



For Release
May 6th, 2023

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Hilliard Art Museum Seeks Public Support for Restoring and Reimagining the A. Hays Town building on UL Campus

Lafayette, LA – The University of Louisiana at Lafayette’s Hilliard Art Museum has embarked on its “**More than a Museum**” public campaign to raise \$1.5 million by December 2023, in order to restore and renovate the beloved Acadiana landmark - the A. Hays Town, building by the end of Summer 2024 just in time for the celebration of the museum’s 20th anniversary.

The campaign has already received tremendous community support and has raised 75% of its fundraising goal. And, with the recent \$200,000 challenge pledge from renowned philanthropist and Lafayette native Roger Houston Ogden, the museum is well on its way to reaching its fundraising goal with the help of public support. Roger Ogden has generously committed to matching every donation received in 2023 towards the preservation of the iconic building, up to \$200,000. A “one to one” matching donation!

“A. Hays Town is among the most important architects of the 20th century expressing the essence of historic South Louisiana architecture,” says Roger Ogden. “The Town building at UL’s Hilliard Art Museum is an iconic example of his work. Complemented by the adjacent contemporary building designed by Eskew Dumez Ripple, the building is a treasure for the University and for Lafayette.”

Giving levels:

\$750,000 +	Platinum
\$100,000 – 300,000	Gold
\$25 – 100,000	Silver
\$10 – 25,000	Bronze
\$5 – 10,000	Pewter

\$1 – 5,000	Friend
Under \$1,000	Donor

As part of the museum’s renovation project, the landmark A. Hays Town-designed building will be transformed into a dynamic space featuring a café, gathering space, classrooms, updated restrooms and an elevator, providing visitors with an exceptional museum experience and encouraging diversity and inclusion. The museum’s expansion will also include an additional 4,300 square feet of programmable space, allowing for the expansion of their educational impact and offering new and exciting student-led programs for the enjoyment of campus and community alike. In addition, private event rentals will provide a sustainable revenue source for the museum.

The Hilliard draws students from UL’s campus and visitors from throughout the region to experience its diverse exhibitions, educational programs and to enjoy the lovely grounds and architecture. Staff and maintenance will be provided by the University of Louisiana at Lafayette as the building is owned by the UL Foundation.

“The Hilliard Art Museum is grateful for the support of its generous donors, including the UL Foundation, Paul Hilliard, Gloria Callais and now Roger Ogden,” states Hilliard Director LouAnne Greenwald. “With the help of our campus and community, we can ensure the timely completion of this exciting project, which will not only preserve and make accessible a beloved landmark, but also allow us to expand our educational programs and provide an exceptional museum experience for our visitors.”

To make a donation to the “More than a Museum” campaign visit The Hilliard Art Museum website, <https://hilliardmuseum.org>, where you can donate directly to the cause.

About the Architect:

Kevin Gossen is President of Gossen Architects, a custom residential firm specializing in traditional and historic design. During his 30 plus years in practice, his firm has been recognized and published for excellence in historic vernacular design with projects throughout the south, spanning from Texas to Florida. Kevin also works on renovations and additions of historic properties particularly those originally designed by A. Hays Town, assuring the architecture is respected and preserved. Kevin has also been involved as a developer for traditional neighborhoods helping to create covenants and guidelines that preserve historic character. Kevin graduated from University of Southwestern Louisiana in 1981 with a Bachelors of Architecture degree.

About the Hilliard Art Museum

Our Museum is a bridge. Our Museum is a catalyst. Our Museum is for everyone. We connect art and education, our university and our community, generations, heritage and cultures. The Hilliard Art Museum-University of Louisiana at Lafayette is not just a place

to look at art. It is a place where visitors are encouraged to truly see art. It is a place of learning, where students sketch in the galleries and artists talk about their work. It is a destination for families, where kids express their own creativity through hands-on activities. And it is a resource for academic research and observation. Museum experiences build skills that extend into every aspect of life. Viewing art promotes dialogue and understanding between individuals, among families, and throughout our community. Art makes life richer and better for everyone. We aim to prioritize inclusion and education by maximizing existing resources, at the Hilliard Art Museum and University of Louisiana Lafayette, as strategic pillars that amplify creation and appreciation of the Arts.

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