DESCRIPTION

The Indianapolis Museum of Art utilizes volunteer Ambassadors in strategic locations both inside and out to help enhance our guests’ experience. Ambassadors help to increase staff capacity to provide exceptional experiences by providing an extra layer of customer services. Our Ambassadors are an integral part of the IMA Guest Services experience and play a vital role that positively and directly affects the museum mission.

MISSION & GOALS

Indianapolis Museum of Art Mission Statement
To enrich lives through exceptional experiences with art and nature.

Volunteer Ambassador Goal
Ambassadors strive to provide exceptional experiences by creating a warm, positive environment for our guests through proactive interactions at various stations around the galleries & IMA campus. Ambassadors inspire guests to explore more as they share all the IMA has to offer.

Guest Service Promise
As part of having exceptional experiences at the IMA, we want our guests to feel that they are welcome, cared for and important. Therefore, we extend our stewardship, service and excellence to our guests by being warm, helpful and knowledgeable.

GENERAL INFORMATION

Museum Hours
- Tuesdays, Wednesdays, Fridays, and Saturdays 11:00 – 5:00 pm
- Thursdays 11:00 – 9:00 pm
- Sundays 12:00 – 5:00 pm

Extended Spring Hours for the Gardens Only
- Extended evening garden hours will provide addition time to explore and soak up spring.
  - Tuesdays and Wednesdays 11:00 – 5:00 pm
  - Thursdays 11:00 – 9:00 pm
  - Fridays 11:00 – 9:00 pm (extended from 5:00 – 9:00 pm)
  - Saturdays 11:00 – 9:00 pm (extended from 5:00 – 9:00 pm)
    - Open early to members from 9:00 – 11:00 am
  - Sundays 12:00 – 5:00 pm
- Please note: The galleries are not open on Friday or Saturday evenings

Membership
- Individual Membership: $55, 1 adult
- Dual / Family Membership: $75, 2 adults & children 17 and under
- Dual / Family Plus: $125, 2 adults, children 17 and under, and two guests
- Reciprocal Membership: $250: All of the above plus reciprocal benefits at 500+ cultural institutions nationwide
The Collection

- Encyclopedic Collection of more than 54,000 works spanning 5,000 years
- Significant holdings of African, American, Asian, European and contemporary art, as well as a growing collection of design arts
- The collections comprise paintings, sculpture, decorative and industrial design, prints, drawings and photographs, as well as textiles and fashion arts
- 75% of the collection is in storage at any given time

Oldfields – Lilly House & Gardens

- National Historic Landmark and listed on the National Register of Historic Places
- 26-acre estate on the grounds of the IMA
- Mansion was once the home of J.K. Lilly Jr., the late Indianapolis businessman, collector, and philanthropist
- Lilly House is a historic house museum and has been restored to its 1930s splendor
- Percival Gallagher, of the acclaimed landscape architecture firm Olmsted Brothers, designed Oldfields’ magnificent gardens and grounds in the 1920s

Madeline F. Elder Greenhouse

- As part of the Oldfields estate, the greenhouse originally provided plants and produce to the residents
- First glasshouses were built in the 1920s
- Present structures were constructed in the late 1940s
- Fully renovated, the Greenhouse is open year-round; visitors may explore while learning from the knowledgeable staff and volunteers
- Workshops, special exhibitions, and horticultural programming is available throughout the year

Beer Garden

- Sit and stay a while, or take a drink with you for a stroll through the gardens
- Open Thursday-Saturday 11:00 to 9:00 pm and Sunday 12:00 to 5:00 pm
ALLEN WHITEHILL CLOWES PAVILION (AWC) (PRIORITY 1)

Ambassador Location:
- **Exhibition in AWC:** Ambassadors are stationed at the entrance to the exhibition on the 2nd floor of the galleries across from the Davis Lab
- **No Exhibition in AWC:** Ambassadors float throughout the Pulliam Great Hall on the 2nd floor of the galleries

Primary Goal:
- **Exhibition in AWC:** Greet guests as they enter the vicinity. Welcome them to the exhibition by name. Offer any extra items like audio guides, informational brochures, activity kits, etc. to guests and provide any critical information they might need to enjoy the exhibition.
- **No Exhibition in AWC:** Welcome guests to the galleries and offer suggestions to enhance their experience based upon marketing priorities and personal favorites. Be sure to highlight any special installations and exhibitions.

