Historically Black Colleges and Universities – **D**igital **A**rt Collection **P**roject (**H-DAP**)
H-DAP will take you on a journey through the amazing world of **African American Art Collections owned by HBCUs**

Mission Statement

To make accessible an online digital repository of select works from HBCU Art Collections nationwide, in order to institutionalize knowledge and advocacy of African American art, within the larger context of American art history.

"The need to exhibit art by Black artists is the need for knowing American art history."

Bridget R. Cooks, "Generations: A History of Black Abstract Art, The Joyner/Giuffrida Collection (Baltimore Museum of Art, 2020), 8.

Project Scope

HBCUs were some of the first institutions to serve as repositories for African American art. The volume of artworks spans the gamut of Western Art from Realism, Post-Impressionism, Cubism, Abstract Expressionism, to Post-Modernism. These visual Fine Art objects and documents, housed in HBCU museums and archives, are considered precious cultural jewels. Some of the African American artists include Joshua Johnston, Robert Duncanson, Edward M. Bannister, Mary Edmonia Lewis, Henry O. Tanner, Hale A. Woodruff, Jacob Lawrence, Elizabeth Catlett and many others. Their art reflects a long history of African American art woven into the larger canon of American art history. **HBCU** museums, galleries and archives have been and continue to be stewards of these exceptional works of art. **HBCUs** have purchased, exhibited, documented, preserved, and conserved African American art that covers the depth and breadth of Black culture in American popular culture.
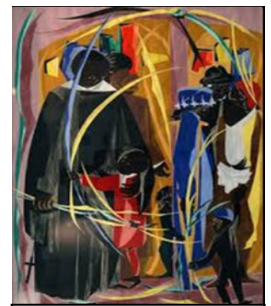
Palm Sunday,
Jacob Lawrence

The goal of this **H**istorically **B**lack **C**olleges & **U**niversities - **D**igital **A**rt Collection **P**roject (**H-DAP**) is to build an online digital repository of high-resolution images via a web-based, globally accessible user platform. Using the latest competitive technology and teaching tools, **H-DAP** will virtually exhibit **HBCU** art collections that include works by a diverse slate of artists primarily African American, African and Caribbean artists; and to a lesser extent, European and others. Through the building of partnerships, collaborations with entities that will provide financial sponsorship, and most importantly, with consent from each of the 107 HBCUs, **H-DAP** will successfully provide a global audience, accessibility to a rich array of African American art. This virtual access will engage the imagination, expand viewers understanding of American art, and have the depth, scope and range needed for scholarly teaching and research. American art history has historically omitted and marginalized the contribution African American art made in the creations, and development of American art movements in Western Art. The aim of **H-DAP** is to correct the exclusions and provide a comprehensive understanding of American art history in its totality, selecting various **HBCU** works of art to showcase. The virtual exhibitions will reflect American culture with a strong emphasis on the Black experience. Links will be provided to each **HBCU's** museums, art galleries and archives for an in-depth understanding of African American artists and art history.

A metric for success is that **all** 107 HBCU art collections are included in this initiative adopting a "no child left behind" mentality.

Target Audiences to Provide Accessibility, Education & Cultural Enrichment

The core of **H**istorically **B**lack **C**olleges & **U**niversities - **D**igital **A**rt Collection **P**roject's (**H-DAP**) art objective is to provide high quality digital art images to a global audience, and to increase exposure and accessibility to African American art and artists. The virtual exhibition of artworks and cultural documents acquired from **HBCU** museums, art galleries and archives will determine what **H-DAP** considers to be "**critical mass**" for its three target audiences: 1) The Academic World: K-12, community colleges and 4-year universities. Collaboration with K-12 schools, **HBCU** libraries, museums, and archives campus-wide will ensure quality SMART classroom access.   2) The Corporate World including Employee Resource Groups; and
3) The Art World - Museums, Galleries, Auction houses and Art Appraisal organizations.

Woman with Guitar,
Elizabeth Catlett

A digital asset management system will be identified and selected to provide a web portal and app for users' access. The growth of **H-DAP** artworks, artifacts and objects will influence the project's expansion across various social media platforms including Podcasts, Webinars, Ted Talks, Television Documentaries, YouTube channels and more. In addition, **H-DAP** will license African American art content from PBS, Netflix, and the Smithsonian Channel. Authorized users will have subscriptions that provide access to educational tools that is 'easy-to-use-search and arrange' for viewing, classroom presentations, and scholarly research.

