As Fall 2022 semester at the University of Florida begins and Gator games commence, the Harn Museum of Art is strategically raising its visibility at a time when students and alumni flock to Gainesville and the UF campus. In late summer, we launched our new logo, designed by Parisleaf communications firm. Many meetings, analysis of the Harn’s strategic plan and discussion among the development, marketing, education and curatorial departments led to this new visual representation of the Harn.

The logo combined with a refreshed color palette and typefaces will debut in new communications campaigns promoting the Harn as an exciting space where campus and community converge, to connect art to people and people to art.

While the Harn welcomes a substantial number of visitors each year, there are still large swaths of the university and community that are unfamiliar with the museum and its programs—and a significant number of potential audience members do not know that visiting the museum is free. Investing in advertising and highlighting these offerings will assist in our goals of raising visibility and growing attendance.

Our goal is to create connections between people and art they’ll carry with them for life. As the year progresses and we enter into 2023, the Harn looks forward to gaining your attention, encouraging your visit and providing engaging experiences while you are here.

Sincerely,
Lee Anne Chesterfield, PhD
Director
AWE-some celebrates new photographs recently purchased for, or donated to, the Harn’s permanent collection. Its theme: recognition of several dedicated photographers, their time, their actual prints (not on a screen) and why they made them.

AWE-some is also about you, the viewer, and what good artmaking can do for the heart and mind. Quotations on the walls by noted authors will accompany you, along with information about each photographer’s process and intention. Take time to sit or walk a little slower, look more intently, wonder where the photographer stood when making the image and how the various subjects resonate with our lives, or not.

AWE-some: time :: materiality :: meaning
November 22, 2022 – May 14, 2023
harn.ufl.edu/awesome

This exhibition is made possible by the Curator of Photography endowment and additional generous donors.

Hopefully, AWE-some encourages self-reflection and an appreciation for the vision and artistry of 15 fine art photographers. These fragile sheets of photo paper carry amazing information on them – they are the photographer’s response to the world. They can rouse feelings in us about life and living that connect us or help us rethink what we thought we knew.

Also, in the Rubin photo-gallery alcove, mother, wife, sister, friend … and the people who loved them, an exhibition of 50 amateur snapshots from 1915 to 1960 that show leisure, work and shenanigans among women and their families.
Carrie Mae Weems’ southern road, with a woman walking toward a desired destination, expresses a meditation in tribute to author, filmmaker and anthropologist Zora Neale Hurston. On view in Speechless: Text & Image in Global Culture, this untitled pigment inkjet print with text is included in a rare compilation called The Eatonville Portfolio. Dawoud Bey, Lonnie Graham and Deborah Willis each contributed to this four-work portfolio surveying Eatonville, Florida, the oldest Black incorporated town in the United States, where Hurston lived and worked. Through this work of art, Weems acknowledges her debt to and love of this sensitive writer, the first to fully document Black life in the early decades of the 20th century.

Hurston’s writing concerned both the African-American experience and her struggles as a Black woman. Her novels went relatively unrecognized by the literary world for decades. The most popular of her four novels is “Their Eyes Were Watching God,” published in 1937. She also wrote more than 50 short stories, plays and essays.

Speechless: Text & Image in Global Culture
June 7 – December 30, 2022
harn.ufl.edu/speechless

This exhibition is made possible by the Harn General Program Endowment, Visit Gainesville, Alachua County, Gayle Olson, and Robert and Carolyn Thoburn, with additional support from the Harn Annual Fund.

Image: Carrie Mae Weems, Untitled, from The Eatonville Portfolio, 2003, Museum purchase with funds provided by the Melvin and Lorna Rubin Fund.
Providing visitors with opportunities to leave comments has become one of the primary methods of participation in museums. Many museumgoers are familiar with comment books in galleries or online social media feedback. In the exhibition *She/Her/Hers: Women in the Arts of China*, I worked with Paige Willis, Community Engagement and Museum Interpretation Manager, to experiment with another commenting mechanism that would give visitors a voice, encourage their engagement with the exhibition theme and create an inclusive museum environment for multiple perspectives.

Guided by three prompts to reflect and share how they feel, think and hope, audiences are given opportunities to write down their comments on cards in different colors at the end of their visit. Visitors hang their completed comment cards on the racks, making them accessible to others. In the past four months, visitors have left more than 2,600 comments in English, Spanish, Chinese, Japanese and Portuguese.

