

MUSEUM PROPOSAL

DOWNTOWN TAMPA
COMMUNITY REDEVELOPMENT AREA

THE
AMERICAN
CRAFTSMAN
MUSEUM

A Public Charity Foundation

SEPTEMBER 4, 2012

For the purpose of this proposal and by way of explanation and clarification the official “applicant” responding to the City of Tampa’s Request for Proposal is the American Craftsman Museum (ACM), a Public Charity Foundation. Created as an entity that best serves the financial, legal and practical requirements for the proposed museum project, ACM is prepared to work through all the issues related to financing, the negotiation of a long-term lease, the construction and long term operation of a unique Museum of the American Arts and Crafts Movement.

The Two Red Roses Foundation, a Private Foundation, has committed its experience in the acquisition, preservation, and exhibition of American Arts and Crafts to ACM and a significant portion of its collection to ACM and the project. Therefore, all answers related to questions regarding “applicant’s” prior experience are necessarily those based on the experience of the Two Red Roses Foundation.

WHAT IS THE TWO RED ROSES FOUNDATION?

The Two Red Roses Foundation is a non-profit educational institution dedicated to the acquisition, restoration, and public exhibition of important examples of furniture, pottery and tiles, lighting, textiles, and fine arts from the American Arts & Crafts Movement. The Foundation, endowed by generous gifts from Florida businessman Rudy Ciccarello, who has assembled one of the largest personal collections of Arts & Crafts in America since 1997, has been mandated to foster public recognition and appreciation of the high quality craftsmanship and design philosophy of the period, 1900-1920.

Much of the finest work produced during the American Arts & Crafts Movement has been concentrated in the hands of private collectors for years. Popular national and international exhibitions have been mounted in major American cities. Now, some exceptional and uniquely American Furniture and Art, including Gustav Stickley furniture, pottery and ceramic tiles by the Grueby Faience Company of Boston and Cincinnati's Rookwood Pottery, Dirk Van Erp hammered copper lamps, and paintings by Arthur Wesley Dow and Childe Hassam, will now be accessible to the American public in Florida. According to David Rago, whose auction house in Lambertville, New Jersey, was instrumental in the resurgence of interest in the Arts & Crafts movement, "it is extraordinary that Rudy Ciccarello has assembled one of the better Arts & Crafts collections in the country in only fifteen years. Most high-level collectors have been at this for thirty years or more." The Foundation will continue to expand the collection, even as it turns its attention to an active exhibition and education program.

THE TWO RED ROSES FOUNDATION MISSION STATEMENT

The mission of the Two Red Roses Foundation, a private, non-profit educational institution in Tarpon Springs, Florida, is to promote understanding of the American Arts & Crafts Movement through the collection, conservation, exhibition, and interpretation of the decorative and fine arts.

To that end, the Foundation

- Collects and conserves objects made in America between approximately 1900 and 1920 which reflect the spirit of reform in design and production, generally accepted as the Arts & Crafts Movement
- Collects publications and archival material related to its collection
- Supports research pertinent to its collection
- Lends objects from its collection for exhibition by other institutions, disseminates the results of that research through exhibitions, publications, and other educational activities and programs for the general public and school children

THE COLLECTION

The Two Red Roses Foundation, through the charitable endowment of Mr. Rudy Ciccarello, has assembled a premier collection of works from the American Arts and Crafts Movement (1900-192). The Foundation's collection of more than 1,300 pieces includes fine examples of work in every medium created by the important artists of the time.

The Foundation's Arts and Crafts collection includes rare and pristine works of furniture, pottery, ceramic tiles, metalwork, woodblocks, fine art, lighting, textiles and stained glass. The list of craftsmen, artists and companies includes Gustav Stickley, Stickley Brothers, Leopold and George Stickley, Charles Rohlf, Byrdcliffe, Nakashima, Roycroft, Dirk Van Erp, William Grueby, Saturday Evening Girls, Rookwood, Tiffany, Newcomb College, Marblehead, Rhead, Robineau, Walrath, Overbeck, Margaret Patterson, Arthur Wesley Dow, Charles Hassam, Frank Duveneck, Edward Potthast, John Joseph Enneking,

In keeping with The Two Red Roses Foundation's mission to continue to add to the collection by acquiring the very best pieces the market has to offer an aggressive outreach program is in place. We invite private individuals and collectors, museums and dealers who may be interested in discussing the offering of specific works of interest to the Foundation to contact us. All enquiries will be answered. Please contact us at email@tworedroses.com.

