National Hispanic Cultural Center Foundation

FRESCO PROJECT

Memorandum of Understanding with
New Mexico Department of Cultural Affairs
and the National Hispanic Cultural Center Foundation

Agreement

- The New Mexico Department of Cultural Affairs will contract with the National Hispanic Cultural Center Foundation – who will seek appropriations from the NM Legislature in the 2007 Session through the New Mexico Department of Cultural Affairs – for the completion of **Phase II of the Fresco Project**, and to promote locally, regionally, nationally and internationally the Torreón Fresco as:
  New Mexico's Cultural Gem & Icon.

The Fresco in the Torreón at the National Hispanic Cultural Center

Acclaimed fresco master, Frederico Vigil, is creating a monumental fresco inside the Torreón at the entrance of the National Hispanic Cultural Center. The finished work will have the distinction of being the largest concave fresco in the United States, covering approximately 4,000 square feet. The fresco depicts the history of people of Hispanic origin in the Americas and Iberian Peninsula.

Upon completion, a permanent exhibition will showcase the fresco, explaining the process and history behind creating the 45-foot high masterpiece. With plans in Phase III for an ante-chamber to the Fresco, the permanent exhibition will feature a documentary, an interactive kiosk, and other educational materials on the fresco. All visitors will pass through the informational ante-chamber prior to entering the Torreón. Once inside the Torreón, visitors will enter a contemplative space in which they will silently gaze in wonder at the hundreds of beautiful images depicted in the stunning mural.

Expected to be completed in 2009, this masterwork in progress is already garnering acclaim from prestigious national and international media, as well as capturing the community's imagination. The Fresco is destined to be the crown jewel of the Center, a must-see stop for all visitors to New Mexico, and one of the state's proudest treasures.

Benefits to the state of New Mexico

- Use of Torreón Fresco name in state promotions (e.g. *Proud Home of the Torreón Fresco at the National Hispanic Cultural Center*)
- Permanent Naming Recognition located in the ante-chamber Fresco exhibition space (e.g. *Made possible by the generous support of Cabinet Secretary of Cultural Affairs Stuart Ashman and the state of New Mexico*)
- Recognition in all Fresco collateral and educational materials (e.g. Documentary; DVD and Web-based learning tools; Fold-out Image maps; catalog, books, etc.)
- Ongoing acknowledgement of state Sponsorship in all Fresco-related communication and events
- Major Donor acknowledgement in all Foundation printed and electronic communication
- Ten (10) Invitations to each Fresco reception, held twice a year until completion
- "Fresco Open House" each year, until completion, specifically for Cabinet Secretary's guest list
- Unveiling Celebration for state Representatives and VIP Guests upon completion
- Ten (10) Invitations to the Fresco Grand Opening Celebration

Phase II Contract Amount: $1 million

Fresco Costs (including but not limited to):

- Artist Compensation
- Ante-Chamber Exhibit Design
- Full-length Documentary
- Educational Materials/Learning Tools
- Art Books
- History Catalog
- Image Maps
- Lecture Series
- Grand Opening Events

Background

The National Hispanic Cultural Center is the only cultural center of its kind in the United States - regarded as a national focal point dedicated to the study, advancement, and presentation of Hispanic culture, arts, and humanities. Under the New Mexico Department of Cultural Affairs, and in partnership with international, national, state, local, and private entities – including the NHCC Foundation - the NHCC strives to fulfill its mission: *to identify, preserve, and enhance Hispanic arts and humanities.*

Founded in 1983, the NHCC is the fastest-growing cultural institution in New Mexico, ranking second in state museum attendance figures. Since its grand opening in 2000, the NHCC has staged over 22 art exhibitions and over 500 programs in the visual, performing, media, and literary arts. In 2006, the NHCC campus gave over 175,000 visitors the opportunity to experience Hispanic culture through visual arts, theatre, dance, music, film, scholarly works, literature, and genealogy. In addition, over 15,000 students from throughout our region attended free performances, workshops and events as part of the Center's vital Education Program. With construction for the new Education Building underway in 2007, the number of children the Center will serve with free programming in the coming years will grow exponentially.

The National Hispanic Cultural Center Foundation is a non-profit charitable organization dedicated to raising the funds necessary to complete the construction of the Center's campus; supporting the Center's programming needs in the areas of Education, Visual Arts, Performing Arts, Media Arts, and History & Literary Arts; and providing a legacy for future generations.

Signed and accepted:

Cabinet Secretary Stuart Ashman
New Mexico Dept. of Cultural Affairs

Date _____

Executive Director Clara Apodaca
NHCC Foundation

Date _____

National Hispanic Cultural Center Foundation

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New Mexico's Cultural Gem & Icon

Phase III Contract Amount: $1 million

Fresco Costs (including but not limited to):

- Artist Compensation
- Ante-Chamber Exhibit Design
- Full-length Documentary
- Educational Materials/Learning Tools
- Art Books
- History Catalog
- Image Maps
- Lecture Series
- Grand Opening Events

Signed and accepted:

Cabinet Secretary Stuart Ashman
NM Dept. of Cultural Affairs

President & CEO Clara Apodaca
NHCC Foundation

Date _____

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