

STRATEGIC INITIATIVES BURCHFIELD PENNEY ART CENTER STRATEGIC PLAN 2015-2020

I. ADVANCE THE ACHIEVEMENTS OF CHARLES BURCHFIELD —AN AMERICAN MASTER

The Burchfield Penney Art Center is the steward of the Charles Burchfield legacy and advances this commitment through leadership in collecting, preservation, presentation, study, interpretation and promotion. Through Burchfield's advocacy for the Western New York region and through his position on environmental concerns The Center aligns with his beliefs and builds upon his practice.

Aggressively build the collection to represent all facets of Burchfield's work – each period, theme, subject, media and pictorial strategy

Foster a network of leading Burchfield collectors who will provide counsel, networking and support for exhibitions, acquisitions

Residencies at The Center, encourage high impact use of collection resulting in scholarship and artistic experiences with the work and writings of Charles Burchfield to make the rich resources of the BPAC better known and enhance the legacy of Burchfield

National recognition of Charles Burchfield and the Burchfield Penney by creating a catalogue raisonné

Burchfield “on the road,” to increase collection sharing, scholarly contributions to field, brand enhancement and earned income

II. FUEL ARTISTIC EXCELLENCE AND CULTURAL LEADERSHIP IN WESTERN NEW YORK

Buffalo has been the site of significant cultural achievements in American art. The Burchfield Penney Art Center, the leading multi-arts presenting forum for Western New York art, serves as a cultural flagship for this cultural and artistic legacy, and makes known this unparalleled heritage through collecting, preserving, and presenting Western New York's rich cultural achievements.

Interpret and Present the cultural leadership of the artists, past and present, of Western New York

BPAC as The Center of record for the history of media arts in WNY

Excellence in multi-arts programming and exhibition related activity

Service to the community through the unique accomplishments of WNY art and artists

Broad audience engagement through collaborations, partnerships and alliances

Burchfield's legacy in watercolor and support regional artists influenced by his work in this medium

III. OPTIMIZE RELATIONSHIP WITH SUNY BUFFALO STATE

The Burchfield Penney Art Center serves as a significant cultural resource for the Campus, the Western New York community, and the nation. The Campus provides a profound context for the activities of a multi-arts collecting institution and a stimulating platform for service and learning. The relationship between Campus and Center is unique, coupling a separately governed not-for-profit Center within the foundation for intellectual resources of the vast SUNY system. The rich collections of The Center provide for unique experiences and learning. The Center is committed to enhancing scholarship through utilization of archives, tours, collaborative coursework and programs.

Cross-disciplinary environment for museum-based learning

Integral part of campus life by engaging students and campus community

Reciprocally beneficial partnership on shared Center-College initiative.

Long-term digital preservation and management plan

Relationship with Buffalo State Art Conservation Department

IV. AMPLIFY HIGH IMPACT EDUCATION AND OUTREACH INITIATIVES

The Burchfield Penney Art Center's Education Department offers exhibition interpretation, scholarship, programs and docentry. We are recognized for innovative outreach in our work with children and community groups, building on traditional models of museum learning while responding to new challenges.

Expanding outreach and educational programs

Sense of wonder with artists, schools and the broader community

Accessibility and Outreach; Scholarship; and Community:
Actualize The Center's Education Policy Statement

For more information on the Burchfield Penney's strategic plan, please email burchfld@buffalostate.edu.