.

- **Underwriter \$100,000**

Recognized as Fund underwriter in promotional materials and at future art installations in Hermann Park, including inaugural exhibition.

- **Supporter \$25,000 to \$99,999**

Name listing in Hermann Park Conservancy's annual report and one issue of Parkside newsletter.

- **Other Gifts Any Amount**

Name listing in Hermann Park Conservancy's annual report and Parkside newsletter.

Art Zones North & South in The Commons at Hermann Park

- **Art Zone North \$500,000**

Naming of larger of two permanently dedicated public art spaces in The Commons at Hermann Park, adjacent to Fannin Street.

- **Art Zone South \$350,000**

Naming of smaller of two permanently dedicated public art spaces in The Commons at Hermann Park, adjacent to Fannin Street.

- **Art Walk \$100,000**

Naming of dedicated pathway through art zones in The Commons at Hermann Park.

- **Supporter \$25,000 to \$99,999**

Name listing included in all contributor recognition for The Commons at Hermann Park, including on-site donor wall and any digital and print materials.

- **Other Gifts Any Amount**

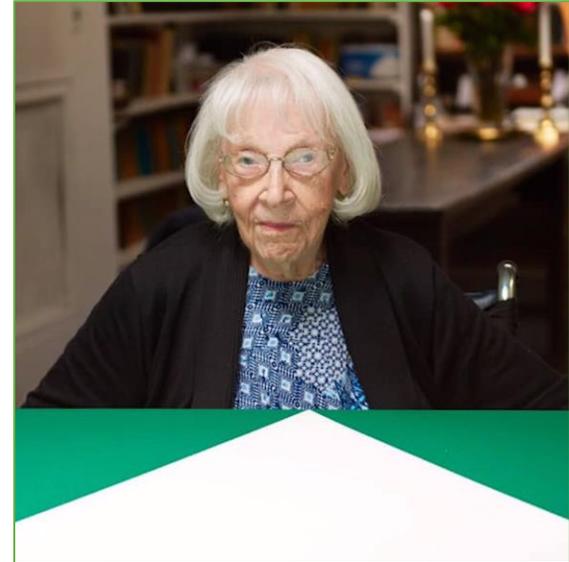
Name listing in Hermann Park Conservancy's annual report and Parkside newsletter.

The Opening Exhibition

Featured Artist: Carmen Herrera

Carmen Herrera was born in Havana, Cuba in 1915. Her training began in 1938 when she studied architecture at the Universidad de la Habana. She continued at the Art Students League in New York (1942) and finally settled in New York in 1954, where she, at the age of 104, remains an active working artist. A highly respected minimalist painter, she has gained wide public recognition in the last decade with major survey exhibitions of her paintings and drawings at The Met Breuer, The Foundation Cartier in Paris, Museum Pfalzgalerie Kaiser in Germany and the Whitney Museum of American Art, among others. Her work is represented in the collections of the finest national and international museums.

Estructuras Monumentales marks the inaugural presentation of the 104-year-old artist's larger sculptural work and brings the full breadth of her practice to the public for the first time. Herrera's vision for the *Estructuras* series began in the 1960s but was never realized. The five monumental aluminum sculptures comprising the exhibition are finally being brought into the public realm. Currently on view in City Hall Park in New York City, *Carmen Herrera: Estructuras Monumentales* is curated by Public Art Fund Curator Daniel S. Palmer.



Project Partner: **Public Art Fund**

As the leader in its field, Public Art Fund brings dynamic contemporary art to a broad audience in New York City and beyond by mounting ambitious free exhibitions of international scope and impact that offer the public powerful experiences with art and the urban environment. Since its inception, Public Art Fund has presented more than five hundred artists' exhibitions and projects at sites throughout New York City's five boroughs, making it possible for artists to engage diverse audiences and, along the way, redefine public art in relation to the changing nature of contemporary art.