RECENT EXHIBITIONS FROM THE TWO RED ROSES FOUNDATION'S COLLECTION OF AMERICAN ARTS AND CRAFTS

October 2009 through January 2010

THE SPIRIT OF SIMPLICITY: AMERICAN ARTS AND CRAFTS FROM THE TWO RED ROSES COLLECTION

PALM BEACH, FL - The Flagler Museum's forthcoming exhibition, A Spirit of Simplicity: American Arts and Crafts from the Two Red Roses Foundation, will feature nearly 150 objects illustrating the range of American Arts and Crafts style, including furniture, wood block prints, stained glass, decorative tiles, pottery, and metalwork. A Spirit of Simplicity will be on view from October 6, 2009, through January 3, 2010. The exhibition is free with Flagler Museum admission.

February 2009 through September 2009

AMERICAN ART POTTERY AT THE HARN MUSEUM

The University of Florida's Samuel P. Harn Museum of Art, Gainesville, Florida presents "Uncommon Glazes: American Pottery, 1880-1950" showcasing forty-five pieces of ceramic pottery from the leading potters of the period. Works by pioneers Rookwood, Roseville, Grueby, and Newcomb are on display. Dulce Roman, Curator of Modern Art for the museum curates the exhibits.

April 24 through April 26, 2009

AMERICAN ART POTTERY ASSOCIATION 2009 CONVENTION

The Two Red Roses Foundation is pleased to participate in this important exhibition.
Two Red Roses Foundation will lend to the AAPA Pottery Exhibition 15 vases and a number of tiles from its collection

October 2008 through April 2009

BEAUTY IN COMMON THINGS AT THE ST. PETERSBURG MUSEUM OF FINE ART

The St. Petersburg Museum of Fine Arts, St. Petersburg, Florida: "Beauty in Common Things; American Arts & Crafts Pottery from the Two Red Roses Foundation" which emphasizes exceptional American ceramics. The exhibit, which will take place in the new museum wing, is co-curated by Martin Eidelberg, Professor Emeritus at Rutgers University, and independent scholar Jonathan Clancy.

November 2008 through January 2009

LEEPA-RATNER WOODBLOCK EXHIBITION FROM THE TWO RED ROSES FOUNDATION

December 2007 through September 2008

EDNA BOIES HOPKINS COLOR WOODBLOCK PRINTS: STRONG IN CHARACTER, COLOR EXPRESSION

December 14, 2007 through March 2, 2008: Columbus Museum of Art, Columbus, Ohio

March 15, 2008 through June 1, 2008: Springfield Museum of Art, Springfield, Ohio

June 19, 2008 through September 1, 2008: The Providence Art Association and Museum

October 3 through November 12, 2006:

MARGARET J. PATTERSON: MASTER OF COLOR AND DESIGN

Woodblocks by Margaret J. Patterson from the Two Red Roses Foundation Collection.

Cahoon Museum of American Art

January 2, 2006 to April 16 2006:

THE AMERICAN ARTS AND CRAFTS HOME: 1900 – 1915: SELECTIONS FROM THE TWO RED ROSES FOUNDATION COLLECTION

Furniture, pottery, tiles, woodblocks, lighting, textiles and fine art from the Two Red Roses Foundation Collection.

Leepa-Rattner Museum of Art, Tarpon Springs Florida

Describe in detail the proposed museum concept and the use will integrate with the redevelopment of Downtown Tampa and the surrounding parks and museums.

