



AMOCA announces public phase of its first-ever Capital Campaign



(Pomona, Calif–August 15, 2023) The American Museum of Ceramic Art (AMOCA) announces the public phase of its first-ever capital campaign, Growing into Our Future, to raise \$2,000,000 for a facility upgrade that will transform and strengthen AMOCA’s ambitious education, community, and family programs. The Museum has raised \$1.3 million from various AMOCA supporters to date–66 percent of its \$2 million goal.

With Growing Into Our Future, AMOCA reimagines its existing spaces with a much-needed expansion of its Education Hall and the creation of a new Kids Makerspace, a Collection Study Room, a Curatorial Preparation Space, a Reading Lounge, and new, accessible bathrooms. AMOCA retained the architecture firm of Grant Gillis to spearhead the design and construction. The museum also has a partnership with the clean energy company ReJoule to provide the facility with solar panels and a battery storage system through a state-funded grant for sustainable energy initiatives; this partnership will allow AMOCA to act as a cooling center for the Pomona community during power outages.

Executive Director Beth Ann Gerstein commented, “Over the past several years, AMOCA’s programming has outgrown our space as it was previously configured. While we mount exciting

exhibitions and house an impressive ceramics studio, we also welcome thousands of K-12 and college students through our doors each year, and we invite noted artists, curators, and experts to lead lectures and panels for our community—we really need a space that can match our robust offerings. The public’s support in helping us realize that vision is vital to our future.”

These new and revitalized spaces will serve as a strong foundation for advancing the educational and outreach initiatives that make AMOCA a vibrant, diverse, and unique community institution. The expansion of the Education Hall more than doubles its capacity. The addition of a Kids Makerspace provides a nucleus for families visiting the museum to enjoy hands-on art activities. The Collection Study Room will feature a rotating selection of AMOCA’s permanent collection not ordinarily available to the public. The Reading Lounge will allow visitors to further explore topics and themes relevant to current exhibitions through a selection of publications.

Along with the renovations, an architectural feature of clay pipes from Mission Clay will be installed along one of the ramps, and Millard Sheets’ *Alfred* mosaic will be reinstalled in the central breezeway. A John Mason ceramic sculpture, previously located in Palm Springs, will be installed in the Education Hall.

AMOCA embarked on the silent phase of Growing Into Our Future in 2020. Since then, the campaign has completed the first phase of renovations—gutting the 7000+ square foot area, moving the library to the second floor, and installing ramps to connect the Armstrong Gallery to Gallery B and the new Education Hall space.

AMOCA has received visionary support from the Ahmanson Foundation, DEW Foundation, Ralph M. Parsons Foundation, Ruth & Joseph Reed Foundation for the Arts, Windgate Foundation, as well as from the AMOCA Board of Directors and individual donors. Equipment and technology support for our Education Hall has been provided by the Perenchio Foundation through their Capital Improvements Grants.

AMOCA expects to complete the facility upgrade project by mid-2024. For more information, visit www.amoca.org/give/capital_2023/

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About AMOCA

The American Museum of Ceramic Art was founded in 2003 in Pomona, California. Its mission is to champion the art, history, creation, and technology of ceramics through exhibitions, collections, outreach, and studio programming.

About Grant Gillis

Grant Gillis is a full-service architecture and design firm led by Thurman Grant and Matthew Gillis, combining over 50 years of experience across a diverse range of building types and scales.

Recent projects by Grant Gillis include the design of a multi-phase renovation of the American Museum of Ceramic Arts (AMOCA) in Pomona, California, for which they were awarded a 2022 Architect's Newspaper Best of Design Awards Editor's choice for unbuilt work.

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