Essential Information
- **iPad Guest Tracking**
  - Volunteer keep track of the number and type of exhibition attendees utilizing one of the IMA green iPads
  - As volunteers greet guests welcoming them to the exhibition space as outlined above, we keep tabs of different types of attendees. Simply tap on the line that best describes your best guess as to the type of guest entering the exhibition space. At no time do we need to stop guests and ask them for this information; an educated guess is just fine.
  - Should the iPad accidentally slip to another screen and you are unable to get back to the correct tracking screen, please notify a Guest Services Team Member immediately so that we can fix the issue for you
- **Log In Information**
  - Username: ambassador
  - Password: IMA123

Fun Facts
- **Original Building**
  - 1970 - Krannert Pavilion, the first in a series of pavilions planned for the new Indianapolis Museum of Art, opened October 25 on the IMA’s new Michigan Road campus. Krannert Pavilion, and later the Clowes and Showalter Pavilions, were designed by Ambrose Richardson, with landscape design by Sasaki, Dawson, DeMay & Associates.
- **LOVE Conservation**
  - LOVE was removed from outdoor display in January 2017 to undergo critical conservation treatment. The IMA worked with outdoor sculpture conservation expert Abigail Mack and Alfred Lippincott, a representative from the company that originally fabricated the piece, to develop a conservation plan for the sculpture.
  - After two months of conservation treatment, Robert Indiana’s LOVE sculpture is back on display in a new location inside the IMA galleries. Completed in 1970 and accepted as the original version of Indiana’s LOVE sculptures, the beloved icon now welcomes guests as they enter the Pulliam Family Great Hall.
- **Davis Lab**
  - This activity space typically has a digitally friendly interactive component for families to engage and enjoy together.
- **Star Studio**
  - The IMA’s Star Studio provides families with young children the opportunity to imagine, explore, create, share, and collaborate in an interactive environment.
- The Star Studio is open during regular museum hours and is located on Floor 2. On Saturday and Sunday, drop by the Star Studio Classroom to create a Make and Take, while working side-by-side with an IMA Teaching Artist.
- Please note that Star Studio is closed to the general public on Wednesdays and Fridays from 11 am to 12:30 pm for *wee Wonders*. 
INFORMATION DESK (PRIORITY 2)

Ambassador Location: Ambassadors are stationed in front of or behind the Information Desk depending on the capabilities of the volunteer.

- NOTE: If a volunteer is able to stand for long periods of time, it is preferred for the volunteer to greet our guests in front of the desk. If volunteers are unable to stand for long periods of time, volunteers may be stationed behind the desk where we have seating available. A combination of both is more than acceptable.

Primary Goal: Greet guests as they arrive via the escalator and the elevator. Provide information for guests at the gallery entrance approaching them proactively to engage when possible. Volunteers will also assist guests by checking out Art Packs to families, providing information about our Public Tours, and connecting guests with any other information they need to help make their visit an exceptional one.

Essential Information

- Key
  - You will need to pick up the key to the Information Desk door from the Lead Volunteer, the Manager of Volunteer Services, or the Guest Services staff member on duty. When possible, the key will be left on your clipboard for the day.
  - At the end of your shift, please hand the key off to the next volunteer helping in this role.
  - If no volunteer is replacing you, please deposit the key in the box on the Manager of Volunteer Services’ office door.

- Art Packs Instructions
  - The IMA is a great place to play and learn, but it can feel humongous and overwhelming to our youngest guests. Families with children ages 2-12 are encouraged to pick up an Art Pack and A Guide to Family Fun at the IMA as a way to organize their visit. A Guide to Family Fun at the IMA provides visit tips, a “Search, Find, Do” game, information about activity spaces, and a list of family-friendly programs. Art Packs provide a bag full of fun activities for our youngest guests to be able to enjoy on their visit.
  - Record the Guests information in the Art Pack check out Binder and request one piece of identification (driver’s license, IMA Membership Card, business card, etc.). Offer to explain the activities included within it to the parents. Remind the parents to return the Art Pack to the Information Desk when they are finished with their visit so that other families can enjoy this benefit. Check the pack to ensure all items are returned and then complete the log upon return. Thank the Guest for visiting the IMA and encourage them to fill out a comment card to tell us about their visit and to enjoy the rest of their day.

