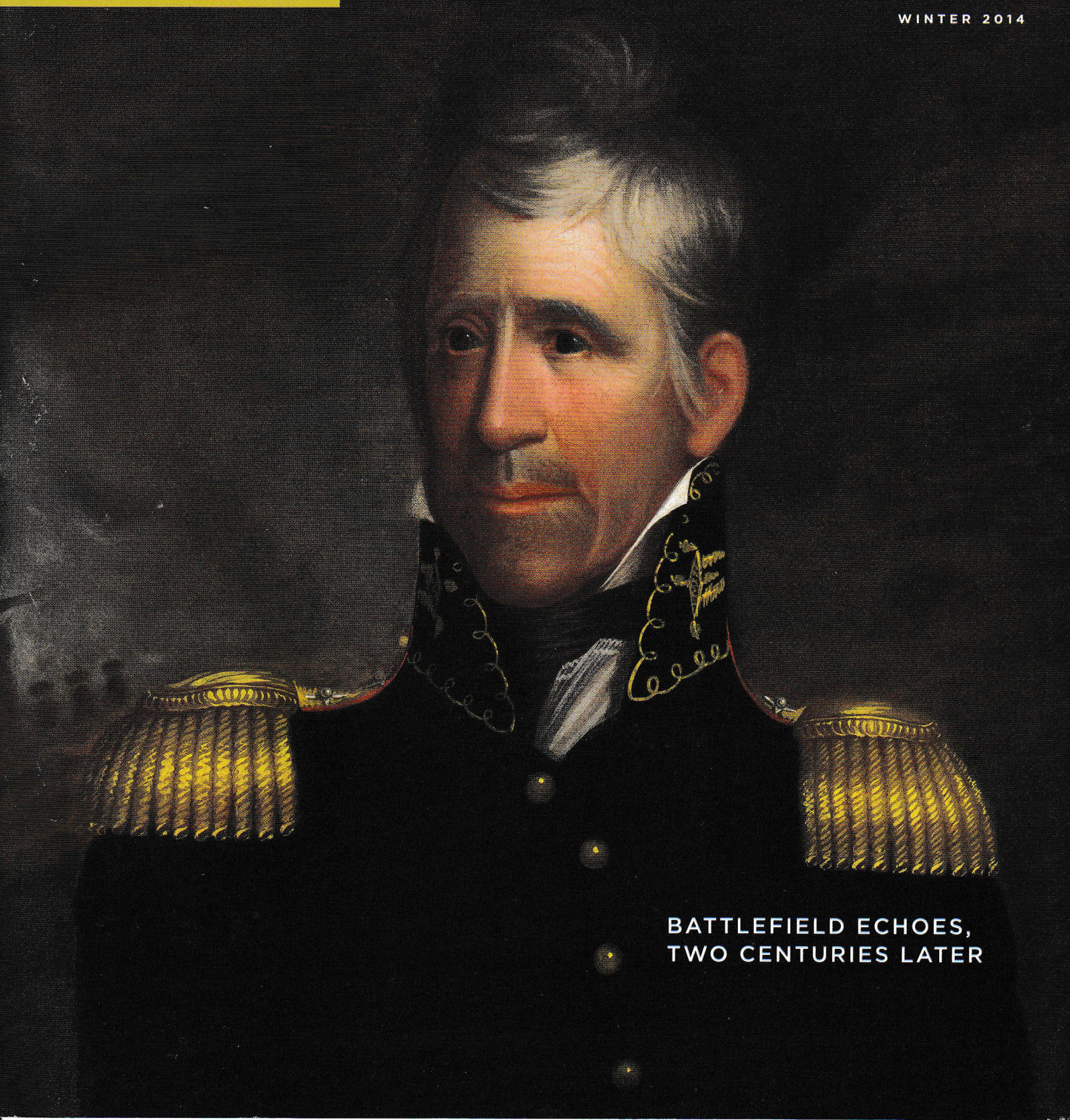


LA

Musée

THE MAGAZINE OF THE LOUISIANA MUSEUM FOUNDATION

WINTER 2014



BATTLEFIELD ECHOES,
TWO CENTURIES LATER

GLOBAL GIVERS

Upcoming exhibit is sweet music to jazz fans worldwide



PHOTO BY ALFONSO BRESCIANI

Jazzman Yoshio Toyama leads a second line parade at Satchmo Summerfest in New Orleans. Back home in Japan, he brings jazz fans together to support the *Louisiana Music Experience*, opening in 2017 at the Old U.S. Mint.

Ask Japanese jazzman Yoshio Toyama anything about traditional New Orleans jazz and you'll get the answer in encyclopedic depth acquired over a lifetime of devoted study.

How about Louis Armstrong's 1922 hit "Heebee Jeebees," for instance? "The historic first recording of scat singing," he replied, not skipping a beat. Toyama can sing it too (his Japanese accent suddenly disappears when he sings Satchmo-style) and swing it on a hot trumpet that has brought him international acclaim.

