



THE BALTIMORE MUSEUM OF ART INVITES 300 ORGANIZATIONS TO PARTICIPATE IN HISTORIC SURVEY

Updated 1937 survey will help guide future exhibitions and programs

BALTIMORE, MD (May 29, 2019)—The Baltimore Museum of Art (BMA) today announced it is relaunching its ambitious 1937 citywide survey to find out how the museum can best serve the interests of Baltimore’s communities. Titled *Make It Now*, the updated survey asks 300 organizations—including schools and civic, social, and religious groups—to tell the BMA what they want from Baltimore’s largest art museum. This initiative will help in planning for future exhibitions and programs while reinforcing longstanding relationships and developing new ones throughout the city.

“We are excited to build upon the precedent of community engagement established by the BMA’s leadership during the museum’s first century,” said Christopher Bedford, BMA Dorothy Wagner Wallis Director. “I have no doubt the outcome of the survey will be very enlightening and will help guide us as we work toward reinventing the museum experience for 21st-century visitors.”

The BMA’s first citywide survey was launched in 1937 when the museum’s Board of Trustees President Henry E. Treide sent a letter to 225 Baltimore organizations seeking their advice as to what each group wanted the museum to do for it. The 192 organizations that responded included educational institutions and business, labor, professional, and religious groups. Each organization formed a committee and filled out a questionnaire that asked what the museum could do to serve their interests. Examples of the responses included the Chesapeake and Potomac Telephone Company employees’ preference for paintings and antique furniture and the McCormick & Company staff’s desire for photography and labels to identify the plants in the garden. The Baltimore Canned Foods Exchange replied that they had no requests. The BMA used the collective responses and organized exhibitions titled *Labor in Art*, *Religious Art*, and *Hunting and Racing*, among others. The survey was also the impetus for the museum’s partnership with the Harmon Foundation, which organized the groundbreaking *Contemporary Negro Art* exhibition at the BMA in 1939.



Visitors to the BMA’s Art Begins at Home exhibition in 1940. BMA Archives.

The BMA is reaching out to many of the same organizations that it established relationships with during the 1930s, such as the American Institute of Architects, Enoch Pratt Free Library, McCormick & Company, and Maryland Jockey Club, as well as newer organizations and those overlooked in 1937. Individuals who wish to contribute their thoughts and ideas to the survey can participate online by visiting artbma.org/now. Responses are due by Sunday, June 30.

THE BALTIMORE MUSEUM OF ART

Founded in 1914, The Baltimore Museum of Art is a major cultural destination recognized for engaging diverse audiences through dynamic exhibitions and innovative educational and community outreach programs. The BMA’s internationally renowned collection of 95,000 objects encompasses more than 1,000 works by Henri Matisse anchored by the famed Cone Collection of modern art, as well as one of the nation’s finest holdings of prints, drawings, and photographs. The galleries showcase an exceptional collection of art from Africa; important works by established and emerging contemporary artists; outstanding European and American paintings, sculpture, and decorative arts; significant artworks from China; ancient Antioch mosaics; and exquisite textiles from around the world. The 210,000-square-foot

museum is also distinguished by a grand historic building designed in the 1920s by renowned American architect John Russell Pope and two beautifully landscaped gardens featuring an array of 20th-century sculpture. The BMA is located in Charles Village, three miles north of the Inner Harbor, and is adjacent to the main campus of Johns Hopkins University. General admission to the BMA is free so that everyone can enjoy the power of art.

VISITOR INFORMATION

General admission to the BMA is free. Special exhibitions may be ticketed. The BMA is open Wednesday through Sunday from 10:00 a.m.–5:00 p.m. The museum is closed Mondays, Tuesdays, New Year's Day, July 4, Thanksgiving, and Christmas. The BMA is located at 10 Art Museum Drive, three miles north of Baltimore's Inner Harbor. For general museum information, call 443-573-1700 or visit artbma.org.

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