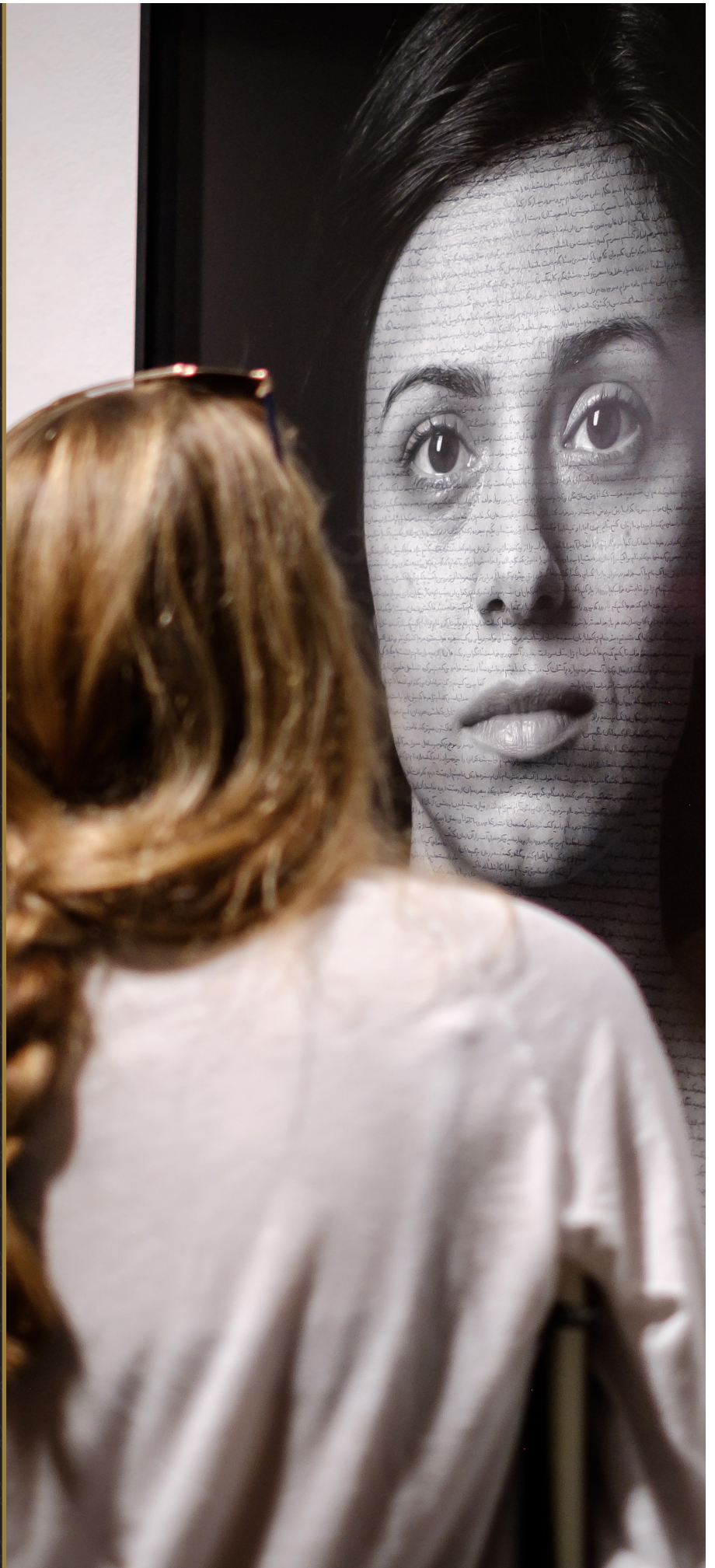




STUDENT ACQUIRED  
CONTEMPORARY ART  
COLLECTION

Wake  
the Arts

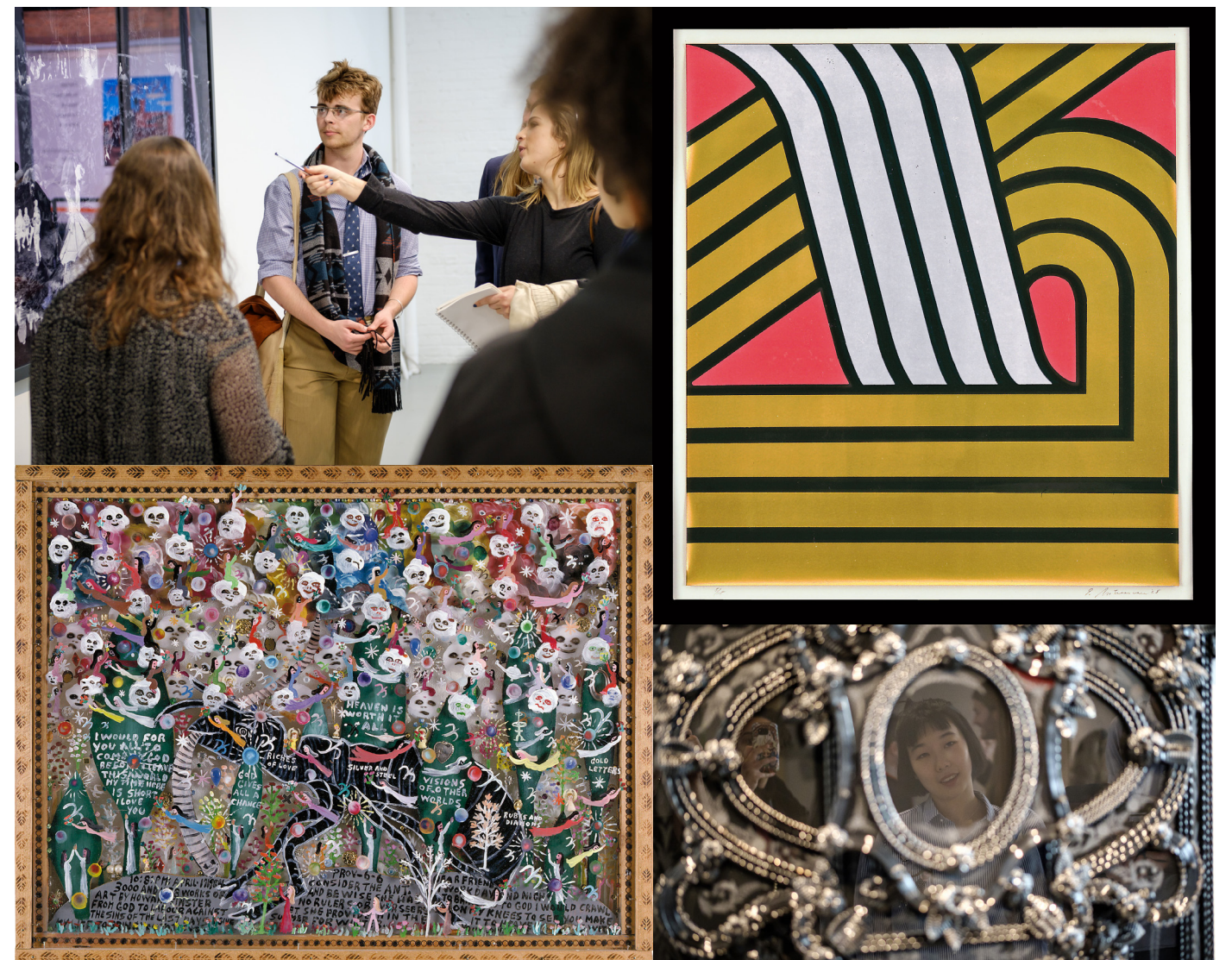






# At Wake Forest, The Art Belongs to *Everyone*

Interdisciplinary expression and exploration are the core of a liberal arts education. Wake Forest is embracing its culture of creativity like never before to strengthen the engaged arts experience for all Wake Forest students.







# A *Priceless* Tradition

STUDENT ART BUYING TRIP

60  
YEARS

2023 marks the 60th anniversary of the first student art acquisition trip to New York City. Established in 1962 by Dean of Men, Mark H. Reece, the Student Union Collection of Contemporary Art is a tradition unique to Wake Forest. Dean Reece's vision was to empower students to research, explore, budget and negotiate in the world of art commerce and to make acquisitions from established contemporary artists based on art that "spoke to the time." As a result of that vision, 16 art buying trips and students from six decades of Wake Forest history have created a world-class collection of contemporary art.

The collection represents the innovation, quality, depth of experience and high level of student engagement at the heart of the broader Wake the Arts movement. We honor its genesis with a fundraising campaign to energize and support the university's commitment to the arts.



# The Reece Challenge Campaign



John ('81, P '09, '14) and Libby Reece, (P '09, '14) have launched the campaign with a generous \$500,000 gift to honor John's father Mark Reece, and to challenge Wake Forest alumni and families who share their commitment to strengthen the integrated arts experience for all Wake Forest students. The goal of the Challenge campaign is to raise an additional \$1M for the short-term conservation and long-term vibrancy of the collection — soon to be named the Mark H. Reece Collection of Student Acquired Contemporary Art.

Gifts can be made to both endowed and current use funds to provide immediate and long-term provisions for the growing Collection's care and stewardship including:

- Framing/reframing
- Display and LED lighting
- Security
- Maintenance of collection and displays
- New Collection Catalogue — Our current catalogue is more than 16 years old and needs to be updated as an essential resource for students and faculty This resource is essential to faculty who use the collection as part of their multi-use and interdisciplinary curriculum.



In complement to this effort, we will be inviting other interested supporters to consider lead gifts for:

- Art Buying Trip Acquisition Funding
- A newly created Collection Outreach Coordinator
- Support for new dynamic space for the collection and other interdisciplinary arts programming
- Art department Guest Residencies and Global Travel
- Hanes Gallery exhibition sponsorship for aspirational shows





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