Corporations and The Art World
Historically, most corporate art collections and museums excluded the purchase of artworks by African American artists, as if, their art was not relevant and purposeful as an integral part of the fabric of American art history.

New for Now, Sam Gilliam

H-DAP's art project objective is to reveal and enlighten Corporate and Museum Acquisition Committees of the vast array of African American Fine Art and rich cultural history housed at **H**istorically **B**lack **C**olleges & **U**niversities. **HBCU** directors, curators, and art historians, analyze African American art for its intrinsic value that reflect Black culture in America. Acquisitions of contemporary artworks by African American artists illuminates the complexity and range of **HBCU** collections, showcasing artists like, Sam Gilliam, Mark Bradford, Gary Simmons, Robin Holder, Hank Willis Thomas, Sheila Pree-Bright, Larry "Poncho" Brown and Ted Ellis. Making **HBCU** museums, art galleries, and archives collectively, the largest holders, collectors, and supporters of African American fine art.

In today's global world, corporate and fine art museums acquisition committees should aim to acquire an "inclusive" body of artworks from a diverse segment of the American population. African American art acquisitions will visually reflect the corporation's workforce, recruiting goals, community demographics and other diversity components. Diversifying corporation's fine art collections, will increase their asset holdings, reflect the diversity of their employees, and expose a larger audience to the corporation's commitment to diversity as stated in their policies. Acquiring and displaying African American artwork will not only reflect the corporation's diverse workforce, but boldly acknowledge the importance of Black culture in America as well.

Outcomes and Deliverables
The goal of **H**istorically **B**lack **C**olleges & **U**niversities - **D**igital **A**rt Collection **P**roject's (**H-DAP**) is global visibility and accessibility of African American art and artists for legacy building education and cultural enrichment purposes. Through the development of an online digital asset management system. virtual exhibitions will be provided. **H-DAP** will connect **HBCUs** fine art collection nationwide which will broaden the knowledge base of each academic institution's holdings. This exposure will ultimately lead to broader physical exhibitions on **HBCU** campus's museums and galleries and also allow for greater networking between **HBCUs**. In addition, **H-DAP** will enlighten other institutions and organizations about the vast array of African American art housed at **HBCUs**, through the latest technology and information retrieval systems.

The implementation of such a major art project will require inputs from the 107 **H**istorically **B**lack **C**olleges & **U**niversities. **HBCU** visibility will increase, and new corporate partnerships can be made. Further, relationships between HBCUs will also increase. As a result of, **H-DAP's** art project we will be able to hire student workers at the undergraduate, graduate and PhD levels and provide internships, fellowships, stipends and consulting opportunities. **HBCUs** art, museum, curatorial, information technology, library science and business students will develop new real-world skills and become more marketable after graduation.

Corporations and The Art World including mainstream museums and art galleries will be exposed to **HBCU** fine art collection of African American art and artists. **H-DAP's** art project will increase these institutions and organizations awareness of **HBCU** art collections and not only begin to collect and support artists of color on broader level. Last but not least, **H-DAP** will be able to offer support to the smaller **HBCUs** lacking funds to help preserve, inventory, conserve, digitize, appraise, assess risk management, sustainability and/or growth with strategic planning.

15 of the 107 HBCU Art Collections Have Preliminary Data reflected in H-DAP as of November 24, 2021
http://www.picturethatconsultants.com/hdap

