



Donor Recognition for the Wing Luke Asian Museum Capital Campaign

Donor Recognition opportunities encourage, acknowledge and appreciate the individuals, families, foundations, businesses and corporations that participate in raising the \$23.2 million it will take to open the doors of the new Wing Luke Asian Museum. Donor recognition and naming opportunities help keep the story going. All donor recognition will be inspired by the vision and values that guide the future of the Wing Luke Asian Museum as it continues to be a model for museums nationally and internationally—

A Museum Like No Other.

Donor recognition will include:

- NAMING OPPORTUNITIES**—for gifts at and over \$100,000
- PERMANENT RECOGNITION**—for gifts from \$10,000-\$99,999
- DONOR WALL**—for donors at and over \$5,000
- HONOR ROLL AND CAMPAIGN PUBLICATIONS**—all donors

Naming Opportunities for Historic Immersion Exhibits— Starting at \$100,000 Level

The Wing Luke Asian Museum embraced the once in a lifetime opportunity to purchase and relocate into the historic Kong Yick building. By taking up residence in a building at the center of the Asian Pacific American experience in the Northwest, the Museum can provide each visitor with the invaluable experience of immersion in the past. Historic spaces will be authentically recreated using artifacts and photographs, and multimedia displays.

The Architect's schematics will be ready in late 2004; floor plans with exact square-footage for each space will be available for donors to see the size and exact location of each space. Wing Luke Asian Museum is committed to the programs and opportunities described below.

GIFT LEVEL AND NAMING OPPORTUNITY

The Wing Luke Asian Museum will preserve the original namesake of the institution. Wing Luke's life story exemplifies the values of diversity, social justice and the celebration of the Asian Pacific American experience that the Museum strives to emulate.

\$5,000,000+

Museum Dedication

The opening of the Wing Luke Asian Museum in the historic Kong Yick building, the first permanent home of the Museum, will mark the beginning of a new chapter in the story of *a museum like no other*. We will ask the individual, family, corporation or foundation that makes this extraordinary gift to choose words of dedication, to be approved by the Campaign Steering Committee and permanently engraved or displayed at the Museum.

\$3,000,000+

I) Community Hall

Inclusion of an accessible community space reflects the values of the Museum. This large hall will be the community resource for special community events that is urgently needed in the Chinatown-International District.

The space will be ideally suited for larger gatherings both during and after regular Museum hours. Features and uses include:

- 200-seat reception area
- Full catering kitchen
- State-of-the-art sound system and temporary stage
- Large public performances
- Small community festivals
- Receptions
- Expanded educational opportunities
- Lobby Space

\$1,000,000+

I) Museum Entryway and Lobby (The naming opportunity is for the entire space)

Upon entering the Museum, visitors' first impressions will be of a celebration of the diversity of Asian Pacific Americans through a creative display of art, multi-media images, sounds and textures. The place of welcome and entry into the Museum will indicate to visitors that they are entering a museum like no other.

The Museum Lobby is a "free zone" for the neighborhood and the community at large—a gathering space before paid entry into the Museum—where the vibrancy of the Chinatown-International District comes inside. It is very much a part of what awakens the visitor to the Wing Luke Asian Museum experience. The Lobby includes distinct meeting areas and small exhibition areas:

- **The welcome and information center**—visitors are greeted by a Museum volunteer who provides information on the neighborhood and community and area activities. Visitors can get a daily Museum program listing and map of the facility, visit the Museum website and pay admission.
- **A seating area**—tables and chairs, game tables, and internet access will be inviting to visitors and Museum "regulars," many of whom are neighborhood and community elders.
- **A community art space** and reflection area
- **Exhibit of the history of the Chinatown-International District**—this gallery connects to Canton Alley and to the surrounding neighborhood for walking tours.
- **Exhibit of the story of Wing Luke and the Museum**
- **New Dialogues gallery for contemporary issues**

2) Special Exhibit Hall

This hall will feature the widest variety of exhibitions, changing frequently and drawing the largest number of visitors annually. The space provides a dramatic increase of space over the current Special Exhibits space. Multimedia capabilities will showcase special, temporary exhibitions related to the art, history and culture of Asian Pacific Americans.

The hall will provide a forum for the exploration of stories and subjects that have never before been investigated, honored and celebrated publicly and in-depth. This space will allow the Museum to engage in a new level of dialogue with and about the community.

3) Theater

The rich variety of theater and story-telling traditions among Asian Pacific American communities will have a state-of-the-art multimedia, 80-seat venue in the Museum's new home for:

- Public programming
- Film
- Traditional cultural performances
- Book readings
- Panel discussions
- Lobby space
- Projection Room
- Green Room

4) Exhibit Space #1: Community Exploration Gallery

This is the largest exhibit space and will house long-term exhibits that tell the core story of the Asian Pacific American experience.

5) Library & Community Heritage Center—multiple floors

This is the premier resource for Asian Pacific American history, art and culture in the Pacific Northwest. The Museum's new home will provide a new level of access to users of all ages and backgrounds:

- Library—books, journals, news articles, videos and films, research materials;
- Archives & Collections—rare artifacts, photographs, archival documents, oral histories;
- Staff-assisted research and database tools;
- Educational workshops and programs for individuals, families, educators and other professionals;
- Training for gathering oral traditions and family genealogies.

