



College of Arts and Sciences

Williams Hall



New Mexico State University

Art changes us.

It provides a paradigm through which we can discover ourselves. It gives us access to diverse perspectives, and a path to understanding other cultures and other times in history. With it, we expand our interpretation of the world and of humanity. We grow through our exposure to and appreciation of art.

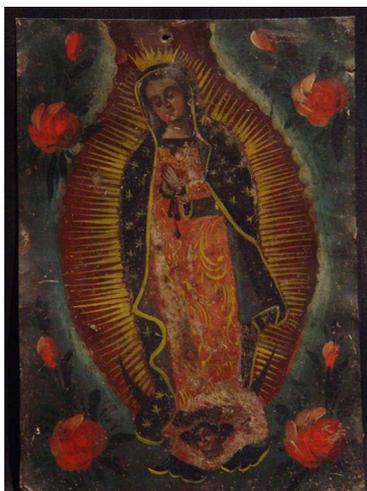
But art, too, needs room to grow...

We have mountains, expansive desert vistas, and the Rio Grande surrounding New Mexico State University—a stunning backdrop against which our students learn and our faculty find inspiration to mentor both budding and experienced young artists and conservationists.



Our art students use metal, ceramic, paint, paper, and pens to transform the ordinary into the extraordinary, and our conservation students restore the old and tired to fresh and beautiful. With your help, we can change D. W. Williams Hall from an ordinary space, built in 1938 as a windowless gymnasium, into an extraordinary space that brings in the light. Together, we can create room for art on campus where students learn and grow and faculty members have all the tools they need to teach. What's it going to take? That original 27,000 square foot structure cost \$33,380 to build. Today, we face a \$25 million price tag. Daunting, yes...but the results of this change will be priceless.

- To make art is to witness the collision between imagination and craft, and anything is possible! Specialized workspaces for ceramics, drawing, graphic design, metalsmithing and jewelry, painting, photography, printmaking, and sculpture will allow student and faculty makers and researchers to focus on their area of expertise. Yet, these designated areas will be configured in a way to support interdisciplinary work and foster intersections and cross-pollination of knowledge and ideas.



- Thoughtfully planned classrooms and studios will ease crowding and encourage collaboration and innovation with lighting, technology, and equipment that is conducive to learning.

- The new University Gallery will be a great place to have a lunchtime date, bring your kids to pique their creative interests (or bring a classroom field trip!), and see local, regional, national, and international speakers and exhibits. The Gallery will be a gateway for the community to engage with NMSU, and will also entice students and faculty from other areas of campus to explore and bring passion for their areas of study to interact with ours.

- NMSU's Art Conservation program is one of only two undergraduate conservation programs in the nation. Our graduates go on for further study and work at prestigious schools and institutes across the globe. An upgraded conservation laboratory will enhance this program and accommodate the growing student demand for this instruction.



- New and technologically superior display and storage will allow for caretaking of the permanent collection that meets conservation standards. NMSU has a permanent collection of more than 4,200 works that include paintings, book art, small-scale sculpture and metals, and photographs. Notably, the Department of Art is home to the country's largest public collection of Mexican retablos, devotional paintings on tin-coated iron.

- Art is not only be inspired by our magnificent natural landscape—it is an important piece of the New Mexico economic landscape as well. The arts and cultural industries are the primary source of employment for 43,031 New Mexicans, accounting for about 5.5% of jobs and approximately \$1.37 billion in wages and salaries.



The NMSU Department of Art educates students in many ways. History, criticism, and theory are addressed in the classroom. Technology and skills are learned and craft is honed in laboratories and studios. Students think critically as they research and explore art forms, techniques, impact of expression, and the roles of art in society, as well as boundaries, both real and artificially constructed. Faculty bring art education to the local schools, and provide the community with workshops, programs, and exhibits... and all this currently happens in a 1938 gymnasium.

You are invited to be a part of the change that will take D. W. Williams Hall from 1938 to 2017 and beyond by joining Ammu and Rama Devasthali in clearing the way to give art room to grow at New Mexico State University! Ammu and Rama have committed \$250,000 to match gifts and pledges dollar-for-dollar for new construction—please help them tear down that dark gymnasium and bring our art students into the light.





Williams Hall Naming Opportunities

The College of Arts & Sciences would like to request consideration for the following proposed naming opportunities. These naming opportunities are associated with the renovation of Williams Hall, and will provide opportunities to raise funds that will contribute to the completion of the renovation. The Williams Hall renovation is an exciting project that will bring the Department of Art and the Art Gallery to the forefront of creativity and interaction with the local, regional and national art scene.

The following table describes the proposed thresholds for naming opportunities within Williams Hall:

Area	Square Footage	Minimum Threshold for Naming
Faculty Studio/Offices		
Metals/Jewelry	300	\$5,000
Ceramics	309	\$5,000
Photography	301	\$5,000
Graphic Design/Print (2)	301	\$5,000 (each)
Dept. Head Studio	301	\$5,000
VA/Adjunct	301	\$5,000
Drawing/Painting	303	\$5,000
Flex Studio	301	\$5,000
Sculpture Faculty Office/Studio	301	\$5,000
Gallery		
University Art Gallery	3003	\$500,000
Top Level Veranda	1000	\$250,000
Retablo Gallery	401	\$25,000
Area	Square Footage	Minimum Threshold for Naming
Permanent Collection Gallery	401	\$25,000
Gallery Prep	500	\$10,000
Prep/Framing & Tool Room	500	\$10,000
Director's Office	140	\$5,000
Gallery Office	100	\$5,000
Gallery Storage and Vault	1309	\$50,000
UAG Collection Study Room	845	\$12,500
Main Lobby	1430	\$500,000
Student Spaces		
Graduate Studios for 5 students (4)	970	\$12,500 (each)



Other Offices		
Department Head Office	141	\$5,000
Art History Offices (4)	122	\$5,000 (each)
Safety Office/Workshop	270	\$5,000
Dept. Admin Office	182	\$5,000
Dept Lounge/Mail Room	348	\$5,000
Studio/Labs		
Ceramics Studio	3,101	\$50,000
Metals/Jewelry Studio	2,405	\$25,000
Sculpture Studio	2,012	\$25,000
Wood Shop	1,248	\$25,000
Mold Making Lab	2,012	\$25,000
Conservation Lab and Director Office	1,048	\$25,000
3D Fabrication	637	\$12,500
Dirty 3D Fab	800	\$12,500
Ventilated 3D Lab	500	\$12,500
Drawing	1,049	\$25,000
Painting	1,101	\$25,000
Draw/Paint Flex Class	1,003	\$25,000
Photography Lab	2,003	\$25,000
Screen print/Letterpress/GD	1,050	\$25,000
Mac Lab (shared)	735	\$12,500
Digital Output (shared)	845	\$12,500
2D Classroom (shared)	590	\$12,500
Additional Opportunities		
Tiles on Donor Wall		
Individual Tile		\$1,000

The following guidelines have been used to determine the thresholds proposed:

- Offices up to 300 sq.ft: \$5,000
- Labs and Classrooms below 1,000 sq.ft: \$12,500
- Labs and Classrooms above 1,000 and up to 3,000 sq.ft: \$25,000
- Labs and Classrooms above 3,000 sq.ft: \$50,000
- Lobby and Art Gallery: \$500,000 (being highly visible areas)