- Logging into the Laptop
  - Open the laptop
  - Turn the power on if need be
  - Enter the password (located in the upper right hand corner of the screen) in the box and select “log on”

- Searching the Collection
  - Go to www.imamuseum.org
  - Hover the cursor over “COLLECTIONS” from the menu at the top of the screen
  - Select “Search the Collection” from the drop down menu
  - Enter the artist name or the title of the artwork in the search engine and select the magnifying glass icon
    - NOTE: You must spell the name of the artist / artwork exactly as it is listed or else the system will return no results. We encourage you to search Google in order to ensure you have the correct spelling when needed.
  - Select the name of the artwork you are looking for in order to see details about the work of art including whether it is currently on display or not

- Public Tours
  - The IMA offers daily guided tours of the permanent collection for all visitors. Tours highlighting special exhibitions and events are also available. All tours are led by docents especially trained to expand the visitor experience and appreciation of art.
- Tours are FREE with museum admission.
- Please check the POD or online calendar for specific dates and times, or download this month's Public Tour schedule from the IMA website.
- Guests meet on Floor 2 at the top of the escalators.

**Fun Facts**

- **2005 Renovation**
  - 2005 - The New IMA opened to the public May 5 and featured the new Efroymson Family Entrance Pavilion, Wood Gallery Pavilion and Deer Zink Special Events Pavilion.
  - 2006 - On July 1, the IMA announced receipt of an $11 million challenge grant from the Richard M. Fairbanks Foundation for development of The Virginia B. Fairbanks Art & Nature Park: 100 Acres. The European galleries reopened December 3, marking the official completion of the Museum’s expansion and renovation project.
GARDEN ENTRANCE / PLINTH (PRIORITY 3)

Ambassador Location: Facing the museum on the circular sidewalk closest to the museum entrance.

Primary Goal: Greet guests as they exit the museum and enter the Garden Entrance. Invite them to explore the gardens, Lilly House, Greenhouse, Beer Garden, and the Art & Nature Park. Discuss where they would like to begin their outdoor experience and direct them accordingly. Remind them that the Beer Garden located on the Front Porch of the Greenhouse is now open during regular museum hours with a new expanded menu. Encourage them to be sure to take a walk through the gardens after they secure their beer or wine as the gardens are something one should not miss. Direct them to their map insert (hand one to them if they do not already have one) where they can find a detailed listing of the tours we offer on a daily basis. As guests return to the museum, please invite them to explore the Audubon: Drawn to Nature exhibition on the Second Floor of the museum.

