

OCMA

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A Place of Welcome for All

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OCMA



The new Orange County Museum of Art
opens on the Segerstrom Center for
the Arts Campus in Costa Mesa, CA on
October 8, 2022.

ocma.art



Welcome OCMA! Filled with Art and Gratitude, the Orange County Museum of Art reopens October 8.

On October 8, 2022, the Orange County Museum of Art (OCMA) will open its doors to a permanent new home. Located on the campus of the Segerstrom Center of the Arts in Costa Mesa, and designed by Pritzker Prize-winning architect Thom Mayne of Morphosis Architects— OCMA will be a place of welcome for the community, and continue to champion the transformative possibilities of art. From new commissions, performances, immersive activities, workshops, film series, and exciting community happenings, OCMA aims to spark meaningful encounters with art and ideas for everyone, no matter how experienced they are with art when they walk through the museum doors.

With nearly 25,000 square feet of exhibition galleries, the new 53,000-square-foot museum allows OCMA to organize major special exhibitions alongside spacious installations from its world-traveled collection. It also features an additional 10,000 square feet for education programs, performances, and public gatherings, and will include administrative offices, a gift shop, and a café.

The museum's two exhibition pavilions, named The Anton and Jennifer Segerstrom Permanent Collection Pavilion and The Muzzy Family Special Exhibitions Pavilion contain flexible galleries and can accommodate artworks of a variety of scales and mediums. The terrace level, which encompasses the Verdant Café will be named Chalmers Pavilion. "The new building has received such a warm reception from the Philanthropy Community in Orange County. To have so much local support and investment means so much... from donors, partners, vendors and friends. I look forward to welcoming everyone through our doors for many years to come," says Heidi Zuckerman, CEO and Director of the Orange County Museum of Art.

OCMA will be free to the public for its first ten years, thanks to a generous donation from Lugano Diamonds. Zuckerman is passionate about making OCMA a welcoming place for the mind and body. The vision includes the opportunity for people to visit the Museum and have a nourishing meal at Verdant, the new café. Verdant will offer a fresh, innovative, plant-forward menu that highlights the bounty of local and seasonal produce available in Southern California. Also available are gourmet coffees and teas, including ceremonial-grade matcha. Verdant and a coffee bar located on the museum's first floor have been developed by Executive Chefs Ross Pangilinan and Nick Weber with General Manager Alyssa McDiarmid. Mix Mix by Chef Pangilinan will also oversee the catering services for events at the museum. The café space will provide visitors with a chic and joyful dining experience in a bright and creative setting. Plus, it will offer an unrivaled event space for anything from a wedding to a conference meeting.

The museum's retail space, named for Bill Witte and Keiko Sakamoto, The MIND, is operated by longtime art and design collectors Emmanuel Renoid

and Nicolas Libert, creators of the concept store Please Do Not Enter. The MIND provides visitors to the museum with a unique shopping experience, featuring glimpses into the museum's first floor galleries and natural light streaming from the lobby's atrium. It will offer a distinctive selection of vintage and artist-designed products, some of which will be shown on a sculptural display piece by LA-based artist Sébastien Léon. Visitors can expect to be both surprised and inspired when visiting the store.

As the museum prepares to open its doors, there will be special members' pre-opening days from October 4–7. This will allow supporters of the Museum to see and tour the museum and the opening exhibitions in advance of the October 8 opening. Each day there will be a special OCMA-branded gift for Members to take home as a fond memory of being part of this exciting moment in OCMA's story.

Additionally, the Donor Circle offers a deeper connection with the Museum through special events with curators, artists, Museum leaders, exclusive travel, and behind-the-scenes access. It brings together art aficionados and philanthropists in their love and support of OCMA and its mission. The Donor Circle supports exhibitions, dynamic programming for all ages, artist initiatives, collection care, and more. Just this past summer, the Donor Circle was invited to experience the town of Marfa with Heidi Zuckerman during an exclusive curated trip full of art, food, and conversation.



OCMA's Donor Circle, traveling through Marfa, Texas with CEO and Director Heidi Zuckerman.