The Opening Exhibition

Pavanne, 1967/2017



Herrera originally conceived this sculpture as a monument to her younger brother, Mariano, who was then dying of cancer. The three tightly fit, interlocking elements of this solemn work encourage quiet contemplation, while the title references the musical term for a slow processional dance with funereal overtones.

Carmen Herrera, "Pavanne," 1967/2017. Acrylic and aluminum, 108 x 108 x 72 in. Pictured in City Hall Park, New York.

The Opening Exhibition

Angulo Rojo, 2017

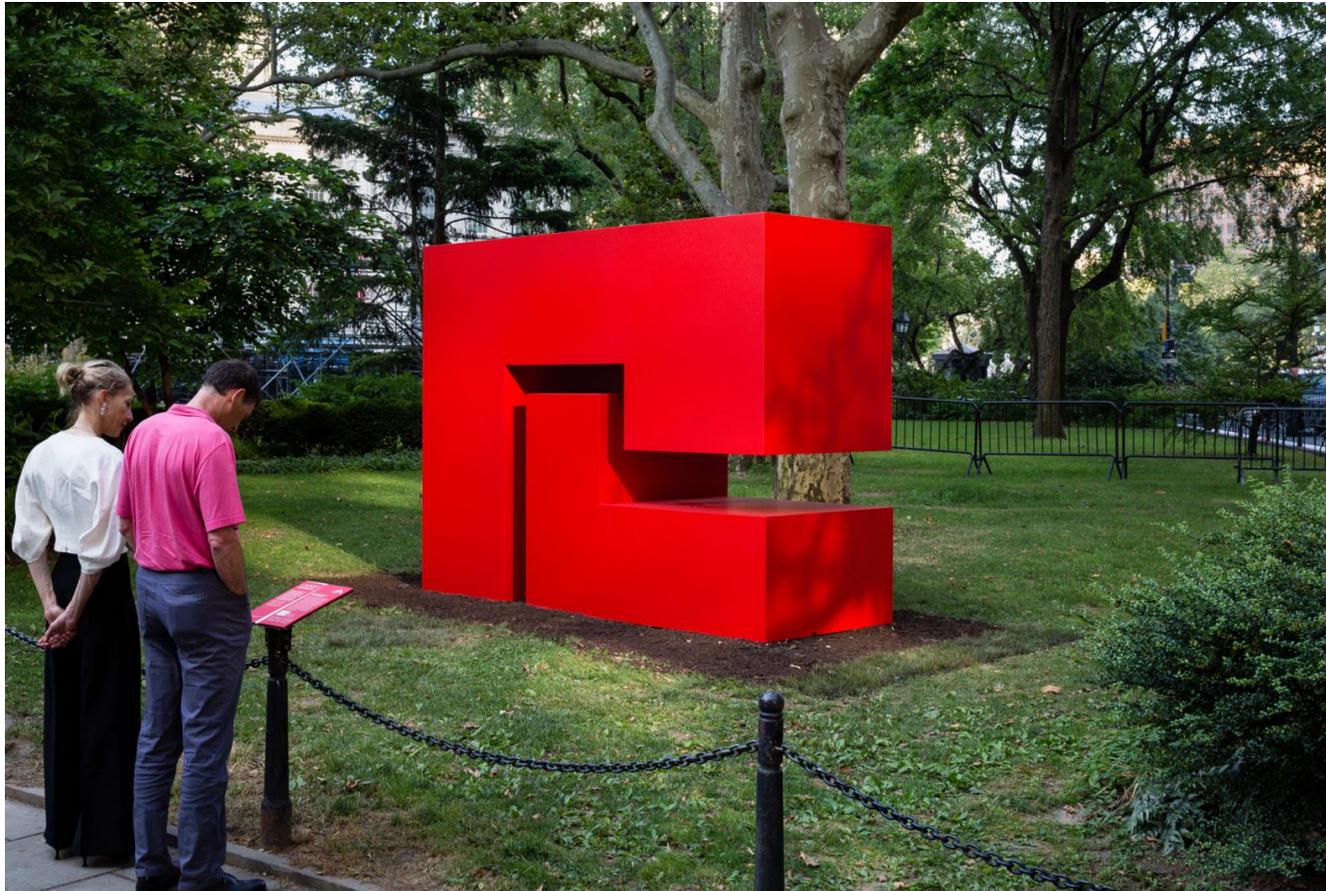


Herrera still paints and creates every day. This is the first *Estructura* she has designed in more than three decades. Its red chevron composition conveys movement and rhythm with a bold dynamism reminiscent of many of her most iconic paintings.

Carmen Herrera, "Angulo Rojo," 2017. Acrylic and aluminum, 84 x 120 7/8 x 19 in. Pictured in City Hall Park, New York.

The Opening Exhibition

Untitled Estructura (Red), 1962/2018



Herrera's *Estructuras* can be appreciated for their formal poetry, yet also be seen in the context of her life. In 1962, confrontations between the U.S. and Cuba escalated to the Cuban Missile Crisis, during which Herrera and her husband were involved in helping friends, family, and refugees escape the conflict. The overhanging cantilevered arrangement of this work might allude to tensions between Herrera's adopted and native countries.

