



CULTURAL PLAZA CONCIERGE

Diamond and Platinum members of the President's Council have exclusive access to the Cultural Plaza Concierge, a complimentary service to enrich your experience of the wonderful collections, programs and performances at the Harn Museum of Art, Florida Museum of Natural History and University of Florida Performing Arts.

The following pages contain detailed information on all the special services and benefits available to you. For more information about your premier Cultural Plaza benefits, contact the Cultural Plaza Concierge at (800) 261-1778 or presidentscouncil@uff.ufl.edu.



UF
Cultural
Plaza



HARN MUSEUM OF ART

Since opening in 1990, the Harn Museum of Art at the University of Florida has been a cornerstone of the North Central Florida arts and culture ecosystem. The Harn is dedicated to serving the UF and greater Gainesville community, offering free admission, educational activities and cultural resources to all visitors. The museum is known for its high quality and relevant exhibitions, many of which have toured across the United States.

The Harn's collections consist of more than 13,300 works of art. They focus on African, Asian, modern and contemporary art, and photography with significant representation of Ancient American and Oceanic art, and a growing collection of prints and drawings before 1850. Over 80 percent of the Harn's permanent collection is now accessible [online](#), and through 360-degree photography, online visitors are able to explore objects as never before.

In 2021, the Harn received The Florida Art Collection, Gift of Samuel H. and Roberta T. Vickers, the largest single art collection ever donated to the university. This extensive collection of Florida-themed paintings, drawings and watercolors includes many prominent American artists from the late 19th to the mid-20th centuries.

The Harn launched its Art After Dark program in 2023, which extended the museum's hours on Thursday evenings from 5 p.m. to 9 p.m., allowing more time for visitors to explore the galleries, view special exhibitions and enjoy the Camellia Court Café and Harn Museum Store. During select Art After Dark evenings, visitors can experience live entertainment and special activities while enjoying light bites and refreshments.

Annually, nearly 60 college students contribute to the dynamic work of the Harn through paid internships in every department. Harn interns represent all academic majors and are an essential part of the museum's daily operations. They provide valuable assistance with a variety of projects, including the digitization of the permanent collection, marketing and communications initiatives, the creation of educational programming, collection research and more.

The Harn continues to gain recognition as a leader among its peers and ranks among the top public university art museums in its size, endowment and programmatic offerings. The Harn is truly the art museum of the Gator Nation.

We would love for you to become a part of the Harn family. Diamond and Platinum members of the President's Council have access to a number of exclusive benefits, which are listed below. Visit go.ufl.edu/HarnMember to activate your membership benefits.

MEMBERS RECEIVE THE FOLLOWING BENEFITS:

- Access to exhibition openings and celebrations
- Reciprocal benefits to museums throughout North America through the College and University Art Museums (CUAM) Reciprocal Program
- Museum eNewsletter sent bimonthly
- Harn Museum Magazine mailed every four months

For more information, or if you have questions about the Harn, please contact the Development Office at (352) 294-7055. For general Cultural Plaza Concierge inquiries, please call (800) 261-1778.



FLORIDA MUSEUM OF NATURAL HISTORY

Located at the heart of the UF Cultural Plaza, the Florida Museum of Natural History inspires people to value the biological richness and cultural heritage of our diverse world and make a positive difference in its future. The Florida Museum has been the state's official natural history museum for more than 100 years, and in that time has become one of the nation's most robust and dynamic research-and collections-based museums.

Housing collections that have grown to over 40 million specimens and artifacts, the Florida Museum is one of the top university-based natural history museums in the nation with active collecting, research and teaching programs. Most of the Museum's collections of plants, animals, fossils and artifacts rank among the top 10 nationally.

While the majority of the faculty, staff and scientific specimens are located in Dickinson Hall in the center of campus, Powell Hall, in the UF Cultural Plaza, houses the Florida Museum's exhibits and public programs. Visitors can experience permanent exhibits like Florida Fossils: Evolution of Life & Land, which draws upon the Museum's internationally acclaimed fossil collections to tell the story of the last 65 million years of Earth's history; and South Florida People & Environments, which explores Florida's rich cultural history from the Calusa to the modern-day Seminole and Miccosukee. The Museum's youngest visitors can explore the Beverly & Jon Thompson Discovery Zone, a fun, hands-on science activity area.

The Florida Museum is also home of the McGuire Center for Lepidoptera and Biodiversity — the world's premier butterfly and moth research facility, with more than 10 million specimens, and a vivarium where Museum visitors can experience hundreds of live butterflies in a lush tropical rainforest setting.

Diamond and Platinum members of the President's Council have access to a number of exclusive benefits at the Museum.

MEMBERS RECEIVE THE FOLLOWING BENEFITS:

- Free admission to featured exhibitions and the *Butterfly Rainforest* exhibit
- Invitations to members-only receptions and VIP events
- Opportunity to subscribe to the Museum eNewsletter
- Pre-arranged private tours through exhibits and scientific collections
- Reciprocal benefits to over 300 museums through the Association of Science and Technology Centers Passport Program (www.astc.org/passport/)

For more information, or if you have questions about the Florida Museum, please contact the Development Office at (352) 273-2047. For general Cultural Plaza Concierge inquiries, please call (800) 261-1778.



UNIVERSITY OF FLORIDA PERFORMING ARTS

The arts culture at the University of Florida and in Gainesville is second to none. This community, this environment and support like yours is why when we reflect on UF Performing Arts' legacy over the past three decades, we are awed by the caliber and consistency of performance that we have had the honor of presenting. Our stage has been graced by Joshua Bell, Beautiful, Itzhak Perlman, Chicago, Pilobolus, Actors from the London Stage, and Wynton Marsalis with Jazz at Lincoln Center Orchestra.

But UF Performing Arts is not just in the business of bringing blockbuster acts to Gainesville. A major part of what we do is fostering new work, new artists and reimagined art forms. Productions like *Ada/Ava*, Adam Strauss – *The Mushroom Cure*, and *The Fever* are emblematic of the innovative performances and storytelling that have helped UF Performing Arts become a leader among university presenters.

In addition to the world-class work showcased on our stages, we seek out performers that want to make a difference on our campus and in our community by visiting local schools, providing artistic insight for UF students, working with the disadvantaged and so much more. In any given season, our performers participate in over 30 educational outreach events, reaching thousands who would otherwise not be able to attend a performance.

We would like you to be a part of what we do in our community. Diamond and Platinum members of the President's Council have exclusive Performing Arts benefits.

MEMBERS RECEIVE THE FOLLOWING BENEFITS:

- Copy of the Season Guide
- Pre-arranged backstage tours
- Access to intermission receptions at UF Performing Arts presented performances

For more information, or if you have questions about the UF Performing Arts, please contact the Development Office at (352) 273-2480. For general Cultural Plaza Concierge inquiries, please call (800) 261-1778.