\$500,000+

1) Exhibit Space #2: Community Portrait Lab

This space is the necessary complement to the Community Exploration Gallery focus on shared themes. The Portrait Lab will provide an intimate focus on distinct, individual ethnic groups. Visitors can recognize and explore the histories, art and cultures of specific communities. By dedicating exhibition spaces the Museum will house and embody the complexity of the Asian Pacific American community—a powerful whole created and enriched by individual groups.

2) Exhibit Space #4—Arts Gallery

The Museum's new home will have space dedicated to the exploration of contemporary artists. The work of ground-breaking Asian Pacific American artists will be on display in this gallery—pioneering artistic expression to inspire Asian Pacific Americans to tell their own stories in their own voices.

3) Historic Family Association Room—4th Floor (dedication)

Part of the immersion experience

4) Historic Yick Fung Company Storefront (dedication)

Part of the immersion experience

\$250,000+

1) Historic Stair (dedication)

Part of the immersion experience

2) Board/Community Conference Room

The Board/Community Conference Room houses the leadership that has guided the Museum into its position as a nationally- and internationally-recognized, innovative model for a community-based museum. It is in this room that the baton will continue to be passed as each generation of leaders steps forward to guide the Museum's future.

3) Historic Yee Family Association Balcony (dedication)

Part of the immersion experience

This exterior, covered balcony is worked into the framework of the building, a characteristic specific to Chinese American architecture. In its original use it would have been decorated with lights and banners as a public display of vitality and community pride. The balcony tells its own story of the building's role in the community as a center of social connections and services.

4 to 5) Learning Studios (2)

These large spaces provide hands-on learning opportunities for students of all generations. In the first year, the Museum will be able to accommodate over 13,500 children visiting with school groups. In addition to the school groups, 4,500 attendees are expected as part of large tours, artist workshops and special classes.

6) Historic Canton Alley Family Apartment

Part of the immersion experience

7) West Lightwell and Grand Staircase

The Grand Stair is the primary circulation stair for the new Museum. Beginning in the Welcome Hall, the Grand Stair carries museum visitors up to the main permanent exhibition galleries, drawing them through the Historic East Lightwell- a reflective and key transition space.

8) East Lightwell

This space transitions Museum visitors into the main permanent exhibit galleries from the previous food. It is a unique architectural feature of the building and will be a reflective space for visitors.

\$100,000+

1 to 3) Historic Apartments

Part of the immersion experience

4) Historic Communal Kitchen

Part of the immersion experience

5) Historic Hotel Manager's Office

Part of the immersion experience

6) Historic Canton Alley Storefronts

Part of the immersion experience

- Exterior display area

7) The YouthCAN Exhibit Space—will be dedicated for the Museum's program for youth ages 15 to 19.

The program supports youth-led advocacy projects, community programs, provides leadership and life-skills training, computer access, posts community-centered youth events and resources, and provides a youth-centered, safe environment. Visitors will view the YouthCAN Exhibit Space while moving to other parts of the Museum.

8) Shared Family Associations Room—A space for shared use by several family associations, surname-based organizations that provide a link between elders and young people in the Chinese American community.

9) Exhibit Space #3—KidPLACE

In this new space the Museum will be able to host over 11,000 children annually. By providing a culturally enriched environment where children and families can use all of their senses to explore heritage, the Museum will help families and educators affirm and celebrate, nurture and empower the youngest generation.

10) Historic 8th Avenue Store Fronts

- Includes Museum exterior display area

11) Staff/Volunteer Lounge—A relaxation space for volunteers and staff members, whose dedicated work enables the museum to be a valuable resource for all communities.

Commissioned Art Installations

The Museum will commission a unique, permanent art installation to acknowledge donors' gifts within three tiers. Both the design and the process for developing the design will reflect the Museum's commitment to inspire multi-ethnic and intergenerational understanding through art, history and culture.

Gifts between \$50,000 and \$99,999- Donor Staircase Art Installation

The installation, designed by local artist Susie Jungune Lee, starts with the idea of footsteps, a manifestation of support and guidance. Located prominently in our Museum Entryway and Lobby, the piece will consist of donors' names cut into metal plates on the face of the steps. The names will be backlit and will fade in and out, simulating the movement of walking up the stairs.

Gifts between \$25,000 and \$49,999- Donor Windchime Art Installation

The installation will be designed by local artist Saya Moriyasu, and will be located prominently in our Museum Entryway and Lobby. While still early in the design process, Moriyasu's "**Celebration**" is a windchime inspired by the inviting and relaxing sounds of water and bells, and the lively colors shared by many community festivals.

Gifts between \$10,000 and \$24,999

Gifts at and over \$5,000

The Donor Wall

All donors who give at the \$5,000 level or above will be acknowledged on a permanent donor wall. Like the commissioned art installation honoring campaign donors, the donor wall will be designed to reflect the values and the aesthetics of the new, permanent home of the Museum.

For gifts between \$1,000 and \$4,999

Temporary Honor Roll (display)

The design and display of a temporary honor roll for all donors who make gifts at this level will be a celebration of the generosity of the community and a testament to the hundreds of people who keep the story going.