OVERVIEW
The following Core Idea Framework will guide the development of the Gilcrease Museum visitor experience. Each primary core idea has 3 "sub-ideas". Our Changing America is included as part of each primary core idea. This serves to keep the core ideas fresh and relevant, and emphasizes that America is a young, ever-evolving country, with myriad opportunities for inquiry, involvement, and engagement.
A concise number of core concepts allows visitors to quickly grasp complex ideas.
The American Landscape, and our beautiful, complicated, fragile, awestruck relationship in and with this vast place.
Primary Message

How do we experience the American landscape and think about our place within it? It is a natural environment of rich resources and materials to discover, a place that ignites the creativity and passion of artists and innovators, and a landscape that encourages independence and self-expression.

Secondary Messages

What is the dynamic between our development and use of resources and our attitudes about the protection and preservation of land? Do we share a "collective identity" in how we treat where we live, work, and create?

How do different approaches to mapping and occupying land imply a sense of ownership? How has the idea of ownership of land influenced our interactions with others, even in the 21st century?

Subtheme

Animals: Interaction, Domestication, & Representation
Our Changing America

Acknowledges America's changing landscapes—both literal and metaphorical—this section brings us to where we are now in the twenty-first century.

Inspires visitors to join the continuing dialogue, invites creative expression, and start initiatives that focus on effecting positive change within our environment.

Borderlands

The Oklahoma Landscape—Artistic Interpretation & Expression
Whose “Frontier”? Native American Perspectives
Manifest Destiny—Myths, Illusion, Reality
Hardships, Adaptation, & Ingenuity
Transportation & Work

Relationships & Resources

Living on and with the Land—Native American vs. New Settlers
Oklahoma—A Wealth of Resources
Discovery, Control, Harmony—Attitudes of Ownership
Animals—Interaction, Domestication, Representation
Agriculture, Food, & Food Culture
Sustainability—the Living Earth & Changing Climate
Conservation & Preservation

THIS AMERICAN LANDSCAPE
Our American identities are revealed through the experiences we have within our own country, among our cultural group, and through interactions with other communities.
The artistic intent and attitudes about the subject influences our perception of them.

Primary Message

Encounters between Native American tribes and settlers or explorers in this region greatly influenced the early American experience.

Secondary Messages

The voices and expressions of artists, thinkers, inventors, leaders, and other "change-makers" help us interpret and understand how we see ourselves, our cultural group, other communities, and our country.

Our ideas of who we are as Americans continues to change.
**IDENTITIES & COMMUNITIES**

**America Revealed**
- Defining our America
- Collective identities, collective memories
- Voices: Past, present, emerging
- The arts, language, & communication
- Diverse voices: Native Americans, settlers, farmers, African Americans, women, immigrants, etc.
- American dialogues
- Belief: Religious identities
- Portrayals

**American Experience**
- The American journey: travel & exploration
- Cultural exchanges & values
- Families: Our core community
- Colonization & displacement
- Boundaries, migration, assimilation, marginalization

**Our Changing America**
- Brings us to where we are now in the 21st century
- Showcases modern voices and experiences that are currently shaping individual and communal identities, and encourages visitors to continue these dialogues in their own lives and communities.
Disparate cultures, communities, and groups interact, expand, and contract as each seeks to find its place in America.
Exhibiting objects that relate to the same theme or issue through time reinforces its continuing relevance.

**Subtheme**

**Competition, Conflicts, & Chaos**

**CORE IDEA III**

**ENCOUNTERS & INTERACTION**

**Primary Message**

Milestones in American history that impacted Oklahoma and this region had repercussions regionally, nationally, and internationally.

**Secondary Messages**

Conflict, discourse, power struggles, and diplomacy highlight impactful historical moments of change and provide powerful subject matter for activists and artists.

Conflicts, cultural struggles, and changing attitudes about American identity reflect a nation that is still young and continues to change.
Our Changing America

Conflicts & Confrontation

Creating Communities

ENCOUNTERS & INTERACTION

Conflicts & Confrontation
- Pivotal Moments—History of the Americas
- The Pursuit of Power—Conquests & Control
- Social & Political Conflict
- Competition, Conflicts, & Chaos
- Resolution & Stability

Creating Communities
- Mistakes & Consequences
- Actions & Activism
- Diplomacy, Discourse, Dialogue
- Artistic Exchanges & Art Communities
- Cultural Differences & Acceptance

Our Changing America
- This section brings us to where we are now in the 21st century
- Inspires visitors to acknowledge and celebrate difference, and to engage in their own communities through artistic, social, and cultural discourse and action.
Our Changing America

This American Landscape

Identities & Communities

Encounters & Interaction
COMPLEMENTARY HISTORY AND ART INTERPRETATION

These blended gallery spaces provide a unique way of creating a holistic and meaningful visitor experience while still satisfying the expectations of traditional art museum and history museum audiences. Combining fine art and historical artifacts in the same gallery will create an opportunity for an interpretation that explores the relationship between history and cultural representation. The historical objects can provide context for the artwork by illustrating chronological, social, cultural, political, and geographic influences. In turn, the artwork can illustrate how we, as Americans, have represented and interpreted our history.

Paintings, sculptures, documents, books, anthropological and ethnographic objects, media and interactivity, all combine to create rich and visually engaging spaces that challenge visitors to consider a variety of perspectives. The galleries also allow maximum flexibility of design and interpretation for museum curators and educators.
OPEN STORAGE
IMMERSIVE EXPERIENCE
MEDIA EXPERIENCE
CHILDREN’S EXPERIENCE
OUTDOOR EXPERIENCE—SITE & SCULPTURE GARDEN

The Gilcrease Museum includes a landscaped site and sculpture garden, which visitors can explore before or after entering the Museum. The site can be used for programming that enhances the visitor experience and supports the collection, or guests may simply enjoy the landscaped grounds and sculptural beauty of the environment.
THANK YOU