STRATEGY

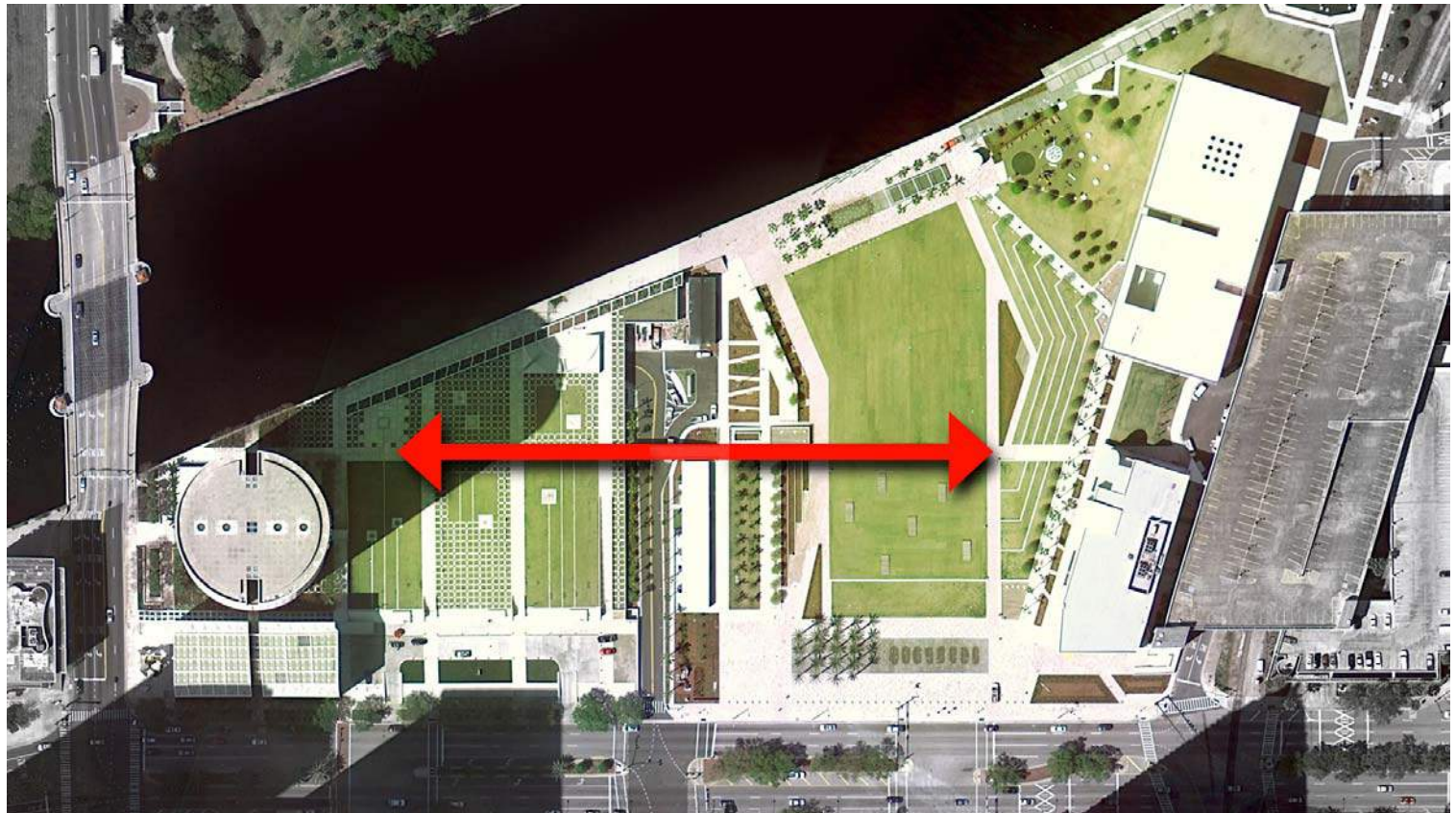
The American Craftsman Museum will be in concert with the current redevelopment of the Arts District and serve as the final piece of urban architecture that completes the Curtis Hixon / Kiley Park assemblage. Currently the south border of Curtis Hixon Park is undefined and static. The Museum would serve as the catalyst to invigorate both parks and also act as an urban frame that defines both parks as separate outdoor rooms for the City.