There are many ways to show your support for OCMA as it reopens its doors. Now is the time to invest in the future of the arts in Orange County. For more on OCMA Membership, and how to join the Donor Circle, visit ocma.art/support-ocma.

Mark your calendar! When the doors open on October 8, everyone will have the chance to be a part of this momentous occasion. The museum will be open for 24 hours, starting at 5:00 p.m. on October 8, with a full schedule of exciting activities through October 9 at 5:00 p.m.—including a chance to view the five inaugural exhibitions at all hours, plus performances, film screenings, yoga, music, dancing, and family art projects.

Visit ocma.art to learn more and plan your midnight (or midday) visit!

Congratulations on the opening of the new
ORANGE COUNTY MUSEUM OF ART



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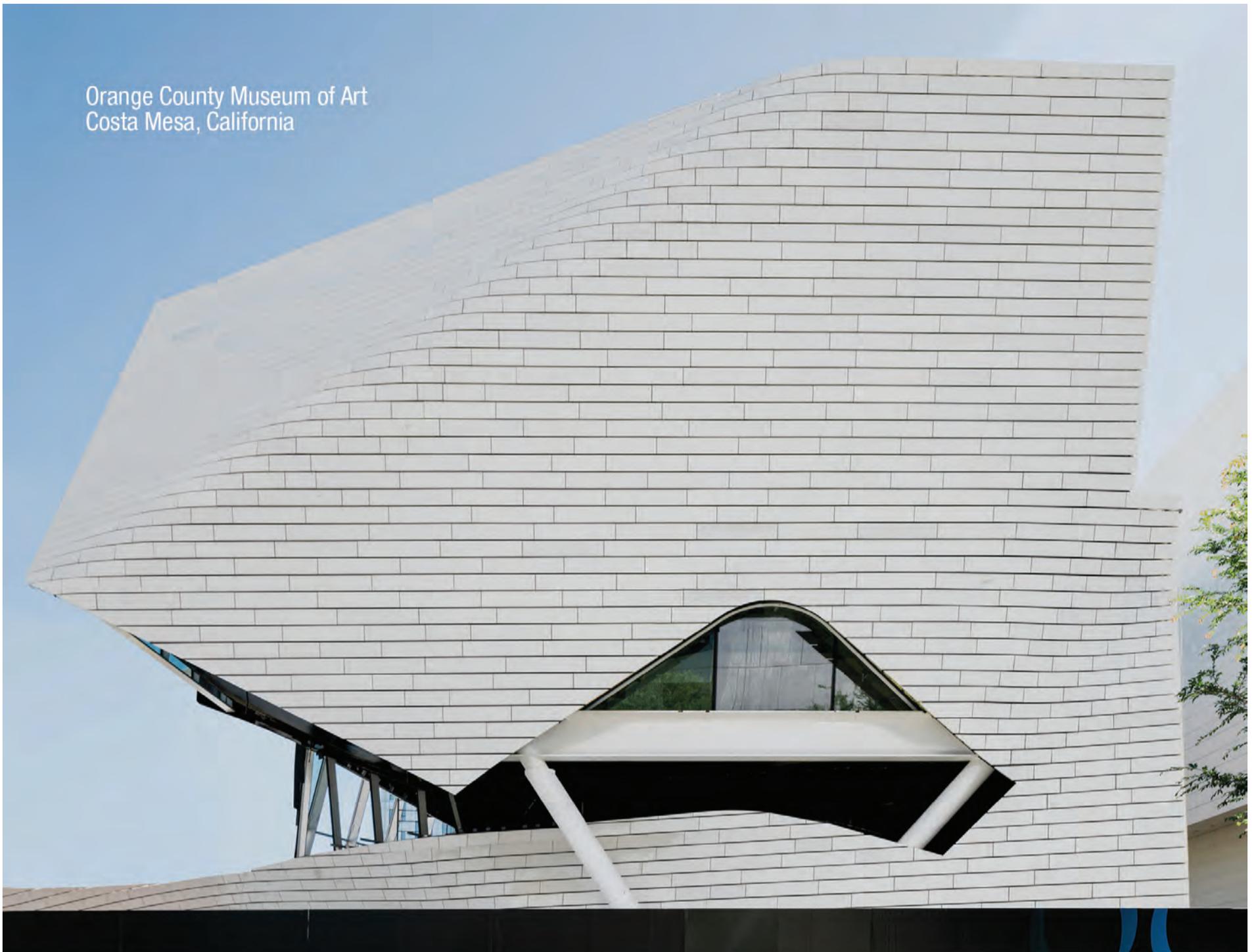
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Reinforcing the belief that art should be accessible to everyone, Lugano has committed to an endowment that offers free OCMA admission to the public for the next decade.



