



Roxana Velásquez | CEO and Executive Director

March 8, 2024

The Art Business Conference

TEFAF Maastricht



Juan Sánchez Cotán, *Quince, Cabbage, melon and Cucumber*, oil in canvas, ca. 1602

Museum management in a binational region: The San Diego Museum of Art.

México City





National Museum of Art



Palace of Fine Arts



Museo Nacional de San Carlos



National Museum of Art



National Museum of Art



Palace of Fine Arts

Museum Management in México

Access to art and culture is a **Constitutional Right***

Funding:

85% funded by the government, 15% private and combined funds

Attendance:

About 1 to 1.5 million visitors per year visit the Fine Arts Palace**
(23 million population in México City and around 3-4 million tourists per year)

*Article 4th of the United States of Mexico Constitution

** Mexican Government Transparency data, January 2024

San Diego, California

San Diego



San Diego, a border region



Multicultural San Diego





The San Diego Museum of Art

The SDMA in numbers:

The collection has grown to 35,000 pieces



Attendance

- Since 2010, the Museum has doubled its attendance
- Compared to pre-pandemic attendance has increased 25%.
- Overall we have welcomed nearly 5 million visitors in the last 10 years



Membership and donations growth

- 50 Board of Trustees Members
- Membership revenue has been steady



Museum of Photographic Arts Merger



THE ART NEWSPAPER

San Diego's museums of art and photography will merge

The Balboa Park cultural mainstays will form one institution, effective 1 July



M O P A

BALBOA PARK
THE SAN DIEGO MUSEUM OF ART

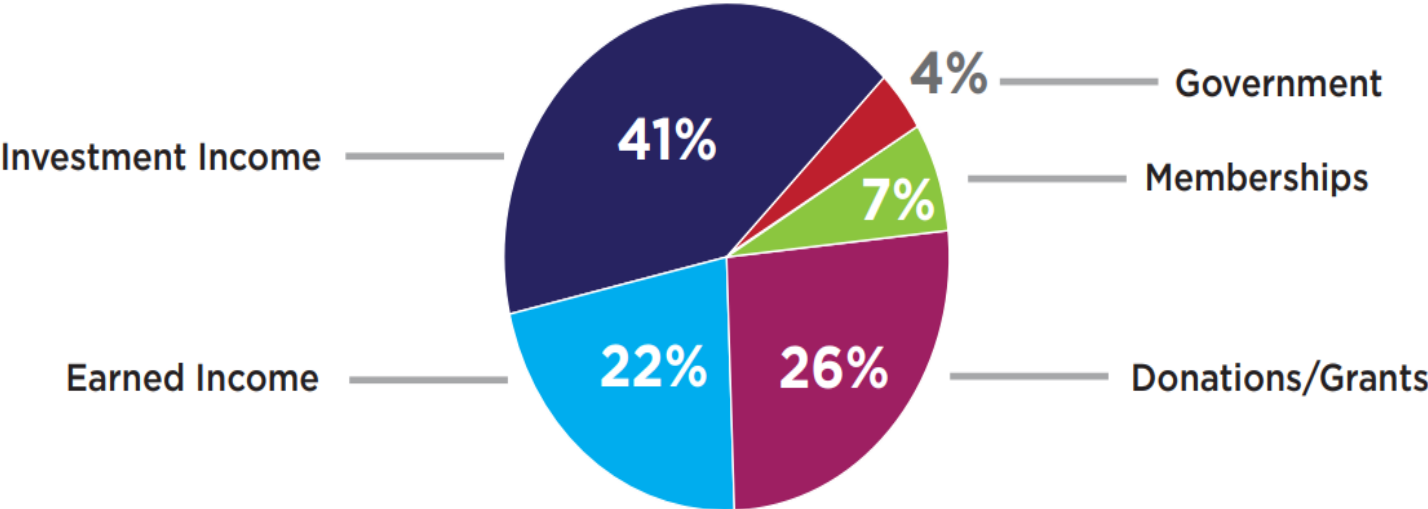
The staff has increased 25%

Funding

The San Diego Museum of Art

JULY 2022—JUNE 2023 / FY23

FUNDING

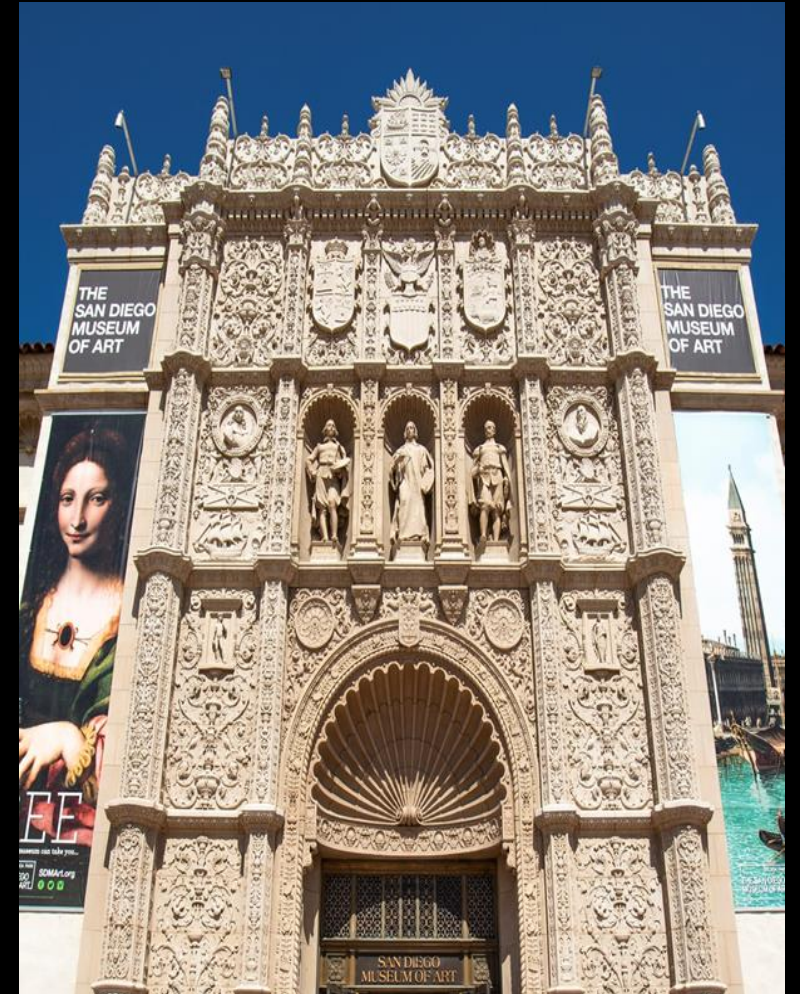


“San Diego’s arts and culture nonprofit sector generated \$1.4 billion in economic activity in 2022, and sustain nearly 20,000 jobs.”