DEVELOPABLE BUILDING SITE

EXISTING CIRCULATION

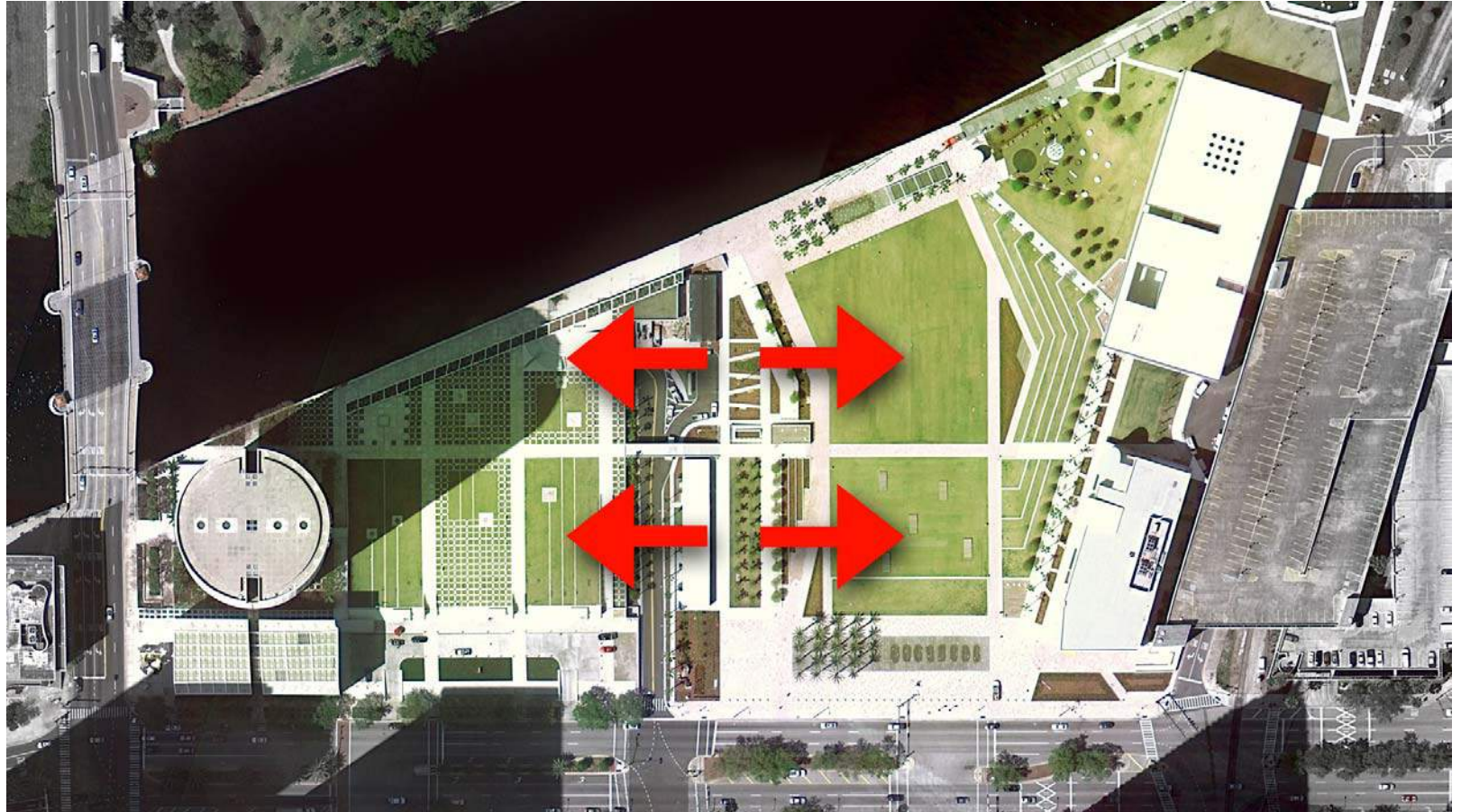
The new development would ensure the existing primary circulation paths are in place. Specifically the main North/South Axis from Kiley Park to Curtis Hixon Park would remain as would emergency vehicle access to the River Walk along the south edge of Curtis Hixon Park.



