The Hermitage strives to fulfill this definition of what a museum should be. The institution is resolved to continue its growth as an open, inclusive, and joyful space for everyone.

The journey is our past, present, and future.

“MUSEUMS ARE LIVING, ACTIVE CENTERS, WHERE ALL PEOPLE COME FOR HELP AND PRODUCTIVE RECREATION.”
- FLORENCE SLOANE

The Hermitage Museum and Gardens preserves the distinct beauty of its natural environment; conserves and shares its multi-cultural collection; promotes and educates to inspire an appreciation for art and nature; and cultivates a spirit of stewardship while paying tribute to its rich legacy.

The Hermitage School of Arts and Crafts was founded in 1937 in a converted carriage house and stable on the outer edge of the Hermitage estate. The School of Arts and Crafts, then hailed as the only active arts school of its kind in the region, offered instruction in weaving, ceramics, visual art, dancing, drama, choral and woodcarving.

The Hermitage plays an essential role in the arts and cultural sector in Norfolk, and the region: an inclusive place of purpose, where the strengths of the community are showcased with meaningful partnerships, one-of-a-kind perspectives on the arts, and experiences that create a lasting impact.

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WHY GIVE?

This campaign is the start to a totally re-imagined Hermitage. After years of ambitious growth, the fully realized Hermitage starts with the renovation of the Visual Arts School to improve our education department through outreach and accessibility, and better serve our community through unique art experiences and unparalleled access to arts education in the region.

The need is great—and urgent. We are stewards of the Hermitage; part of our mission is educating to inspire an appreciation for art and nature. This over 100-year-old building has served generations of artists and students. However, the VAS facility is no longer conducive to the current educational needs of the community; it lacks capacity and needs physical upgrades to continue to function as a safe space for learning and creating.

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Current Reach

2021
- Student Enrollment: 314
- 116 classes + 198 camp
- # Teachers: 7 camp + 7 class
- # Of Classes: 24
- Weeks of Camp: 19

2020
- Student Enrollment: 270
- 82 classes + 188 camp
- # Teachers: 5 camp + 8 class
- # Of Classes: 12
- Weeks of Camp: 21

2019
- Student Enrollment: 563
- 301 classes + 262 camp
- # Teachers: 8 camp + 10 class
- # Of Classes: 36
- Weeks of Camp: 22

M I S S I O N

William and Florence Sloane designed the Hermitage as a museum to promote the arts in all its forms, and to illustrate the value of the arts in everyday life. From the original house structure in 1908, its redesign throughout the 1930’s, to the evolution of a fully accredited free-admission museum, the Sloanes’ vision of a community refuge and educational center is realized in a visionary 12 acre-institution serving the region through unique art experiences.

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Mission

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THE CAMPAIGN
AT A GLANCE

$3.5 million goal
A unique and non-traditional campaign—in true Hermitage fashion.
• Goal: Reach 60-70% by the end of Summer 2022
• Simultaneously work on construction documents/renderings and building approval
• Begin Construction in Fall 2022
• Grand Opening of the new VAS in Spring 2023 ahead of Summer Camps!

GOALS
Transformative arts education opportunities—from decorative and functional crafts to 21st century digital skills: a seamless 21st century arts education experience at an accredited museum, and the only Smithsonian affiliate in the region.

• Top to bottom transformation, while ensuring historic preservation and environmental preservation
• Expanding the Education and Public Programs Department
• Accessibility and Inclusion
• Double the capacity and outreach

A PLACE TO MAKE ALL FEEL WELCOME + INSPIRED TO CREATE

THIS FAST-TRACK CAMPAIGN MAY BE UNCONVENTIONAL, BUT THAT’S WHAT MAKES THE HERMITAGE UNIQUE! WE HAVE BEEN WORKING TOWARDS THIS CAMPAIGN SINCE 2018, AND WITH YOUR HELP, WE WILL MAKE THIS PROJECT A REALITY.

CAMPAIGN COMMITTEE
Christina Goode, Honorary Chairperson
Robert McFarland, Ann Stokes, Co-Chairs
Shirley Baldwin
Pam Combs
Kay Stine
Mita Vail

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Robert McFarland
Ann Stokes
Alex Evring
Ian Holder
Pam Combs
Jane Wright Rathbone

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