The San Diego Union-Tribune, January 30, 2024



Education and programmatic activities



Education and programmatic activities

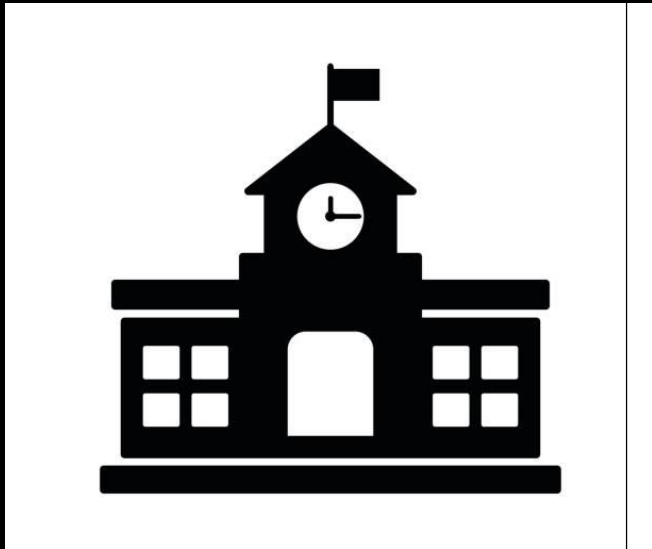




Museum Challenges in today's world

Role of Museums: Societal Solution

ANCHOR INSTITUTION

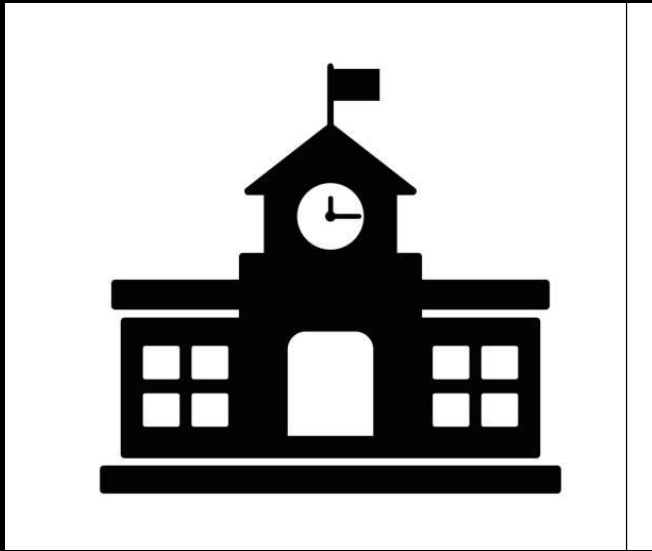


- Trust & Safety
- Health & Wellbeing
- Education

Anchor institutions are large, usually nonprofit organizations tethered to their communities, like universities, medical centers, or local government entities. They have **significant economic, cultural, and social impact on their communities**, and they also have an economic self-interest in making sure these communities are healthy and safe.

Role of Museums: Societal Solution

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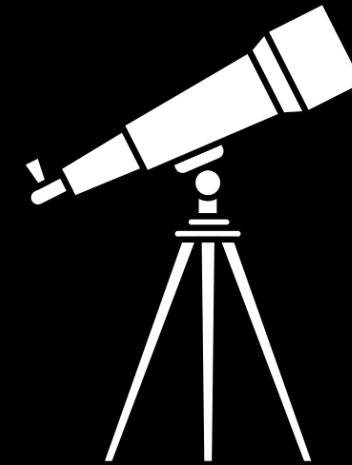
- Trust & Safety
- Health & Wellbeing
- Education

EXPERIENCES



- Technology/Digital
- Lifestyle
- Innovation

LOOKING AHEAD



- Cultural Climate
 - Pivotal Opportunity
 - Mission Continuity
-

The Project: West Wing Reimagination

Norman Foster

The San Diego Union-Tribune

SAN DIEGO MUSEUM OF ART HIRES ARCHITECT FOR REVAMP

World-renowned firm Foster + Partners will design new west wing

BY PAM KRAGEN

The San Diego Museum of Art announced today that it has hired the internationally renowned architectural firm Foster + Partners to design a new building to replace its existing west wing on the Plaza de Panama in Balboa Park.

Hired by Fritzker Architecture Pritzker Norman Foster, the London-based company has designed many projects for prominent museums around the world, including restoring the Great Court at the British Museum in London, a new west wing for the Norton Museum of Art in West Palm Beach, Fla., and the Art of the Americas wing for the Museum of Fine Arts in Boston. It is also now building two projects for museums in Spain: a "floating pavilion" for the Bilbao Fine Arts Museum and an expansion wing for the Museo Nacional del Prado in Madrid.

The new wing at the San Diego Museum of Art would break ground in 2024 — which will mark the museum's 100th anniversary. The new wing would replace the 1960-era, single-story, 38,000-square-foot structure that stands to the left as you face the museum facade. It now houses a gallery and multiple auditoriums. Because plans are evolving, the future of the indoor-outdoor structure that now

SEE MUSEUM • A8

MUSEUM

FROM A1 because the Panama 66 restaurant and the adjacent sculpture garden is still to be determined.

SDMA Executive Director and CEO Rosanna Velazquez said in an interview that the new building will allow the museum to build an education center for visiting school groups, a public pavilion, new restaurants, and a rooftop space offering views of the park. It may also have a new basement level to provide storage space for the museum's growing art collection.