THE PARK AXIS

EXISTING CIRCULATION

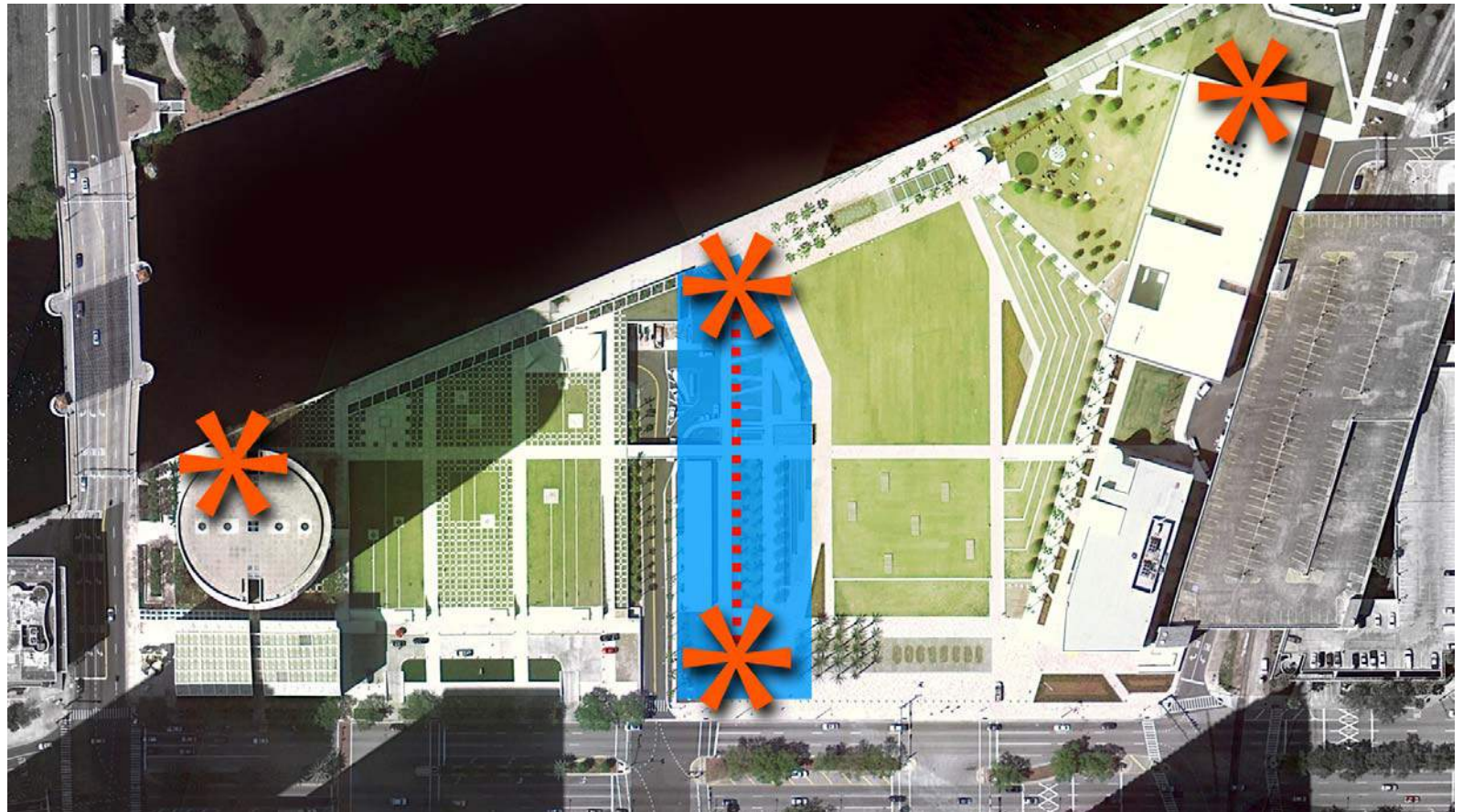
The project would further activate North/South movements into both parks via ground floor programs and architectural shading arcades.



PARK ACTIVATOR / FRAME

PROGRAM STRATEGY

The project strategy currently emphasizes a restaurant café space along the River Walk that is consistent with the City and River Walk urban strategy. This would provide the missing third venue between the Malios Restaurant to the South and the Tampa Museum of Art to the North, having distance between food venues along the river.



