



50

tephra

institute of
contemporary art

Tephra ICA at 50
The Capital Campaign

Tephra ICA at 50 – Meeting the Challenge

Challenged in our 40 Forward (40th Anniversary) Campaign, we reimagined the Greater Reston Arts Center (GRACE) over the last decade as a regional leader in the contemporary visual arts. Thanks to the support of so many, we advanced:

ARTISTIC EXCELLENCE

Exhibitions and Related Programming

- Presented nationally and internationally acclaimed artists like [Radcliffe Bailey](#), [Mike Cloud](#), [Paulina Peavy](#), [Moirra Dryer](#), [Laurel Nakadate](#), [Gisela Colon](#), [Dominic Chambers](#), and more
- Added a second gallery space, Tephra ICA at Signature, dedicated to local and regional artists. Sponsored by Reston Community Center, Boston Properties, and Bozzuto
- Introduced three new interdisciplinary and critically acclaimed programs – [Creative Response](#), [Insights](#), and [Slow Looking](#), each exploring the work on view from different perspectives and interpretations

Continued Investment in Youth and Family Audiences

- [Emerging Visions](#), now K–12 in partnership with Fairfax County Public Schools
- [Summer Art Camp](#), presented with Reston Association
- The Art School & Career Panel Series

Regional and National recognition

- Virginia Commission for the Arts 50 for 50 Award
- ArtsFairfax Arts Impact Award
- *Washingtonian Magazine*'s “[10 Cool Art Galleries Around the DC Area](#)”
- Regular local and regional media coverage, including *Reston Now*, *Fairfax Now*, *Virginia Living*, *Northern Virginia Magazine*, *The Washington Post*, *Washingtonian*, and *East City Art*
- National coverage, including [ArtForum](#), [Hyperallergic](#), and [The New York Review of Books](#)
- Expanded audience as far as the U.K., Continental Europe, Canada, and the West Coast
- Washington, DC, Reston, and New York City are top three audience geographies on social media

INSTITUTIONAL INTEGRITY

Rebranded

- Non-geo-centric name speaks to our regional impact and our values
- Institute of Contemporary Art (ICA) embraces our mission as a non-collecting, *contemporary* arts leader committed to thoughtfully contextualizing artists' work in the historical canon. View our full rebranding presentation [here](#).

Cash positive for eight of the last nine years

- Bonused staff in each of those years, reflecting our commitment to our team and sharing success
- Implemented necessary changes to survive the COVID-19 global pandemic, which has now led to improvement and long-term growth

Adopted Social & Cultural Equity Commitments

- Created with the help of an external task force, staff, and board
 - Two-thirds of recent exhibitions have included artists/speakers that identify as being historically underrepresented in the visual arts field
 - [W.A.G.E.](#) (Working Artists for Greater Economy) certified as of 2021
 - View our full list of Social & Cultural Equity Commitments [here](#)
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PARTNERING FOR THE FUTURE

- **Community:** Expanded with Reston Community Center, Reston Town Center Association, and Reston Association; repeated funding from the Virginia Commission for the Arts and ArtsFairfax have been affirming of our path
- **Corporate:** Boston Properties, Leidos, Peraton, The M Group, Lerner Enterprises, and more recently Microsoft and Capital One, have all been deep investors in the experiences we provide
- **University:** Partnered with George Mason University, Howard University, and American University in presenting exhibitions and special programming
- **Galleries and Museums:** The National Museum of African American History & Culture, the National Gallery of Art, The Phillips Collection, the Hirshhorn, the National Portrait Gallery, and George Mason University's Mason Exhibitions in Arlington, VA

Investment Needs – Our Path into the Next 50 Years

There are three key areas of investment needs that will enable us to continue to build on the tremendous momentum we have created during this past decade of evolution and growth: current infrastructure, future facility planning, and a seed fund for our next home.

1. CURRENT INFRASTRUCTURE

Our current capital reserves are less than \$50,000 due to recent essential physical improvements, including gallery floor renovation, security enhancements for staff, and an HVAC system replacement to name a few.