Benedict College
Columbia, South Carolina

Florida Memorial University
Miami, Florida

Hampton University
Hampton, Virginia

Howard University
Washington, DC

Huston-Tillotson University
Austin, Texas

Morehouse College
Atlanta, Georgia

Morgan State University
Baltimore, Maryland

Norfolk State University
Norfolk, Virginia

North Carolina A & T University
Greensboro, North Carolina

North Carolina Central University
Durham, North Carolina

Prairie View A & M University
Prairie View, Texas

Southern University
Baton Rouge, Louisiana
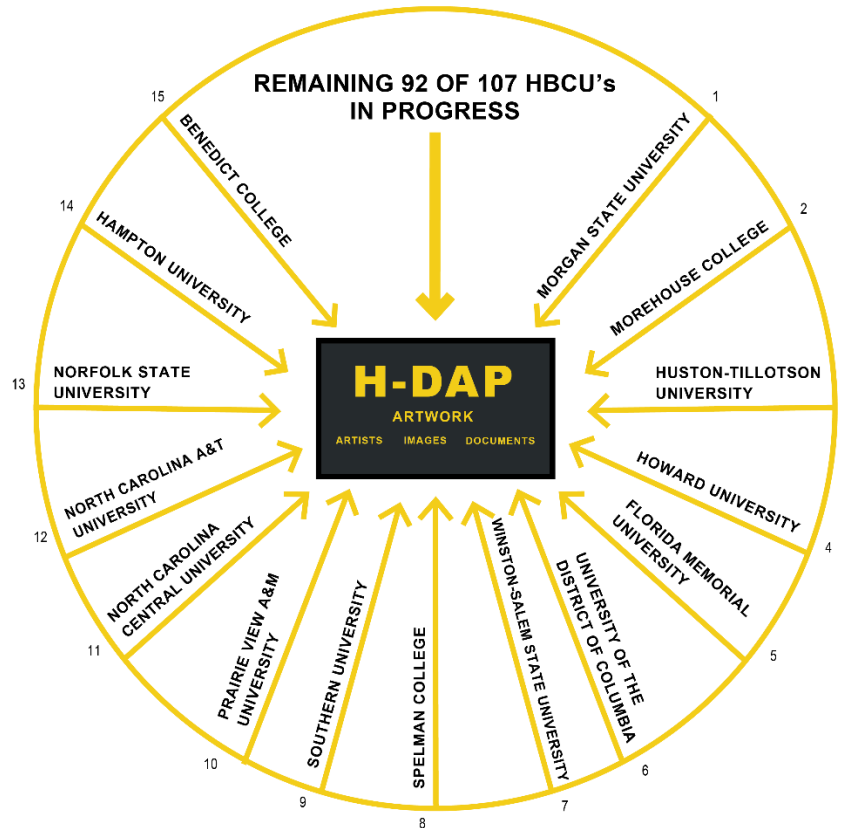
Spelman College
Atlanta, Georgia

University of District of Columbia
Washington, DC

Winston-Salem State University
Winston-Salem, North Carolina

Visual of H-DAP

REMAINING 92 OF 107 HBCU's
IN PROGRESS

H-DAP
ARTWORK
ARTISTS   IMAGES   DOCUMENTS

1 MORGAN STATE UNIVERSITY
2 MOREHOUSE COLLEGE
3 HUSTON-TILLOTSON UNIVERSITY
4 HOWARD UNIVERSITY
5 FLORIDA MEMORIAL UNIVERSITY
6 UNIVERSITY OF THE DISTRICT OF COLUMBIA
7 WINSTON-SALEM STATE UNIVERSITY
8 SPELMAN COLLEGE
9 SOUTHERN UNIVERSITY
10 PRAIRIE VIEW A&M UNIVERSITY
11 NORTH CAROLINA CENTRAL UNIVERSITY
12 NORTH CAROLINA A&T UNIVERSITY
13 NORFOLK STATE UNIVERSITY
14 HAMPTON UNIVERSITY
15 BENEDICT COLLEGE

Related Projects

Getty Images Announces Photo Archive Grants for Two HBCUs: This Grant will commit $500,000 towards the digitization of TWO winning HBCU's photographic libraries.

http://press.gettyimages.com/getty-images-and-stand-together-announce-inaugural-grant-to-preserve-hbcus-historical-archives/

Smithsonian Establishes Consortium of Five HBCUs To Support University Museums and Archives

The Smithsonian's National Museum of African American History and Culture (NMAAHC) announced a partnership with five Historically Black Colleges and Universities (HBCUs) to enhance their ability to care for and share archives that tell the story of African Americans and their essential role in American culture and history. The consortium includes Clark Atlanta University, Florida A&M University, Jackson State University, Texas Southern University and Tuskegee University.

The project, led by NMAAHC's strategic partnerships office, features:

- Internships, fellowship programs and professional training for underrepresented groups to establish a pipeline of museum and archive specialists in the next generation.
- Assistance in digitizing HBCU collections and creating a digital archive in an easily accessible format for academic scholars and the general public.
- Development of a traveling exhibition drawing on the most compelling collections from the partner universities that will begin at NMAAHC and then travel to the consortium members and other venues around the country.

For additional information:

https://nmaahc.si.edu/about/news/smithsonian-establishes-consortium-five-hbcus-support-university-museums-and-archives