Fun Facts
- Garden for Everyone
  - Designed to be appealing and accessible to all people, regardless of physical limitations.
  - It contains features which appeal to the senses, such as colorful blooms, textured foliage, fragrant flowering shrubs and serene sounds of water splashing in a fountain.
  - Braille signs are scattered around the garden.
  - The large tree on the east side of the garden is a Red Oak.
  - The stone inscription says “It is with the heart that one can see rightly, what is essential is invisible to the eye”, Antoine De Saint. The message is also in Braille.
  - The sculpture is Sister Vault of Man (1963) by Pablo Serrano.
  - The garden was rebuilt in 2004 on the path to the Oldfields Gardens and Lilly Estate.
- Garden Terrace
  - The Four Seasons Garden is located to the left of the building’s entrance as you are arriving from the Garden for Everyone.
  - Designed in 1939 by Anne Bruce Haldeman of Louisville, Kentucky, the Richard A. and Helen J. Dickinson, was a play house for the Lilly children, had an indoor and outdoor pool, and is now event space.
  - In the 1980’s and 90’s it operated as a restaurant called Garden on the Green.
- Four Seasons Garden
  - Designed in 1939 to adjoin the Garden Terrace playhouse.
  - Celebrates all four seasons: spring, summer, autumn, and winter.
  - The Himalayan Poppy is planted here and will only bloom in the springtime, as it cannot withstand temperatures over 80 degrees.
  - Contains original stone statuary representing the four seasons.
  - The marble bench and reflecting pool are also original to the garden.
- Ravine Garden
  - Located behind Lilly House, the lawn and the one acre surrounding gardens include over 19,000 bulbs.
  - Best place to enjoy a sunset.
  - Descends over 40 feet to the edge of the Central Canal.
  - The Central Canal was intended to connect the Wabash and Erie Canal to the Ohio River. Only 8 miles were built before financial difficulties occurred at the state level.
- Formal Garden
  - Just south of Lilly House, visitors enter through arbors from each direction.
  - Historically restored from photographs, modeled after turn of the 20th century European gardens with Italian tradition.
  - Common for country estates to have formal gardens that extend from the axis of the rooms into the landscape (symmetry). Oldfield’s has two gardens off the estates axis, the Allée viewed from the front door and the Formal Garden viewed from Mr. Lilly’s Library.
  - There is a rare American elm planted in the 1920’s located on the path exiting the Formal Garden.
• Oldfield’s-Lilly House & Gardens
  o Encompassing 26 glorious acres on the campus of the IMA, Oldfields–Lilly House & Gardens is the former home and estate of the late Indianapolis businessman Josiah K. Lilly Jr. A National Historic Landmark and listed on the National Register of Historic Places, Oldfields is a rare example of an intact American Country Place era estate. Lilly House, a French-chateau-style mansion, is the centerpiece of the estate and has been restored to the 1930s splendor of the Lilly family’s occupancy. Elements of the historic landscape include a formal garden, a tree-lined Allée with border gardens, and a one-acre hillside ravine garden. Percival Gallagher of the famed landscape architecture firm Olmsted Brothers—the same firm known for designing New York’s Central Park—designed the Oldfields gardens in the 1920s.

• Allée & Border Gardens
  o Oldfields Estate was built in 1913. Woodrow Wilson was sworn in as the 28th president of the United States and a first class stamp cost 2 cents.
  o As part of the Country Place era, the grounds were informal strolling spaces used for entertaining, offering guests a continuous changing landscape.
  o The Allée, a sweeping lawn lined with 58 red oak trees, stretches 775 feet from the circular pool and fountain to the estate.
  o The French term Allée is used to describe “avenues” planted in parks and landscape gardens.
  o By design, you cannot see the central paved road that crosses in front of Oldfields.
  o The color pallets are the same in the Allée, the border gardens and in front of the estate; the varieties of plants are different due to changing light requirements.

• Tanner Orchard
  o Formerly referred to as the “East Vegetable Garden”, it features fruit trees such as apple and cherry along with heirloom vegetables.
  o The produce grown in the vegetable garden is donated to Second Helpings.

• Alice’s Garden
  o This is a “pop up” garden; 9,000 bulbs were planted here.
  o The original Tanner Orchard was located on the paved area under what is now Alice’s Garden.
  o Named after the mother of a board member.
  o All materials used are recycled from the grounds and repurposed for the garden.
  o The entrance arbors were handmade by staff out of black locust wood from the Art and Nature Park.
  o Take a picture inside the birds nest.

• Beer Garden
  o Open March 31st through the end of summer, all ages welcomed.
  o The shade structure is covered with hops.

  Beer Garden Menu
    ▪ Beer & Wine
      • Pachanga, Mexican-Style Lager, Sun King, Indy
      • Dunkel, Dark Lager, Warsteiner, Germany
      • Dry Riesling, Gothem Project, New York
      • Root Beer (NA), Triton Brewing, Indy
      • California Red Blend, ½ Bottle
    ▪ Traditional Hard Ciders
      • Organic Pear, Brittany, France
      • Apple, Mayador, Northern Spain
      • Organic Apple, Normandy, France
    ▪ Non-Alcoholic
      • Hubert’s Lemonade
      • Spring Water
      • Sparkling Water
      • Mexican Soft Drinks
- Beer Garden Food
  - Giant Pretzel, Pat’s Philly Pretzel, Indy
  - Add Cheese Dippy
  - Angus Beef Frank
  - Charcuterie Board, Turchetti’s Salumeria, Indy
- Hubbard & Cravens Fresh Brews
  - 6 Minute Iced-Coffee, Estate Grown
  - Iced Tea, Crème Earl Grey