Carmen Herrera, "Untitled Estructura (Red)," 1962/2018. Acrylic and aluminum, 96 x 128 3/8 x 45 7/8 in. Pictured in City Hall Park, New York.

The Opening Exhibition

Amarillo Tres, 1971/2018



In the late 1960s and early 1970s, Herrera began to work with a carpenter to translate her drawings into wooden sculptural *Estructuras*. That resulted in the important smaller Azul 'Tres' (1971), on which this monumental *Estructura* is based. Herrera was forced to temporarily halt this endeavor when the carpenter she worked with passed away and the grant stipend that had supported the work began to dwindle.

Carmen Herrera, "Amarillo Tres," 1971/2018. Acrylic and aluminum, 84 x 63 x 10 in. Pictured in City Hall Park, New York.

The Opening Exhibition

Estructura Verde, 1966/2018



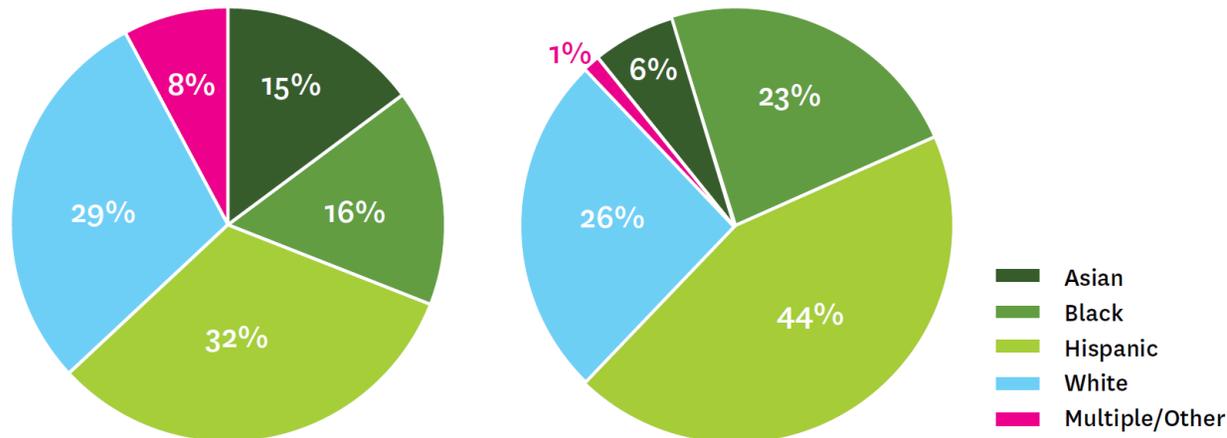
This sculpture most clearly expresses the evolution from Herrera's paintings to *Estructuras*. Her breakthrough *Blanco y Verde* (1966-67) series of paintings on canvas created long acute wedges of dark paint among white expanses. This work translates and inverts that arrangement, with two bold green interlocked L-shaped forms, which encompass slivers of negative space, incorporating the surroundings into its dynamic composition.