Most of our visitors indicated they felt love, happiness and appreciation when surrounded by works of art. Some were amazed by female artists’ remarkable creativity throughout Chinese history and hoped to “be an artist and inspire young women to become an artist too.” Some were empowered by the women artists’ “magnitude of dedication” and accomplishments and felt they could “make an impact on this world.” Seeing other people’s handwriting makes this collective activity a more authentic and personal experience. Responding to others’ thoughts fosters a continual conversation among visitors. One visitor wrote, “I felt emotional after reading all these tags.” Another visitor felt “seen as a woman by learning of others’ perspectives in this exhibit.” Many expressed shared hopes for women to “continue expressing themselves and making beautiful art forever” and for “this display of art created by women” to inspire “little girls around the world to dream and achieve whatever they deserve.”

Not only did the visitors think “this exhibition is powerful and important,” but they also shared celebratory comments on the Harn’s endeavor to give overdue recognition to long-neglected female artists. One visitor wrote, “I think gathering these pieces is the best initiative taken by the museum.” Another visitor felt that this exhibition was “a step towards remedying” gender inequity in the art world. After visiting the exhibition, a number of visitors wrote they think the Harn Museum is “a wonderful place” to “look at art and learn about art.”

The response wall opens another line of communication between the museum and our visitors. The comments confirmed our belief that we can address challenging topics with transparency. Our visitors are eager to meet us and each other with respect and honesty. This well-received interactive activity gives us the confidence to continue our engagement with our community on the issues that matter to them.

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**Salina Cardias,**
Director of Visitor Engagement

Earlier this year the Department of Visitor Engagement was created as part of the Harn Museum’s strategic plan and is comprised of the existing Harn Museum Store, Rentals Program, Visitor Services and overall Museum visitor experience. Following a competitive international search, Salina Cardias was appointed Director of this department on May 13, 2022. Prior to that time, she was the acting manager of the Museum Store and Museum Rentals program as part of her role in the museum’s business office. Recently, I asked Salina what excited her most about her role as Director of Visitor Engagement.

Could you talk about what led you to pursue this new position at the Harn?

**Cardias:** While my undergraduate degree is in Studio Art, I am currently pursuing a master’s in business from UF and my professional experience has always involved customer service in some aspect. For me, the new position of Director of Visitor Engagement combines my skills and interests while still providing challenges and room for professional and personal growth. During my time with the Harn Museum’s business office, I was fortunate enough to learn about the daily operations of the museum and quickly realized that I wanted to be more involved at the Harn. This new position has given me the opportunity to apply my education, professional background, and passion for art and customer service at the Harn to assist in reaching our goals.

How do you see this role fitting into the museum’s five-year strategic plan?

**Cardias:** In this new position of Director of Visitor Engagement, I am excited to work toward achieving the goals outlined in the Harn Museum’s strategic plan, most specifically Goal Three: To Become a campus and community destination by enhancing the Harn’s visibility and visitor experience. I am looking forward to helping create a museum environment where each visitor feels welcome, listened to and included.

What do you hope to achieve in your first year as the Director of Visitor Engagement?

**Cardias:** I am looking forward to learning more about the Harn’s current visitor experience by talking to our visitors and conducting informal intercept surveys. I also have plans to include more comfortable and welcoming spaces for visitors to improve the overall experience in the galleries. I am eager to work with my colleagues across the museum to create a unique experience at the Harn and to become a campus and community destination.

In addition to Visitor Engagement you are also responsible for the Harn Store and Rentals Program. What opportunities do you see in those areas?

**Cardias:** I see both the Harn Store and Rentals Program as a way to increase public awareness of the museum and I am looking forward to growing both of these revenue-producing departments at the Harn. The Store and Rentals Program provide unique services on campus and help engage student organizations, UF departments and the community while also supporting the mission of the Harn Museum as well as the mission of the University of Florida. I think that both areas have extraordinary potential, and I plan on enhancing both departments to better serve UF and the Gainesville community.

Goal 3: Expanding Experiences

Become a campus and community destination by enhancing the Harn’s visibility and visitor experience.