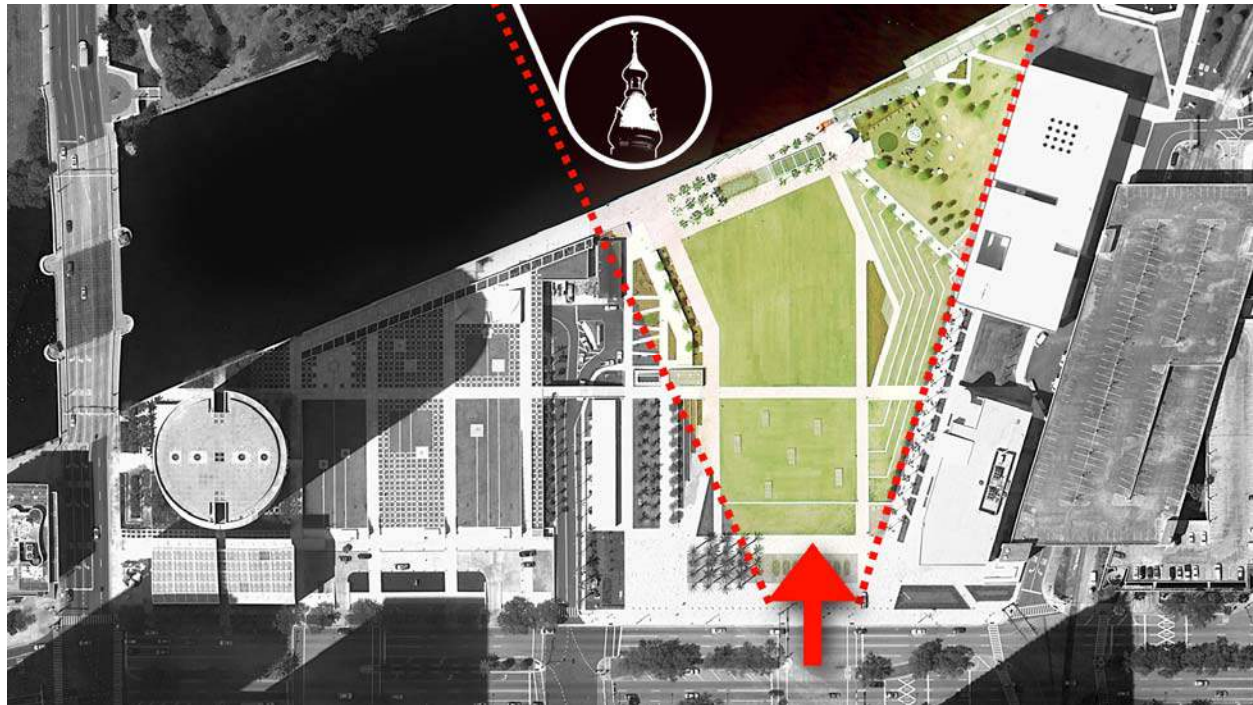
RESTAURANTS/RETAIL

The current strategy is to place the Museum Store along Ashley Drive to activate the fast traffic along Ashley Drive and provide active program along a primary circulation corridor. Other possible uses could be a Tampa Welcome Center that could act as an introduction point for visitors to our City. It could also introduce a multi-museum ticket that could help attendance for other museums adjacent.

There have also been discussions with the American Institute of Architects moving their headquarters to the project, as a Mission of the Museum is complementary to increasing awareness of American architecture. Children's programs are envisioned as an outreach by the Museum and would be encouraged and supported by the Museum facility. This would obviously be complementary to the Children's Museum across the lawn.

VIEW CORRIDORS

The building placement would do homage to and frame the beautiful view of the University of Tampa across the River from Ashley Drive. 3D massing studies have been studied and will continue to be a necessary tool for design when envisioning the design and impact of this important urban addition. The project siting is consistent with the City Urban strategies that will continue to be realized.



THE VIEW

Describe in detail the proposed museum concept and how the use will integrate with the redevelopment of Downtown Tampa and the surrounding parks and museums.

Land Disposition Agreement: Describe the Applicant's offer to the City (lease) and proposed terms of financing.

The ACM is requiring the City lease A± 1.2 acre parcel located on the south side of Curtis Hixon Park (see exhibit) to ACM, Inc. for the sum of \$1.00 per year for 99 years. Renewable as long as it is operational as a museum and as long as the site is occupied by ACM, Inc. for the purposes of a Public Access Museum.

ACM, Inc. requests the City of Tampa abate any Real Estate Taxes during the period of the lease.

ACM shall retain all consultants and contractors to construct a Museum building on the site at its sole cost of up to 75,000 square feet.

ACM will provide retail space for City of Tampa Chamber of Commerce Tourist Kiosk, an Office Space for the Tampa Chapter of the AIA and an upscale Restaurant space of approximately 4,000 square feet overlooking the River. ACM, Inc. at its sole cost will provide Museum Exhibition Collection, Museum Store, Art Storage and all other necessary program needs to complete the Museum.

ACM Inc. will staff and operate the museum.

City of Tampa / Hillsborough County Requests

1. The ACM asks the City for annual support of to \$1,000,000 per year for the first three years of operations to assist the Museum as it builds its endowment, grants and its corporate giving base and \$500,000 per year thereafter for the term of the lease.
2. ACM asks the City to assist in securing funds from Hillsborough County for up to \$500,000 per year to assist the Museum as it builds its endowment, grants and its corporate giving base.
3. ACM asks the City to abate it's real estate taxes for the life of the museum.
4. ACM asks the City to provide parking for its employees of up to 30 spaces at no cost to ACM.
5. ACM asks the City to abate all impact fees, sewer, water and electrical tap fees.
6. ACM asks the City to assist with and assume all site demolition and preparation costs.
7. ACM asks the City to provide assistance in expediting a liquor license for the restaurant.