To continue to cultivate a more welcoming and agile gallery space, our current facility requires additional improvements including:

- Exterior signage that prominently identifies our space, promotes our programming, and enhances visibility in a busy downtown area
- Essential ADA improvements and accessibility accommodations
- IT and AV upgrades to better accommodate digital, film, and time-based media artwork
- Software upgrades to include donor database and payment processing systems to help support our development efforts

The Need: At least \$100,000

2. FUTURE FACILITY PLANNING

We have been creative in pushing our current facility beyond its limits to present the ambitious exhibitions and programs we have hosted the past several years. But to reach remaining unfulfilled goals, we eventually will need a new and expanded facility that offers capacity/capability we cannot secure in our current space:

- American Alliance of Museums (AAM) accreditation, which will allow us to advance our exhibitions and programs while enhancing the value proposition to our investors. This will require:
 - Centralized 24-hour temperature and humidity control system
 - UV-filtered window systems
 - Automated light level controls
 - Architectural needs that minimize damaging air and vapor infiltration from exterior environments
 - Increased security measures, including equipment upgrades and introduction of a docent program

- Ability to present multiple exhibitions concurrently while supporting artist practice and process, including workshops, residencies, and research
- Robust AV and IT infrastructure that will support experimental digital, film, and time-based media artwork
- Ability to host state-of-the-art lectures, presentations, and multi-media events
- Providing universally accessible public and staff spaces that welcome all potential visitors and future team members
- Space for our forthcoming Research Center—a resource elevating new scholarship, investigating histories, establishing connections, and fostering interconnectivity around contemporary art and ideas; including the creation of a searchable Digital Library housing the scholarship created through our exhibitions and programs

The Need: To retain a professional consultant that can lead us through a formal needs assessment, engage our stakeholders, and appeal to developers. Anticipated cost: +/- \$50,000.

3. SEED FUND FOR OUR FUTURE HOME

Armed with a clear vision of the type of space we will need to house Tephra ICA for the next 50 years, the funds we raise today will help us begin the design and procurement process when the site for that new home is identified. With Reston engaged in the dynamic WMATA Metro-related development, Tephra ICA is already a part of ongoing discussions with developers about securing a possible new space. (It was through a developer proffer that we secured our current space 20 years ago.) This seed funding will enable us to take advantage of the right opportunity once presented.

The Need: At least \$100,000.

The Big Picture

Partnering for Our Future

The Goal

In total, the goal of the Tephra ICA at 50 Capital Campaign is to address near-term current infrastructure shortcomings, secure a needs assessment to aid in our longer-term search for a new home, and have seed funding to support the capability of executing on the right opportunity once manifested. Our fund-raising goal of at least \$300,000 will support these three key areas of investment to continue to build momentum into our next 50 years.

Protecting Your Investments

All contributions from this campaign will be put into our dedicated Regeneration Fund – accessed only with board-of-directors approval and only for capital and special projects that meet the goals and objectives listed above and are not a part of annual operating expenses. Capital Campaign funds will not be used to subsidize general operations.

The Promise

We have met the challenge of 40 Forward and have proven to be trusted stewards. But there is a bigger promise to which we are committed, and in which you would be investing. Time and again it was the arts that kept us connected during the COVID-19 pandemic, repeatedly demonstrating Robert E. Simon's and our founders' foresight in emphasizing the centrality of the arts to community. Your donation will strengthen that connective tissue, helping to ensure that, amidst unprecedented growth and transformation in Reston and along the new Silver Line corridor, Tephra ICA's advocacy of contemporary visual art will remain a relevant and vibrant part of the region's cultural ecosystem.

About Tephra ICA

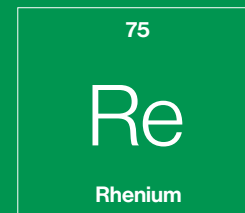
Tephra Institute of Contemporary Art (Tephra ICA) is a 501c3 non-profit, non-collecting institution committed to promoting innovative contemporary art and thinking. The word "tephra" – matter from geothermal eruptions that lands upon, nourishes, and changes the surrounding environment - emphasizes the institution's belief in the combustibility of creativity and the generation of ideas and growth that the arts can provide.