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A Work of Art Inside and Out

Congratulations to the Orange County Museum of Art on the opening of its state-of-the-art facility at the Segerstrom Center for the Arts.

The construction of this iconic structure was a true team effort, made possible by OCMA's leadership and a commitment to collaboration from designers and specialty contractors. Thank you to Morphosis, John A. Martin & Associates, Buro Happold, and all of our trade contractors. The hard work, talent, and dedication you brought to the job each day helped make this project a success.





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OCMA

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to the Segerstrom Center for the Arts campus



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15 Vernon is a spectacular home nestled on a tree-lined street in the exclusive Rivage neighborhood in Newport Coast. Reimagined and expanded during a 2 year remodel, this sophisticated property is truly turnkey, with an open-floor plan, 4 bedrooms, and 3.5 baths.

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Congratulations to CEO Heidi Zuckerman and the entire OCMA Board of Directors and its donors for the Grand Opening of the Orange County Museum of Art.

The RD Olson Family



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OCMA Dream Comes True!



The **Curt Lyon Family** and **Lyon Studios** wish to congratulate the incredible team at the Orange County Museum of Art on their Grand Opening, October 8, 2022.

This new Segerstrom Center addition is the realization of a dream inspired by the founding members of the Newport Harbor Art Museum (including our parents and grandparents, Leon and Molly Lyon) with the belief that Orange County would someday construct, support and sustain a world-class museum.

We are proud of the small role we played in helping bring this dream to life... and welcome the millions of local and visiting art lovers for years to come.

The OCMA's growth and evolution are really a testament to the generosity, hard work and vision of so many. Let's celebrate!



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OCMA

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is how many people have made something out of nothing. That spirit of innovation and entrepreneurialism is exactly what this museum is.”

Morphosis Design

The opening is the culmination of the \$94 million development of a building that’s been in the spotlight since 2006, when a contest was held to find an architect.

The architect who eventually won that contest was **Thom Mayne** of **Morphosis**, a 2005 winner of the **Pritzker Prize** for his design of Diamond Ranch High School in Pomona.

Mayne last week said he didn’t want to build “a shiny object,” but rather a place where the community can gather at events.

“We built this building and left three quarters of the site empty, and it’s a piazza,” Mayne said. “It’s about community engagement, making relationships. It’s not just an art building. It’s much bigger than that.”

“I’m very proud of this building.”

13 Women

The museum dates to 1962 when it opened as the Balboa Pavilion Gallery on Newport’s Balboa Peninsula, created by 13 local women. The museum is honoring these 13 women with a year-long homage of works from the 1960s to the present of artists who were important to the museum’s development.

The exhibit was curated by Zuckerman, who plans to feature upward of 100 female artists each year.

By 1977, the museum moved to Newport Center, on land donated by **Irvine Co.** In 1997, it was remodeled and renamed the Orange County Museum of Art.

The museum is noted for its major holdings of California-centric art, highlighting such movements as early and mid-century modernism, Bay Area Figuration and pop art.

A who’s who of Orange County executives has served on its board over the years, including Irvine Co. Chairman **Donald Bren**.

Zuckerman has kept that tradition alive, bringing on new board members such as **Bob Olson**, founder of Newport Beach’s **R.D. Olson Development**, the largest hotel developer on the West Coast; and **Lucy Sun**, a former managing director at **Goldman Sachs**.