333 NORTH MAIN STREET LAMBERTVILLE, NJ 08530
T: 609.397.9374 F: 609.397.9377 WWW.RAGOARTS.COM

RAGO 

Dear Mr. Alfonso,

I am writing in regards to the Arts and Crafts Museum under consideration for the city of Tampa. I believe this would have significance for the city as well as the entire country. I am personally familiar with the collection of Mr. Ciccarello, having appraised it a few years back for the IRS. I am a specialist in the field, for forty years now, I can state with authority that it is among the best anywhere in quality and scope. While there are excellent, smaller collections of American Arts and Crafts Period material on display in the United States, including the Metropolitan Museum of Art, the Los Angeles County Museum of Art, the Museum of Fine Arts in Boston, and the Chicago Art Institute, none of them approach the Two Red Roses collection on nearly any level.

When I first started in this business, convincing people of the importance of American Arts and Crafts was challenging. In the intervening decades the Period has come to be recognized as reflecting America's rise from an underdeveloped country to a world power. Just the prospects of this collection being available for public viewing, with the attendant center for scholarship and education, is very, very exciting. If I can be of service in bringing this project to fruition, please do not hesitate to ask.

Thank you for your consideration,

Sincerely,

David Rago

President
David Rago Auctions

From: Miller, Margaret [<mailto:margaretm@usf.edu>]

Sent: Monday, March 19, 2012 3:57 PM

To: Albert Alfonso

Subject: Re: Museum of American Arts and Crafts

Dear Albert,

I have reviewed the profile of the impressive collection of the American Arts and Craft Movement assembled by the distinguished private collector, Rodolfo Ciccarello. If this collection housed in a new museum facility could be realized in downtown Tampa- it would be nothing short of transformative to the economy and the prestige of Tampa as a cultural destination. Unlike Miami or even St Petersburg, Tampa does not have a museum with a premier collection- private or public. The objects in this collection come from a very important American movement- flourishing between 1900-15. Having material of this quality would serve our education programs - K-College. The Museum of American Arts and Crafts will be a visual laboratory to inspire innovation and an understanding of the history of American design, architecture and crafts. A collection of this prestige would draw visitors and transform the reputation of Tampa into a city with vibrant cultural resources. This new museum will serve to complement the Tampa Museum of Art, the Florida Museum of Photographic Arts (now occupying the Cube) and the Children's Museum. We will have a museum square- right in the middle of downtown on the river!

This collection in a stellar building, that I know you will design, will be a game changer. I am fully supportive of the project and please count me in to assist with any promotion or to respond to any questions of its value.

Best

Margaret

--

Margaret A. Miller

Professor and Director

Institute for Research in Art

Contemporary Art Museum | Graphicstudio

3702 Spectrum Blvd., Suite 100, Tampa, FL 33612

813.974.3503 813.974.2579 (fax)

<http://www.ira.usf.edu/>

AIA Tampa Bay

A Chapter of the American Institute of Architects



March 21, 2012

Honorable Bob Buckhorn
 City of Tampa, Mayor's Office
 306 E. Jackson Street
 Tampa, Florida 33602

Re: Museum of Arts and Crafts

Dear Mayor Buckhorn:

This letter is to indicate that the Board of AIA Tampa Bay strongly supports the potential of the Museum of Arts and Crafts coming to Tampa. We are particularly interested in its possible location in Curtis Hixon Waterfront Park. This would provide a great synergy with the other cultural amenities and help further energize the park.

We are also excited about the potential of AIA Tampa Bay Headquarters Office being a programmed part of the facility. Our Chapter represents the counties of Hillsborough, Pinellas, Pasco, Polk, Citrus, Sumter and Hernando. What a great opportunity for West Central Florida but principally Tampa.

In summary, the project has the unanimous support of the Board of Directors of the Tampa Bay Chapter of the American Institute of Architects.

Sincerely,

A handwritten signature in black ink, appearing to read "Larry Wilder".

