

BEYOND THE SPIRAL: A GALA CELEBRATING THE NEXT 20 YEARS

SUPPORT MULTIYEAR INITIATIVES AND NEW PROGRAMS

The Rubin Museum is boldly shifting the model and perception of what it means to be a museum in the 21st century. As we evolve into a museum without walls, we will pursue our mission to share Himalayan art with people on a global scale through local, national, and international programming. In recent years we have piloted new ways of reaching audiences with innovative projects—from Bilbao to Boston, Kathmandu to London, New York to Milan—while increasing our worldwide reach with award-winning digital content and online programming.

The Rubin’s ongoing initiatives and new programs include major traveling exhibitions, higher education teaching resources, K–12 curricula, long-term loans of objects from our collection with partner institutions locally and worldwide, and grants for emerging and established creatives from the Himalayan and Asian regions and diaspora. Your support serves as a major investment in the Rubin’s future and validation of the innovative programming that only the Rubin Museum can do, enabling us to engage more visitors of all ages, build partnerships near and far, expand digital and in-person audiences, and effect lasting positive change to the landscape of Himalayan art scholarship and appreciation.

REIMAGINE: HIMALAYAN ART NOW IN NEW YORK, CHICAGO, AND FUTURE VENUES



Opening in New York City

On March 15, we debuted our 20th-anniversary exhibition, *Reimagine: Himalayan Art Now*, welcoming over 3,000 visitors on opening day. *Reimagine* is a spectacular Museum-wide exhibition—the largest contemporary show in our history—that offers vibrant perspectives on traditional Himalayan art through the lens of living artists. With commissioned works, installations, and performance art, *Reimagine* features 32 artists from the Himalayan region and diaspora whose work is presented in dialogue with objects from our permanent collection. The exhibition is on view at the Rubin Museum until October 6, and then travels to Wrightwood 659 in Chicago where it will be installed through February 15, 2025. With interest from museums in the United States and internationally, we are committed to sharing *Reimagine* with people in New York, the Midwest, and beyond.

TRAVELING MANDALA LAB IN EUROPE AND BEYOND



Milan

In 2021, the Mandala Lab transformed our third-floor gallery into an interactive space where visitors can harness the power of difficult emotions and discover pathways to develop resilience, calmness, and connection. The Rubin has already begun a 10-year tour of the traveling version of our acclaimed Mandala Lab. Propelled by an overwhelmingly positive response and repeat visits to the installation in New York City, the traveling Mandala Lab has attracted high attendance in Bilbao (2022), London (2023), and most recently Milan, where 40,000 people attended in one month. The traveling Mandala Lab has engaged more than 75,000 people across the first three countries, and we are projected to reach an additional 100,000 people in 2025, continuing to share the wisdom of the Mandala Lab in public spaces free of charge to visitors of all ages.

EXPANDING THE MANDALA LAB CURRICULUM IN NEW YORK CITY AND NATIONALLY

Since partnering with Emory University’s Center for Contemplative Science and Compassion-Based Ethics in 2022, the Rubin has successfully integrated the university’s Social, Emotional, and Ethical (SEE) Learning protocol into our suite of impactful K–12 school programs. This curriculum is rooted in the Mandala Lab’s journey of emotions and incorporates expertly fused secular aspects of Buddhist traditions. Our goal is to provide educators with artful resources to incorporate SEE Learning practices in the classroom, and increase students’ attention, self-awareness, and emotional resilience skills. To share information and reach a wider student and educator audience, the Rubin is creating a Mandala Lab Digital Resource Hub. This site will launch in October 2024 in conjunction with the Rubin’s new website. We are also beginning a formal three-year evaluation of our curriculum to understand how the Rubin can make the biggest possible impact in New York City, nationally, and internationally.

PROJECT HIMALAYAN ART: TOURING GATEWAY TO HIMALAYAN ART THROUGH 2030



The Ham, University of Florida

Project Himalayan Art is the Rubin’s most ambitious and wide-reaching institutional initiative to advance the field of Himalayan art. The project has three integral components—an innovative digital resource platform, publication, and traveling exhibition. The digital platform, rich with essays and multimedia content, has already served over 15,000 unique visitors since its 2023 launch. *Himalayan Art in 108 Objects* offers readers an accessible introduction to Tibetan, Himalayan, and Inner Asian art and practices, while highlighting the importance of the region in understanding broader Asia. The traveling exhibition, *Gateway to Himalayan Art*, is offered free of cost to host colleges and universities through 2026, and will reach over 100,000 students and the public. In 2024 the exhibition visits the University of Florida, Gainesville, and Otterbein University, Westerville, Ohio. We are now planning to double our impact with another four years of tours to venues in the United States and Canada through 2030.

RUBIN ON THE ROAD: A LONG-TERM LOAN PROGRAM FOR MUSEUMS IN NYC AND GLOBALLY

Among our core new initiatives is a long-term object loan program, which is inspired by the Rubin’s belief that our collection of nearly 3,500 artworks should be viewed widely. We are currently in negotiations to strategically offer long-term loans from the permanent collection to collaborating institutions—encouraging representation of Himalayan art in the broader context of Asian art and allowing the Museum’s objects to act as ambassadors for the region. Over twenty museums and cultural institutions have expressed interest so far. We will work closely with each institution to provide expertise, interpretation, and access to our vast digital resources.

RUBIN X RESEARCH AND RUBIN X ART PROJECTS—GRANTS FOR ARTISTS, CREATIVES, AND SCHOLARS

Through the Rubin Museum’s new grants program, we will broadly support work being done in and around the field of Himalayan art through two dedicated categories: Research and Art Projects. The Rubin x Research aims to expand scholarship and research about Himalayan art in academic, educational, and exhibition contexts to generate further knowledge, documentation, and awareness of the field. Rubin x Art Projects supports artists and creatives in all disciplines in the creation of new art and projects that give visibility to the rich cultural legacy and living traditions of the Himalayan region and its power to inspire society. Grants will be offered annually, and the initial round will encompass support in the range of \$2,500 to \$25,000.

AWAKEN PODCAST SEASON 4



In 2024, we will launch season 4 of our most successful digital program and Webby Honoree podcast, AWAKEN. Presenting a captivating journey through the dynamic path to enlightenment and self-realization, season 4 will be inspired by the Buddhist concept of non-attachment. Through personal stories shared by guests—including artists, practitioners, neuroscientists, writers, and others—listeners will learn about transformative shifts in perspectives on life. Reaching a growing global online audience of nearly 1 million listeners from over 165 countries, the series explores what it means to “wake up” while making intriguing connections between art and the human experience.

INVEST IN OUR PROGRAMS AND THANK YOU FOR YOUR CONSIDERATION

Once the building closes, the Rubin Museum’s annual budget will be around \$8 million, for which we must raise a substantial amount per year. Join us in supporting this bold launch beyond the confines of our physical space to becoming a visionary, imaginative, nimble, and global museum. Your support will enable more people globally to enjoy Himalayan art and is an investment into the artists working and inspired by these artforms. We appreciate your kind consideration, welcome your questions and ideas, and invite further discussion.

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