Sun, who was a former co-chair of the board of trustees at the **Asian Art Museum** in San Francisco, is OCMA’s incoming president.

“The drive to connect people with art and artists remains today,” Sun said.

Segerstrom Family

About a decade ago, the museum decided to sell the Newport Beach property and decamp for a larger facility at OC’s main arts hub in Costa Mesa. The museum sold the land in Newport Beach for an estimated \$25 million, money which is going to the funding for the building; to date, the museum has raised about \$74 million, plus an additional \$7 million for its endowment.

The museum broke ground in September 2019 on 1.6 acres of land donated by the **Segerstrom** family, whose name adorns the nearby Center for the Arts. The family’s various business interests built and own nearby **South Coast Plaza**, the largest luxury shopping center in the country with over \$2 billion in taxable sales.

Henry Segerstrom, who founded South Coast Plaza, “once told me that all great civilizations have a cultural component,” his son **Anton Segerstrom** said in a speech last week. “He believed in the power of the arts



Costa Mesa arts center now complete with \$94M addition

and its ability to elevate the community.”

Anton and **Jennifer Segerstrom** are the largest individual donors for the new facility, having made an \$8 million contribution, according to a listing of OCMA donors at the site.

New Lights

Zuckerman’s résumé includes being the CEO and director at the **Aspen Art Museum** from 2005-2019 where she created a new museum building with Pritzker Prize-winning architect **Shigeru Ban**.

The most difficult part of completing OCMA’s building was dealing with the trade delays caused by the pandemic, she said.

When Zuckerman, who has curated more than 200 exhibitions, started at the OCMA, she didn’t like the planned lighting for the new facility, so she fought to have it changed.

“We went from a dark ceiling with industrial lighting to a white ceiling with diffused ambient light. I think the art looks incredible. I’m thrilled.”

Retail Space

The museum’s shop **The Mind** is operated by **Emmanuel Renoird** and **Nicolas Libert**, who created the concept store **Please Do Not Enter** at South Coast Plaza.

The goal “was to create a surprising and unexpected museum store experience envisioned as a ‘destination within a destination,’” Renoird and Libert said. “With a continuously changing inventory of artist and artisan-designed products, visitors to the store are sure to find something new on each visit.”

The shopping experience will have five sections of various items for purchase including artist books, exhibition merchandise and vintage pieces.

The 24-hour Opening

OCMA has an atrium with glass skylights, a grand staircase and a rooftop mezzanine that can hold 1,000 people for events such as fashion shows, weddings or conferences.

Architect Mayne and his partner **Brandon Welling** wanted a seamless connection between indoor-outdoor space where people could feel comfortable with the movement of air and passersby could look inside.

The grand opening will feature a 24-hour festival that begins at 5 p.m. on Oct. 8. A gala full of events to attract the public is scheduled, including morning yoga and movies in

the middle of the night for insomniacs.

The California Biennial 2022 will be the inaugural exhibition in the new home featuring over 20 artists from the state.

Lugano Diamonds has donated over \$3.5 million to the museum; those funds are being used to provide free admission for the first decade.

The museum will have about 25,000 square feet for exhibits, about the same size as New York’s **Whitney Museum of American Art** and double the size of the prior Newport Beach location.

To commemorate the museum’s 60th anniversary, the board set out to acquire 60 pieces and ended up receiving over 80 works of art in the past year.

Out of its 4,500-piece art collection, about 100 to 200 is on exhibit at any one time. The collection is changed every four months with five exhibits currently on display.

“Three years ago, this was dirt,” Zuckerman said. “This incredible building came out of nothing. It’s a great model for people to see that we can come together as a community and make extraordinary things happen.” ■

How to Experience an Art Museum

Heidi Zuckerman, chief executive of the **Orange County Museum of Art**, has written a guide to experience art:

First, take a minute to ground yourself.

Take an inhale, then an exhale.

Consciously relax your body.

Calmly relax your mind.

Then ask yourself the following five questions:

- What am I observing?
- Is there anything that seems familiar or reminds me of myself?
- How do I feel and how would I describe that feeling to someone else?
- What surprises me?
- Do I care?



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