Larry Wilder, AIA
 President

200 N. Tampa Street, Suite 100
 Tampa, Florida 33602
 (813) 229-3411 / (813) 229-1762



707 N. Franklin St., 6th Floor, Tampa, FL 33602 813-276-8250

March 5, 2012

Albert Alfonso
1705 N. 16th. St.
Tampa, FL 33605

Dear Albert:

I am writing to give my strong support for the potential Museum of American Arts and Crafts. It is a perfect fit for Tampa.

The Arts and Crafts style homes in Hyde Park and Seminole Heights bear witness to the popularity of William Morris's ideals and designs. He was greatly influenced by the teachings and philosophy of John Ruskin, for whom our southern neighbor, Ruskin, FL was named.

The closest collection of any Arts and Crafts objects and furniture is at the Morse Museum in Winter Park and it is a popular destination for residents and visitors alike.

To have such a vast collection in a Tampa museum would explode our cultural landscape and be a national treasure. The Arts and Crafts style is extremely popular and this collection would become a cultural tourism destination and one for which we should be very proud.

Tampa is a fitting home for such a collection and a magnificent museum to house it.

I will do whatever I can to help make this a reality. What a golden opportunity for all of Central Florida, but primarily for Tampa.

Congratulations on all of your hard work on this project and for your good work in the past to make our community a more exciting place to live and visit.

Sincerely,

Art Keeble
Executive Director



HENRY B. PLANT MUSEUM

1891 TAMPA BAY HOTEL • NATIONAL HISTORIC LANDMARK

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March 16, 2012

Alberto Alfonso
1705 N 16th Street
Tampa, FL 33605

Dear Albert:

Art Keeble has taken me into his confidence and shared the exciting news about the Museum of American Arts and Crafts, and I must tell you that I am delighted with the opportunity for Tampa and the state.

I went into the web site and was stunned by the quality and quantity of the objects. The possibility that these could actually be housed in Tampa is thrilling, but that coupled with a new museum is particularly exciting.

I wish you only the best in this project and hope that one day the Henry Plant Museum can collaborate with the Museum of American Arts and Crafts.

Best wishes,


Cynthia Gandee
Executive Director

Cc: Art Keeble

401 W. KENNEDY BOULEVARD, TAMPA, FL 33606 • (813) 254-1891
WWW.PLANTMUSEUM.COM

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Executive Director

14 March 2012

To whom it may concern:

I am writing to offer my support to the Two Red Roses Foundation's efforts to locate a museum in the City of Tampa. I am familiar with the Foundation's collection, mission, and principals. The collection itself is first-rate and certainly of museum quality, representing the wide variety of work produced by the American Arts and Crafts movement. While it is widely recognized as a significant modern movement that has had resonating effects in American art, the Arts and Crafts movement is, however, under represented in most museums.

The Two Red Roses Foundation has been generous in its educational mission, frequently lending the collection for public exhibition and making it accessible to scholars. In fact, the Flagler Museum exhibited a large selection from the Two Red Roses Foundation's splendid collection in the fall of 2009. The Foundation has also created important educational publications on the Arts and Crafts movement.

A museum dedicated to the Arts and Crafts movement featuring a collection of this quality and breadth is an exciting prospect, and would certainly be a significant addition to the cultural landscape in the City of Tampa.

Feel free to contact me if you have any questions at (561) 655-2833.

Sincerely,

Tracy Kaminer
Chief Curator

A NATIONAL HISTORIC LANDMARK

ONE WHITEHALL WAY, PALM BEACH, FLORIDA 33480

PHONE: (561) 655-2833

FAX: (561) 655-2526

E-MAIL: MAIL@FLAGLERMUSEUM.US

WEB SITE: WWW.FLAGLERMUSEUM.US



TAMPA PRESERVATION, INC.

To Whom It May Concern:

Tampa Preservation, Inc. is very excited to hear that discussion is taking place regarding the possibility of a Museum of American Arts and Crafts being constructed in our community. A museum with a collection of material and of this kind and of this caliber would be an amazing addition to our community.

TPI has worked for over 30 years to educate the citizens and students of our community about their architectural heritage. A museum of this sort would be a wonderful addition to the resources available to help promote this understanding. It is our belief that a collection of American Arts and Crafts would be a highly popular addition to the cultural offerings we currently have and are developing.

Tampa Preservation, Inc. lends its whole-hearted support to this endeavor!

Sincerely,

Becky Clarke
President

2007 North 18th Street • Ybor City
Post Office Box 18061 • Tampa, Florida • 33679-8061