Strategies

1. Make the museum more engaging and encourage a sense of belonging by improving the visitor experience at the Harn
2. Promote informal gathering by developing atmosphere and amenities
3. Increase overall awareness by investing in marketing and communications
EXPANDING EXPERIENCES

Becoming a campus and community destination by enhancing the Harn’s visibility and visitor experience is a major goal for the Harn. Educational events and offerings are crucial aspects of drawing in visitors. The Harn recently partnered with its UF Cultural Plaza neighbors—the Florida Museum of Natural History and UF Performing Arts Center to hold a super-sized Museum Nights event with activities at all three venues. Museum Nights: Block pARTy took place on August 11 from 6 to 9 pm and attracted more than 650 visitors. The activities offered included performances, tours, educational talks, t-shirt screen printing, food trucks and more, with a passport component encouraging attendance to all three venues in order to receive stamps for raffle prizes. The Harn will continue to develop educational opportunities like this one to attract and engage audiences in a meaningful way.

Mingle with UF students, faculty, staff and the Gainesville community at our upcoming Museum Nights events taking place the second Thursday of each month from 6 to 9 pm. Each evening is specifically planned to provide interesting activities that pique the interest of our visitors and help them connect in a meaningful way with the art on view.

Join us for these upcoming Museum Nights events planned through next Spring:

- Noche de Museo | Tuesday, October 11, 2022
  (note this event is held on a Tuesday)
- New Perspectives | November 10, 2022
- Art Break | December 8, 2022
- AWE-some & Fab-YOU-lous! | January 12, 2023
- Fashion Passion | February 9, 2023
- HERstory | March 9, 2023
- Stories Across Asia | April 13, 2023

Museum Nights is an ongoing program made possible by University of Florida Student Government and the Office of the Provost. Sponsored in part by the State of Florida, Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture.
One of the goals of mindfulness is to help us turn our attention to the present moment. To be present, physically and intellectually, opens a door into an experience unfettered by worry or regret. Ongoing mindfulness practice can keep reminding us how to live in the current moment, reinforcing our collective strength to face challenging situations.

In the Spring 2022 semester, the Harn Museum began a new partnership with the UF Mindfulness Program to create a unique offering that combines guided meditation and slow observation of art on display in the galleries. During the five sessions, visitors of all ages were encouraged to connect mind-body reflection and art observation to their own experiences.

Through this program, the Harn Museum joins an established mindfulness network at UF: groups, centers and units that are engaged in health, well-being and spirituality at the University of Florida. By adding an element of slow looking, visitors can continue the exercise of self-reflection and extend it into a dialogue with a selected art on view.

The art spotlight tour provided a focus and inspiration to extend the mindfulness practice introduced in the initial exercises. Slow looking encourages us to make our own discoveries about the object we are looking at. Visitors make observations that affirm their own creativity and agency in understanding visual forms. Educators can help by pointing out details, asking questions and providing contextual information about the art or the artist.

By offering the Harn’s galleries as another venue for mindfulness practice, our goal is to inspire creativity and support experiential learning. Students of all ages can benefit from taking a break from automatic thought patterns and shifting their intentions and attention. The diverse collections in the museum can strengthen the gateways to joy, resilience and inexhaustible creativity. Look for more Art & Mindfulness UF Fall sessions at harn.ufl.edu/classes.

The secret of health for both mind and body is not to mourn for the past, worry about the future, or anticipate troubles, but to live in the present moment wisely and earnestly.
- Siddhārtha Gautama
Mary Ann Harn Cofrin

Mary Ann Harn Cofrin left an indelible mark on all those she met—a native of Gainesville, the middle sister of the “Harn girls,” a devoted wife, a loving mother, a great card player, a lover of life, a dedicated volunteer and philanthropist, and a dear friend. She passed away on April 5, 2022 at the age of 97.

The Harn Museum of Art at the University of Florida wouldn’t exist without Mary Ann. There are touching reminders and nods to Mary Ann’s family throughout the entire museum beginning with the museum being lovingly named for her father, Samuel Peebles Harn; her mother, Gladys Gracy Harn’s name graces the main exhibition hall; a foyer honors the grandchildren of Sam Harn; the Camellia Court Café is named such to acknowledge her parents’ lifelong interest in camellias; and the David A. Cofrin Asian Art Wing honors her loving husband’s insatiable interest in jades and Chinese art. You can’t spend time in this museum without feeling a connection to Mary Ann.

In the 1980s, it was a dream of the UF Gallery Guild to have an art gallery where a collection of art could be housed and displayed and students could study from those pieces and exhibitions on the walls. But they didn’t want just any gallery, they hoped for something special.

