

Susan Striepe

Executive Brief

February 4th, 2012



PARKING LOT ENTRANCE TO THE FRIST

The Frist Center for the Visual Arts

<http://fristcenter.org/>

Location:

919 Broadway, Nashville, TN, 37203-3822

Contact:

615.244.3340

Hours:

Monday-Wednesday: 10:00 a.m.–5:30 p.m.

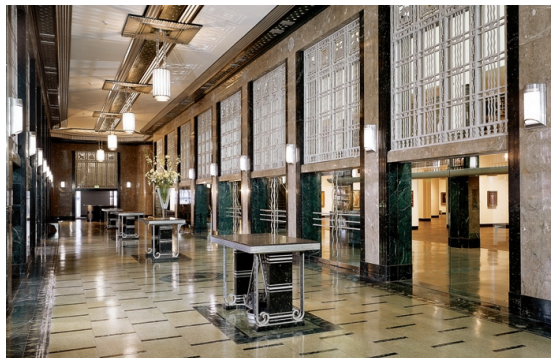
Thursday—Friday: 10:00 a.m.–9:00 p.m. (Martin ArtQuest closes at 5:30 p.m.)

Saturday: 10:00 a.m.–5:30 p.m.

Sunday: 1:00 –5:30 p.m. (Café opens at noon on Sunday)

History and Highlights

The Frist Center for the Visual Arts is the premier art museum in Nashville. Its vision is to inspire people through art to look at the world in new ways and its mission is to present and originate high quality exhibitions with related educational programs and community outreach activities. The Frist Center is located in an historic architectural landmark. The building was completed in 1934 and is an outstanding example of the current architectural styles of the period: classicism, and Art Deco. In 1984 it was officially listed on the National Register of Historic Places. The building belonged to the U.S. Postal Service initially, but the ownership was transferred in 1998 to the city of Nashville for the purpose of creating the Frist Center for the Visual Arts. Business leaders of Nashville at the time felt that there was a need for the community to have an art gallery of stature in order to move Nashville forward to a more competitive level with other cities of its size and reflecting the growth that Nashville had experienced, and continues to experience. The museum opened to the public in 2001. Its opening is considered one of the significant highlights of its history, alongside exhibitions like: *The Birth of Impressionism*, *The Golden Age of Couture* and *The Quest for Immortality*. These have generated enormously positive responses from the public.



ART DECO GRILLE WORK IN THE FOYER OF THE FRIST

Organizational Structure

The organizational structure of the Frist Center for the Visual arts is comprised of a board of trustees and several councils that involve community members from across the city. Councils include: marketing, development, education, and community marketing and outreach. The CEO and Executive Director is Susan Edwards, she supervises the senior staff that is comprised of: Michael Brechner, the Director of Design and Operations; Ashley Brown Howell, the Deputy Director; Anne Henderson, the Director of Education and Outreach; Ellen Pryor, the Director of Communications; and Mark Scala, Chief Curator.



CONNECTING CULTURES EXHIBITION *THE LEGEND OF ZENTENO*

Community

The Frist Center for the Visual Arts is inextricably interconnected with the community. It has thriving partnership programs with other institutions regionally, nationally, and internationally. A central asset to the art museum is that it does not have a permanent collection. The community gallery within the museum allows the local community to actively participate within the physical space of the museum. In addition, educational programs are offered within the museum and out in the community in the form of outreach programs. The negotiation of major art exhibitions, that take place in the main galleries, is managed on a level that is local, national, and international. The main gallery contains exhibition spaces for both contemporary art and the major themed shows. Currently the museum is exhibiting American art from The Phillips Collection, which is a nationally recognized gallery in Washington D.C. It is also exhibiting the video installations of contemporary artist, Tracey Snelling and Northern Renaissance paintings from the Bob Jones University Museum and Gallery. Alongside these exhibitions, the community gallery is exhibiting artwork from ten Nashville organizations that represent cultures from around the world.

The Future

Maintaining high quality programs that attract a multitude of visitors is a continual challenge. Other challenges to the museum revolve around maintaining and increasing membership. The decline in the economy affected membership directly. This was ascertained through an on-line questionnaire sent to lapsed members. An increase in partnerships, participation of the local schools, incentives, and other

marketing strategies are continually developed by the museum. The museum is currently examining the scope of new opportunities that will arise as the Nashville Convention Center nears completion. It is located merely a few blocks away from the museum and promises to bring crowds of tourists and business people from out of town. The Frist Center already appears on their website.