  - Guests can roam the grounds with items purchased from the Beer Garden.
  - Last call is at 30 minutes before closing
EFROYMSON FAMILY ENTRANCE (WELCOME CENTER)  (PRIORITY 4)

**Ambassador Location:** Ambassadors are stationed 10 – 15 Feet from the main doors facing the entrance to the museum.

**Primary Goal:** Greet guests as they enter the museum and ask how they can help get their visit started. Hand the guest a POD (weekly map insert) and explain any particular highlights from the day’s schedule including marketing priorities like major exhibitions and / or installations. Encourage guests to take advantage of any special tours and activities happening and show them where this information is provided on the POD. Ask if they are a member and invite them to check in at the Welcome Desk accordingly by showing them the general public line or the member line. Thank them and wish them a wonderful visit.

**Essential Information**
- **Special Installation**
  - Familiarize yourself with the special installation that is located in the Welcome Center. This is our guest’s first impression of the IMA and we want to make sure it is an exceptional one.
- **The Virginia B. Fairbanks Art & Nature Park: 100 Acres**
  - Located on 100 acres adjacent to the Museum’s main campus, The Virginia B. Fairbanks Art & Nature Park: 100 Acres includes woodlands, wetlands, meadows, and a 35-acre lake. The Park is one of the largest museum art parks in the country and one of only a few to feature ongoing commissions of temporary, site-responsive artworks.
  - The Art & Nature Park is free and open to our guests as well as their furry friends from dawn to dusk every day of the year.
  - Guests can access the Art & Nature Park by driving west on 38th Street and taking the next exit. There is a sign indicating the Art & Nature Park as well as limited parking.
  - Guests that wish to walk to the Art & Nature Park must check in at the Welcome Desk in order to obtain a special tag and instructions for accessing the park through the museum.

**Fun Facts**
- **The Indianapolis Museum of Art**
  - The IMA is the 5th largest art museum in the nation, larger than MOMA in New York, and has 58 acres of historic formal gardens which makes us one of a kind in delivering both an art & nature experience.
  - Our gardens are a National Landmark and registered on the National Register of Historic Places.
- **Sutphin Mall**
  - Centered in the front of the IMA’s main façade, Sutphin Mall and Fountain have been an Indianapolis landmark for over 30 years.
  - Near the Museum, visitors can enjoy the tree-lined Dudley and Mary Louise Sutphin Mall, which is anchored by the Sutphin Fountain. This broad expanse of turf looks like a typical lawn panel but is in fact an intensive green roof with layers of trees, shrubs and perennials that provide shade and have a cooling effect. The roof also reduces water runoff while housing a 250-space parking garage beneath.
- **Roy Lichtenstein’s Five Brushstrokes**
  - It took over 30 years for Roy Lichtenstein’s monumental “Five Brushstrokes” sculpture to make it from the drawing board to the Indianapolis Museum of Art’s front lawn. Abandoned in the ‘80s because the organization that commissioned it deemed it too expensive to build (one of its five elements is 40 feet tall), the piece was ultimately completed by the Roy Lichtenstein Foundation in 2012, 15 years after the pop artist’s death.
- **Robert Indiana’s LOVE** sculpture which was located in this area has been moved inside to the IMA galleries.
  - LOVE was removed from outdoor display in January 2017 to undergo critical conservation treatment. The IMA worked with outdoor sculpture conservation expert Abigail Mack and Alfred Lippincott, a representative from the company that originally fabricated the piece, to develop a conservation plan for the sculpture.
After two months of conservation treatment, Robert Indiana’s LOVE sculpture is back on display in a new location inside the IMA galleries. Completed in 1970 and accepted as the original version of Indiana’s LOVE sculptures, the beloved icon now welcomes guests as they enter the Pulliam Family Great Hall.

- **Nonie’s Garden**
  - The circular garden bed in front of the Welcome Center entrance is in honor of Nonie (Eleanor) Krauss.
  - Sweetgum trees anchor this seasonal garden

- **Newfield**
  - Located just across from the Garden for Everyone at the far end of the Sutphin Mall. It was built for J.K. Lilly III as a residence.
  - The building now houses visiting artists, fellows, and the like.
MUSEUM CONTACT

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