With a generous family gift from not only David and Mary Ann but also Mary Ann’s mother, their five children, and her two sisters’ families, the Cofrins provided the support needed to build the Samuel P. Harn Museum of Art at the University of Florida. This was the first major project that the Cofrin family undertook.

While David and Mary Ann were fortunate to have great wealth, they didn’t want it to change the relationship they had with the community they called home. They generously shared their blessings in a way that created great potential and nurtured amazing possibilities for all those who also called Gainesville home. Mary Ann would be the first to humbly deflect any of this overwhelming recognition and shy away from the spotlight. In fact, it was a surprise to her that during the celebration of the museum’s 10th Anniversary, two of her daughters announced that the new wing being constructed for contemporary art would be named the Mary Ann Harn Cofrin Pavilion. That was Mary Ann.

From the founding gift that made construction possible to subsequent donations that endowed curators, enhanced the collection and expanded the footprint of the museum, the Cofrin’s have been the heart and soul of the museum. Mary Ann and David Cofrin’s giving inspired many others to invest in a young art museum that has reached great success in its short 32 years. Their vision for an art museum in Gainesville has led to more than a million visitors, from toddlers to students, to families and seniors, experiencing world-class art in a world-class facility.

We are forever grateful to David and Mary Ann Cofrin and are proud to steward their legacy for years to come.
Photographer Jerry Uelsmann passed away on April 4, 2022. He was a much celebrated and beloved photographer, colleague, teacher and friend locally, nationally and internationally, known for his combination printing of multiple negatives into fantastical photographic landscapes.

Uelsmann came of age in the 1960s which informed his art, a period of resisting the status quo. He joyfully challenged and expanded traditional notions of the camera as a singular, objective recording device. He was among the first of his generation to do so, and occasionally encountered controversy from those who valued documentary photography as the essential agent of change in an age rife with conflict. Against the backdrop of the Vietnam War and the Civil Rights Movement (Uelsmann was integral in desegregating UF alongside his friend, UF History Professor Michael Gannon), he enthusiastically rebelled against the confines of the single-capture print in favor of art that could still address this turbulent era through imagery that was personal, improvisational and open to new ways of thinking and creating.

Beginning in 1960, Uelsmann became the central figure in developing the photography department at the University of Florida. Through his liberated sensibilities, photography became a tool of self-expression and exploration by combining multiple negatives (he had seven enlargers in his darkroom which he often used to make one print), thereby reinventing realities that evoke memory, spirit and desire through his meticulously printed, signature black and white aesthetic. With imagination and wit, he turned landscapes into conundrums, revealed in the poetry of the human body, and re-imagined reality altogether.

Bringing a coterie of talented photographers to work around him at UF, Uelsmann’s creative energy raised photography to an art of animated discovery, delivering it to university classrooms, public forums, workshops, galleries and museums around the world. He was one of the founders of the Society for Photographic Education (SPE). Students from near and far made UF a destination, a kind of Mecca, for the study of alternative processes and the exploration of photography’s expressive power.

Ansel Adams was a friend and hired Uelsmann to teach his famed Yosemite Workshops for several seasons. Despite their differences in subject matter and technique, Adams admired Uelsmann’s exceptional vision and printing skill. They also shared a love of a joke-well-told.
An evening at Uelsmann’s home (he was a generous entertainer) would likely end with him at his player piano pumping its recalcitrant pedals into a melodic sing-along. A favorite was Queen’s Bohemian Rhapsody—“Is this the real life? Is this just fantasy?” A perfect refrain for Uelsmann who internalized those lyrics, as well as lessons from the Laughing Buddha, whom he admired; through laughter one exits suffering and enters bliss.

This was the essence of Jerry Uelsmann as an artist, friend, teacher and photographer. We will miss him. His gregarious, puckish persona and visionary photographic output (active until just before the pandemic) remain his lasting legacy and inspiration.

If you live around a university campus, you have likely heard about fundraising campaigns. It seems like there is always a new one. What really is a campaign? Well, it’s a way to focus efforts and attentions on a couple of key priorities that will move any institution’s goals and vision forward.

In the University of Florida’s Go Greater Campaign, the areas of focus were: Your World, Your Leadership, Your Health, Your Ideas, Your Environment and Your University. The Harn Museum of Art fits into every one of these categories.

