DeCordova Sculpture Park and Museum  
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DeCordova Announces its 2011–2016 Strategic Plan  

Lincoln, MA, November 17, 2011—DeCordova Sculpture Park and Museum announces that its Board of Trustees has approved a new five-year strategic plan for the institution.  

A Strategic Planning Core Committee, charged by the Board in 2010 with overseeing the process, utilized planning consultants, benchmarking, self-study, audience surveys, and best practice research from the field to create a comprehensive plan, responsive to external factors. The resulting plan focuses on leveraging deCordova’s core strengths and resources toward the goal of being a clear leader among this country’s sculpture parks by 2016.  

Drawing on the collective ideas and input of board leadership, staff, colleagues, members, supporters, neighbors, and friends throughout the process, the plan articulates key strategic objectives and defines a clear path for deCordova’s way forward:  

- **It is the future of sculpture**  

    DeCordova’s greatest and unique asset is the Sculpture Park. The natural dialogue between indoors and out—and between art and landscape—fundamentally defines the visitors’ experience. With some two-thirds of deCordova’s annual attendance occurring in the warmer months, the Park is the clear driver of visitor engagement and presents the best opportunity for smart, creative growth and for distinction as a leading presenter of contemporary sculpture and art.  

    DeCordova plans to lead its programming with sculpture, focusing a greater amount of resources on activity in the Park and aligning its educational programs to support this mission. It plans to take a new approach to the Sculpture Park, programming it as a new media gallery, with rapid turnover, site-specific projects, and experimentation.  

- **It is art that is both global and local**  

    DeCordova believes that in contemporary art both global perspective and local
community matter and that it is deCordova’s responsibility to bring art from both of these arenas to its visitors. The Strategic Plan underscores the importance of aligning deCordova’s longstanding support of regional art with its larger mission and focus on sculpture.

The Sculpture Park will change regularly with new loans of major international artists, sculpture trades from other sculpture parks, and new works by emerging and mid-career artists. Older works will be returned and new programming will be created to foster visitor interaction with the sculptors. A single major sculpture exhibition—bridging indoors and out—will continue as the primary summer exhibition. The gallery program each winter will include solo exhibitions and projects by the strongest New England artists, including the Biennial exhibition—continuing deCordova’s leadership role as the only major museum in the region to provide this opportunity for top-tier local talent.

- **It is contemporary art made broadly accessible**

One of deCordova’s core beliefs is that broad accessibility and challenging content are not mutually exclusive. DeCordova has set the ambitious goal of making challenging and thought-provoking contemporary art accessible to every family and visitor.

Because of deCordova’s position as both park and museum, it can provide visitors a more meaningful experience than many museums, one that is welcoming and accessible, allowing greater and richer ways to engage with contemporary art. DeCordova is dedicated to deepening its educational offerings to give divergent points of entry for visitors, striving to connect audiences with contemporary art in innovative ways. A new drop-in space for art making—open when the Museum is open and included in the price of admission—will become a signature part of the deCordova experience.

- **It creates community and connects art, artists, and visitors**

As a small and multi-faceted institution deCordova is well positioned to advance an uncommon approach among contemporary art museums—namely, to ‘pull back the curtain’ on how art is made, how artists think and work, and what museums do. Visitors are fascinated by the opportunity to see art created and installed, to talk to artists as they work, and to glimpse inside the institution and behind the scenes.

Similarly, artists working with deCordova become both part of the institution and part of its core constituency and audience. DeCordova is constantly hosting -more-
professional artists of every stripe from international ‘art stars’ to emerging artists. This constant flow of talent—and the bridge deCordova provides between the local and the international—can and will be used to greater effect.

As the Park program grows, so will efforts to connect visitors and artists in ways few other institutions can: via installation tours, talks, demonstrations, and creative programs. Art school students from nearby professional programs will be invited to engage with the artists visiting deCordova, and the visiting artists will be encouraged to visit local studios to create connections with local talent.

- It is fiscally robust and lays a foundation for future growth

In order for deCordova to achieve its mission in the near-term, lay the groundwork for long-term growth, and sustain its financial health the institution must prune strategically by re-focusing all efforts to support these strategic goals. Over time the institution will reduce fixed costs to devote a greater percentage of its resources to fulfilling its core mission, build philanthropic giving, and strengthen its systems and structure to build a foundation for the future.

DeCordova will continue to communicate with the public about its 2011–2016 Strategic Plan and implementation process. The Board of Trustees is currently modifying the institution’s mission statement to reflect the new direction.

About deCordova

Established in 1950, deCordova Sculpture Park and Museum is the largest park of its kind in New England encompassing 35 acres, 20 miles northwest of Boston and hosting more than 100,000 visitors each year. In 2009, deCordova changed its name from deCordova Museum and Sculpture Park to deCordova Sculpture Park and Museum to emphasize its renewed focus on sculpture and to support the institution’s goal of becoming the leading Sculpture Park in the United States by 2020. Providing a constantly changing landscape of large-scale, outdoor, modern and contemporary sculpture and site-specific installations, the Sculpture Park hosts a range of unique and site-specific artworks, the majority of which are on loan to the Museum. Inside, the Museum features a robust slate of rotating exhibitions and innovative interpretive programming.

In 2009 deCordova acquired its first work by an international sculptor and continues to bolster the curatorial program by exhibiting high-quality, accessible art of nationally and internationally recognized artists indoors and out. Currently, visitors can view work by Antony Gormley, Roy Lichtenstein, Sol LeWitt, Chakaia Booker, and Rona Pondick.
along with 60 other well-known artists. To maintain its commitment to New England artists and emphasize the quality and vitality of the art created in this region, deCordova launched the *deCordova Biennial* in 2010 and the PLATFORM series in 2009.

Patrons of deCordova can enjoy year-round activities in the Sculpture Park and Museum, including snowshoe tours, yoga in the park, birding tours, curator and artist conversations, and many special talks, screenings, and events. deCordova’s School offers classes and workshops throughout the year and is one of the largest non-degree granting studio art programs in New England. Unique to deCordova, the Corporate Program provides area businesses the opportunity to support the institution and regional artists through membership initiatives and Art Loan options. deCordova is also home to the only preschool embedded in a contemporary art museum in the United States.

**General Information**

DeCordova is open Tuesday through Sunday, from 10 am to 5 pm and on select Monday holidays. General admission during Museum hours is $12 for adults; $8 for senior citizens, students, and youth ages 6–12. Children ages 5 and under, Lincoln residents, and Active Duty Military Personnel and their dependents are admitted free. **To coincide with the new Strategic Plan, as of January 22 the cost of admission will change to the following:** $14 for adults, $12 for seniors, $10 for students (ages 13 and up), and **Free for children 12 and under.** The Sculpture Park is open year-round during daylight hours. Guided public tours of the Museum’s main galleries take place every Thursday at 1 pm and Sunday at 2 pm. Tours of the Sculpture Park are given on Saturday and Sunday at 1 pm from April to November. All guided tours are free with Campus admission. Visit decordova.org or call 781.259.8355 or further information.

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