In the past, changes proposed for the 1981-era buildings and bridge in Balboa Park have drawn intense criticism from historical preservation groups such as the Shore Our Heritage Organization and the Balboa Park Heritage Association.

Because Balboa Park is owned by the city of San Diego, all major renovations must be approved by the City Council. In 2011, a proposal to build a bypass ramp from the California Bridge to a paid parking garage was approved by the council, but a public referendum led the project's main underwriter, San Diego philanthropist Irwin Jacobs, to pull out.

"To keep the public involved, the museum will organize community engagement events during the design process, including public workshops and open-house events to gather feedback and suggestions," Velazquez said.

"We Foster? He is a tower or any other 'disruptive' element that would detract from the park's 'context.'"

Instead, she believes Foster will create a building that honors the past and embraces the future.

"We Foster? He is a monument of talent and creativity," Velazquez said.



The west wing of the San Diego Museum of Art, the single-story gray building to the left of the main two-story museum in Balboa Park, will be revamped by Foster + Partners.

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international Museum, just across the Plaza de Panama in Balboa Park.

Jonathan Clark, executive director for the city of San Diego's Commission for Arts and Culture, praised Foster's work with historic structures.

"Mr. Foster has tremendous legacy still in the making of sensitive yet bold additions to historic public buildings," Clark said in a statement. "This renovation of the San Diego Museum of Art is another important step towards modernizing the overall experience of the cultural district in Balboa Park. Congratulations and thanks to the San Diego Museum of Art for this gift of design excellence to our city's growing collection of extraordinary cultural institutions."

Julie Cochr, president and CEO of the San Diego Tourism Authority, also praised the renovation plans.

"The San Diego Museum of Art has always been a major draw to Balboa Park," Cochr said. "Balboa Park drives tourism and attracts 4.8 million visitors a year. A sustainable renovation of the museum will add to its appeal and give people a reason to return again and again."

Velazquez said the museum's board of directors and an ad hoc committee started the architect search process with 40 firms and finally worked its way down to Foster + Partners, which will coordinate the project with local architect of record LPA Design Studios.

Velazquez said she's confident that the museum has chosen the right company for the job.

"(Foster) has a capacity to create spaces that inspire perfectly the outdoors and the indoors. He has this incredible way of doing it without it necessarily being aware about it," she said.

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The Architect's Newspaper

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Building in Balboa

The San Diego Museum of Art selects Foster + Partners for upcoming renovation project

By Kristine Klein • March 8, 2023 • Architecture, News, West

Norman Foster Is Still Looking Upward

At 87, the British architect is being honored with a major retrospective that glances back on some of his greatest buildings and toward his vision for the future.

By Rick Kohn

By Rick Kohn

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Norman Foster in Gallery 1 of the Pompidou Centre. "Buildings last as long as they're useful," Foster said. "It's like to think the buildings last forever, but realistically, the only constant is change." (Photo courtesy of The New York Times)

Norman Foster's legacy spans architecture, urban planning, and environmental design. His work has shaped the skylines of major cities and inspired a new generation of architects.

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THE SAN DIEGO MUSEUM OF ART | NEWS | MARCH 10, 2023

ARTS

SAN DIEGO CITYSCAPE



Foster + Partners designed the glass-roofed Great Court at the British Museum in London. A 3-acre space that restores old and new.

Who is Norman Foster?

Famed contemporary architect will design a new west wing for the San Diego Museum of Art, drawing mixed reactions from locals

BY PAM KRAGEN

Balboa Park began more than 100 years ago with architect Norman Foster's vision of a dream city of progress. It's a place where nature and urban life meet, where visitors would stroll along open promenades and under shady awnings. After the 1954 Panama-California Exposition, he designed, most buildings featuring the new world to be found and "San Diego would enter upon the heritage that is rightfully hers."

Of course, they are people in Foster's mind. In San Diego, where he has lived since 1981, Foster is a local hero. He has designed many of the city's most iconic buildings, including the San Diego Convention Center, the San Diego Convention Center, and the San Diego Convention Center.

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Foster + Partners' bold, high-tech plan for Balboa Park's century-old Spanish Colonial street



Rosanna Velazquez



Norman Foster

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