When the campaign began in 2014, the museum took on the daunting goal of raising $100 million in gifts of all kinds; art, estate gifts, cash gifts, endowments, etc. As of today, we have not only reached, but exceeded that goal with a total of $105 million raised in total commitments. Gifts will continue to be added to this total until the end of the calendar year—imagine how much higher that number can go! The Harn’s goal couldn’t have been reached without the generosity of each and every one of you. Thank you for helping the Harn to Go Greater!

As we’ve gone greater over the last eight years, we have also laid the groundwork for the museum’s bridge campaign: The Harn Expanding. This campaign will allow the museum to expand connections, minds and experiences for all those who visit. But for now, I’d like to thank you all on behalf of the museum and the university for believing in the Harn Museum of Art and investing in its future.
Acknowledging that art is essential to our emotional health and wellbeing, University of Florida Law Professor Jennifer Zedalis (JD ’84) feels strongly about supporting the Harn Museum of Art. “I honor my mother this way—she brought art into my life at a very early age,” said Zedalis. “Art gives dimension to life that puts other things in perspective. Experiencing it can be an intensely personal thing that is also universal, a paradox indeed.”

As a Senior Legal Skills Professor and the Director of Trial Practice at UF’s Levin College of Law, Jennifer utilizes faculty-staff payroll deduction to make biweekly-automated contributions to the Harn’s Annual Fund. “Payroll deduction is a very easy way to support our wonderful art museum,” she shared.

“It’s effortless.”

Through her payroll deduction, which she recently increased, Professor Zedalis supports the museum at a leadership level. “I increased my contribution (and plan to do the same again) because the Harn is a special and extremely important part of our University and community and we need to keep it near and dear to us,” she said.

“The Harn is a special and extremely important part of our University and community and we need to keep it near and dear to us.”

- Professor Jennifer Zedalis (JD ’84)

Employees of UF or its affiliates may initiate or modify existing charitable contributions to any active UFF fund by completing the Faculty-Staff Payroll Deduction Gift Authorization Form, available online. In addition, faculty and staff, as well as members and friends, can make a one-time gift or set up recurring monthly, quarterly or semi-annual gifts using a credit card online. When utilized, payroll deduction and recurring gifts provide a simple way to make a lasting impact, all while staying within your budget and working with your schedule. Please consider supporting the Harn’s Annual Fund in addition to the exhibitions and programs you find personally meaningful.
Landscape with Heron is a recent gift from the estate of Mary Ann Harn Cofrin. In her memoirs, she speaks about the purchase of this painting which was part of a group of five by Herzog that were acquired for the opening of the Harn in consultation with the museum’s founding Director, Budd Bishop. Herzog’s son was a professor of chemistry at the University of Florida, so the artist would often travel to Florida to paint. The images in the set of five that were purchased had scenes from North Central Florida and Alachua Lake on Paynes Prairie. The entire Cofrin family loves these works and they are delighted to have them in the Harn’s collection as a continued piece of their parents’ legacy.

Hold Your Event at the Harn
Select a new and unique space for your next staff retreat, end-of-the-year banquet or holiday party. We’re booking up now for the holiday months. We want to help you create a magical event surrounded by art or provide a peaceful setting to hold your next business meeting. To learn more about our event spaces visit harn.ufl.edu/rentals or contact Rental Event Coordinator Taylor Li at 352.294.7079 or qinfei.li@harn.ufl.edu. Proceeds from your rental fees support the Harn.

Shop in the Harn Museum Store
As we approach the holiday season, consider shopping in the Harn Museum Store for all of your gift-giving needs. Our offerings range from jewelry, to gator décor, to art kits for all ages that will inspire a love for art. And for that hard-to-shop for family member or friend, we even offer gift cards. Purchase your gifts in the Harn Museum Store today and support programs and exhibitions at the Harn.

SUPPORT THE HARN THIS HOLIDAY SEASON

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Image: Herman Herzog, Landscape with Heron, c. 1896–1910, Bequest of Mary Ann Harn Cofrin
HOURS

Tuesday through Saturday: 10 am – 5 pm
Sunday: 1 – 5 pm
Second Thursday of every month, 6 – 9 pm
(exception: October’s will be held Tuesday, October 11)
Closed Monday

Visit our website to plan your visit
harn.ufl.edu/visit/plan

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harn.ufl.edu/join

This project is sponsored in part by the State of Florida, Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture.

image: Kenneth A. Kerslake, *Cardinal Meditations II*
1983, Gift of Sarah A. and Kenneth A. Kerslake

FREE ADMISSION