New Orleans has become a second hometown for Toyama and his band, the Dixie Saints. They returned last August for another crowd-pleasing turn at Satchmo Summerfest at the Old U.S. Mint. And true to Japanese custom, Toyama brought a gift: A \$10,000 donation to the Louisiana Museum Foundation to help build the new *Louisiana Music Experience* exhibition.

The gift grew from pooled contributions from Japanese jazz fans, including lead donor Ritsuko Masuyama. Several

donors joined Toyama for a presentation ceremony at the Mint. "The people of Japan love jazz music," he said. "We are honored to support this wonderful exhibit."

Donors in Norway, Sweden and the United Kingdom have chipped in another \$10,000, thanks to retired jazz curator Don Marquis, a key player in the global fundraising effort.

Scheduled to open at the Mint in 2017, the \$5 million *Louisiana Music Experience* will provide a permanent

showcase for the Louisiana State Museum's world-famous music collections in all genres—jazz, Gospel, country, opera, classical, R&B and rock n' roll.

Toyama's fundraising efforts for the Museum follow a pattern of two-way giving between New Orleans and Japan. After Hurricane Katrina in 2005, he collected money and musical instruments for students in New Orleans. He also hosted a volunteer group from New Orleans helping Japanese devastated by the 2011 tsunami.

The upcoming music exhibit is sure to bring Toyama back to the Mint – both as an honored guest and as a joyous disciple of New Orleans' music greats. He'll see Armstrong's first cornet, Sidney Bechet's saxophone, Kid Ory's trombone, and the only known photograph of Buddy Bolden.

Thanks, Yoshio. We'll be ready for you!

The Louisiana Museum Foundation invites local community support for the Louisiana Music Experience. For more information, or to make a gift, please visit us at www.thelm.org.

DAMPNESS BEGONE!

Like many old French Quarter buildings, Madame John's Legacy has been losing a long, slow war against dampness. Its soft brick foundations soak up water and salts from the ground and will eventually turn to dust.

But help is on the way. The Foundation has been awarded a \$40,000 grant from the National Center for Preservation Technology and Training, an office of the National Park Service, for a pilot project to develop effective treatment strategies.

Because so many historic structures face the same fate, the results at Madame John's will be shared widely through technical conferences and a dedicated web site. And, of course, we'll keep you posted on progress from our offices across the courtyard from one of America's most important architectural treasures.

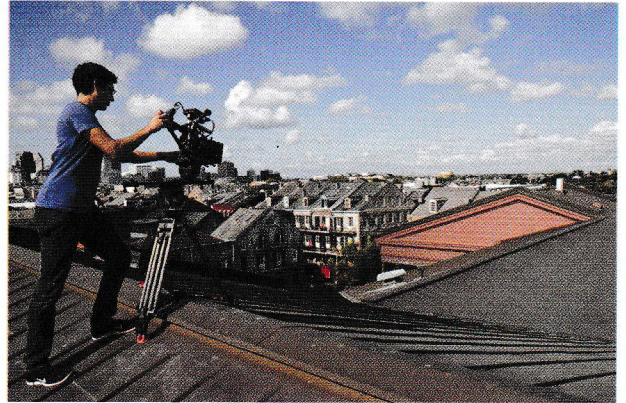


PHOTO BY MARK SINDLER

The Museum's historic buildings often provide picture perfect settings for movie and TV production. Here videographer Raoul Germain shoots exteriors from the roof of the Old U.S. Mint for the new PBS series "Genealogy Roadshow."

HOLLYWOOD GOLD

The boom in film and television production in Louisiana has had a welcome ripple effect on Louisiana Museum Foundation revenues.

Location rental fees for shooting at Louisiana State Museum properties totaled nearly \$150,000 in the last five years, with projects ranging from major studio productions like *The Curious Case of Benjamin Button* and *12 Years a Slave* to low-budget, direct-to-DVD thrillers and action flicks. But blockbuster or bomb, it hardly matters. That's because fees are set by the number of shooting days, staff time, site preparation and other factors. All fees support Museum programs on a direct pass-through basis.

The good P.R. from these projects can be priceless. In 2013, for example, CBS Sports painted the Cabildo and Presbytere with dramatic lighting as a backdrop for its Super Bowl XLVII coverage, reaching hundreds of millions of viewers worldwide. An hour-long special on *Ghost Hunters* has made the Old U.S. Mint a "must see" stop for fans of paranormal New Orleans.

Location scouts have found a wealth of different settings at Museum properties. For *12 Years a Slave*, Madame John's Legacy served as both a slave trader's house and the dungeon where his captives were held. With its sleek architectural lines, Capitol Park often stars in sci-fi movies.

While growing steadily, the movie and TV sector still plays a supporting role to weddings, parties, special events and festivals as sources of building use contributions. All together, these events bring in an average \$230,000 annually.

BRAND NEW

The Louisiana State Museum has a new look – a distinctive logo and graphic standards program designed to raise awareness and consistently brand each museum property in the system.

The symbol was inspired by an architectural detail on the historic Cabildo.

Meanwhile, the Museum is preparing to launch a new web site with more bold graphics and interactive features. Check it out!



THE CABILDO

A LOUISIANA STATE MUSEUM