Carmen Herrera, "Estructura Verde," 1966/2018. Acrylic and aluminum, 84 x 147 1/8 x 10 1/2 in. Pictured in City Hall Park, New York.

Houston's Hermann Park

A Legacy of Inclusivity

Gifted to the City of Houston in 1914, Hermann Park is one of Houston's oldest and most historically significant public parks. It provides a beautiful, safe environment that engenders community, allows urban dwellers varied recreational and relaxation opportunities, builds an appreciation of the natural world, and promotes active lifestyles to help mitigate health concerns.



WHO USES THE PARK

The diagram shows the racial demographics of Hermann Park (Understanding Usership in Hermann Park, Rice University, 2016)

CITY OF HOUSTON DEMOGRAPHICS

The diagram shows the racial demographics of Houston, Texas (2015 American Community Survey 1-year Estimates, U.S. Census Bureau)

Each year nearly **six million people** from throughout Houston freely visit Hermann Park and enjoy jogging and walking trails, the historic Hermann Park Railroad and pedal boats on McGovern Lake, contemplative public spaces like the Jones Reflection Pool, Japanese Garden, and the McGovern Centennial Gardens. Demonstrated in the 2016 Rice University study, the estimated six million annual Park **visitors reflect the rich diversity of Houston.**

Results revealed the demographics of Hermann Park visitors closely matches overall demographics in Houston, making the park a microcosm of the larger city. One interesting finding concludes there is almost no difference in usage patterns among ethnic groups; Hermann Park offers a **democratic, shared experience** for all.

Hermann Park Conservancy

A History of Park Improvements

Beginnings: Founded in 1992 as Friends of Hermann Park, Hermann Park Conservancy is a nonprofit citizens' organization dedicated to the stewardship and improvement of Hermann Park – today and for generations to come. Through a public-private partnership with the Houston Parks and Recreation Department, Hermann Park Conservancy raises funds each year to enhance and maintain the Park, while managing the design of improvement projects, and then sharing costs with the City of Houston. Thanks to financial support of foundations, corporations, and individuals, the Conservancy has raised more than \$125 million for improvement projects in Hermann Park. The Conservancy also oversees visitor services, conservation and stewardship, tree care, volunteer programs, and operations and maintenance of McGovern Centennial Gardens.

The 1995 Master Plan: By the early 1990s – at the time the Conservancy was founded – Hermann Park had weathered over seventy years and had increasingly become less appealing to Houstonians. City budgets simply could not match the maintenance and conservation costs to keep Hermann Park vibrant and thriving. In response, the Conservancy commissioned an initial master plan, completed in 1995 by acclaimed landscape architect Lauri Olin. Completed in 1995, the plan was adopted by the Houston City Council in 1997 and the work began to reclaim and revitalize Hermann Park.

Progress: Over the next 20 years, the Conservancy raised funds and implemented improvements, while establishing initiatives to better protect the Park for the future, including a maintenance program in partnership with the City of Houston and other programs in conservation and reforestation, volunteerism, visitor services, and public art. Improvements have been completed in two major phases of work, the last of which is currently underway with the renovation of the Historic Golf Clubhouse (built 1933), soon to be renamed Lott Hall. This monumental effort has yielded incredible results for one of Houston's oldest and most loved urban spaces.