Founded in 1974 as the Greater Reston Arts Center by local artists and residents committed to those ideas, Tephra ICA embraces the role of helping to fulfill and extend the original Reston vision.

This is Tephra ICA at 50

We've come a long way in 50 years: from our humble beginnings in the Heron House at Lake Anne, proudly founded by Reston artists, to now:

- Re**positioned as a regional leader
- Re**alizing our goals as an Institute of Contemporary Art
- Re**aching new audiences, even internationally
- Re**spected for our interdisciplinary programming
- Re**generating new ideas and perspectives every day



(Fun Fact | Re: Rhenium, a transitional, superconductive metal with one of the highest melting points among the elements, is used as a catalyst and to strengthen certain alloys.)

Investment Benefits

All donors will be identified as part of the Tephra ICA at 50 Capital Campaign on our website. Donors at \$2,500 and above will be identified on a dedicated Donor Glass at the gallery. In addition, the following benefits will be offered.

\$50,000+: Our Special 50 for 50 Group

- Promoted at major Tephra ICA events with the opportunity to provide remarks
- Most prominent identification in all Tephra ICA at 50 Campaign collateral
- Free entrance for five years to The Alloy Project | Tephra ICA's Annual Benefit each fall (one for individual, two for couple, and up to ten for corporation/organization) plus choice of one printed artwork offered that night for each attendee
- Complimentary pair of *Buoyant Force* artwork prints (one photograph and one digital print)
- Up to 50 copies of the special, limited edition Tephra ICA at 50 publication
- 50 VIP invites to the Tephra ICA Arts Festival Cocktail Hour & Awards Ceremony for next five years
- A seat on Tephra ICA's Advisory Council, if desired
- Option to make donation in a multi-year installment plan

Pledge to Give

Giving at this level is available by check or ACH payment. Contact pavery@tephraica.org for details.

\$5,000+:

- Prominent identification in all Tephra ICA at 50 Campaign collateral
- Free entrance for one year to The Alloy Project | Tephra ICA's Annual Benefit each fall (one for individual, two for couple, and up to three for corporation/organization)
- Complimentary pair of *Buoyant Force* artwork prints (one photograph and one digital print)
- Up to 5 copies of the special, limited edition Tephra ICA at 50
- 5 VIP invites for the next Tephra ICA Arts Festival Cocktail Hour & Awards Ceremony

Pledge to Give or Give Online Now

Giving at this level is also available by check or ACH payment. Contact pavery@tephraica.org for details.

\$10,000+:

- Promoted at major Tephra ICA events
- Prominent identification in all Tephra ICA at 50 Campaign collateral
- Free entrance for three years to The Alloy Project | Tephra ICA's Annual Benefit each fall (one for individual, two for couple, and up to 5 for corporation/organization) plus choice of one printed artwork offered that night for each attendee
- Complimentary pair of *Buoyant Force* artwork prints (one photograph and one digital print)
- Up to 10 copies of our special, limited edition Tephra ICA at 50 publication
- 10 VIP invites to the Tephra ICA Arts Festival Cocktail Hour & Awards Ceremony for next three years
- A seat on our Advisory Council, if desired

Pledge to Give

Giving at this level is available by check or ACH payment. Contact pavery@tephraica.org for details.

\$2,500+:

- Identification in all Tephra ICA at 50 Campaign collateral
- Complimentary pair of *Buoyant Force* artwork prints (one photograph and one digital print)
- 2 copies of our special, limited-edition Tephra ICA at 50 publication
- 2 VIP invites for the next Tephra ICA Arts Festival Cocktail Hour & Awards Ceremony

Pledge to Give or Give Online Now

Giving at this level is also available by check or ACH payment. Contact pavery@tephraica.org for details.

OTHER AMOUNTS

We are grateful for your support and will proudly honor all donors, of any size donation, on our website [here](#). No amount is too small to make a difference. THANK YOU.