*Restored and reinforced the **historic fabric** of Hermann Park.*

*Enhanced **vehicular access** in and through the Park.*

*Brought life back to **lesser used areas**.*

*Increased **conservation and stewardship** of plant life, the historic tree canopy, and nature in general.*

Hermann Park Then



Hermann Park Today



The Master Plan for Hermann Park

In 2017, landscape architects Michael Van Valkenburgh Associates completed an ambitious continuation of the 1995 master plan for Hermann Park. This innovative new plan will make Hermann Park an even stronger community asset for Greater Houston in the 21st century. From tried and true Park users to prospective visitors from the Texas Medical Center, public engagement starting in 2015 yielded incredible information on how people currently utilize Hermann Park and what they would like to see improved. This endeavor presented an unprecedented opportunity for the Conservancy to craft a master plan that not only takes into account expert perspective on future Park planning but also directly respond to community priorities. Three major themes are foremost in making Hermann Park a valuable community asset today and in the future:

- **Expanding the spectrum of play in Hermann Park**

Public feedback clearly asked the Conservancy to move beyond traditional "playground" models to provide integrative play options for children as well as respond to the needs of those without children through innovation recreational options and public programming.

- **Invigorating the presence of nature in Hermann Park**

Through surveys and other feedback, users demonstrated a value for enhancing natural habitats in Hermann Park while even strongly integrating trees and plant and wild life throughout all aspects of the Park experience.

- **Improving access, mobility, and vital connections throughout Hermann Park**

Never far from the minds of locals, ease of transport and navigation into and within the Park proved to be important. Refreshingly, this went far beyond the usual demand for "more parking" or "less traffic" often heard in Houston discussions. Rather, stakeholders seek alternative methods to get to and around Hermann Park.

The Current Campaign

The expanded (or new) master plan is divided into three distinct phases based on project scope. While the three overarching priorities of play, nature, and access frame all Park improvements laid out in the updated master plan, "play" is the theme of the current campaign. The \$60 million **Play Your Park campaign** is the first step in realizing this master plan.

The Current Campaign for Hermann Park

Seven Unique Projects to Transform Hermann Park

						
Public & Volunteer Programs	Hermann Park Dog Park	The Commons at Hermann Park	Public Art Initiative	Bike Trail Network	Conservation & Reforestation	Habitat & Storm Water Management
\$2 million	\$2 million	\$40 million	\$2.35 million*	\$9.5 million	\$1 million	\$3.5 million

Highlights of the \$60 million Campaign

- Innovative and permanent **program of public art** with dedicated space for art in Hermann Park.
- Expanded, upgraded **state-of-the-art play areas** for children and families.
- New amenities, including an **off-leash dog park** in Bayou Parkland area.
- Improved **access and mobility** into and within Hermann Park for walkers, runners, and cyclists.
- **Invigorated nature** throughout the Park with stronger water management and habitat conservation.
- Enhanced **public programs and volunteer initiatives** for Park visitors and enthusiasts.
- Development of **gateway to Texas Medical Center** with grand communal spaces in Hermann Park.

* The Public Art Initiative includes \$350,000 for the inaugural exhibition, \$2 million for Fund for Public Art, and an additional \$850,000 already reflected in project goal for The Commons.

Public Art Committee

Committee Leadership

Cece Fowler

Co-Chair and Civic Volunteer

cecef@mac.com

(713) 899-7248

Judy Nyquist

Co-Chair and Civic Volunteer

jnyquist5@gmail.com

(713) 825-2761



Committee Members

Divya Brown

Managing Partner

Local Capital Partners

divyabrown@gmail.com

George Johnston

Landscape Designer, Project Manager

Johnny Steele Design, Inc.

gwjohnston1984@gmail.com

Linda Kelly

Civic Volunteer

lakelly@me.com

Brian Thomas

Global Director of Client Development

Northern Trust Bank

bt451@ntrs.com

Maggie Vermillion

Founder

Bailey Vermillion Interiors

maggie.vermillion@me.com

Conservancy Leadership

Doreen Stoller

President

doreen@hermannpark.org

(713) 360-1492

John Bradshaw Jr.

Director of Campaign Strategy

jbradshaw@hermannpark.org

(713) 360-1477

