

Summer 2009

Anthemion

North Carolina State Capitol Foundation



Old Paths,
New Directions



Edward T. Davis

The North Carolina State Capitol Foundation continues to work diligently towards the goals that it set for itself during the 2008 retreats. An exciting new “branding” campaign has been revealed by the marketing committee and approved by the Executive Committee. The materials produced from their efforts will form the nucleus of all promotional materials as well as grant applications, invitations to fundraisers, Web site design and banners.

After having a great variety of “looks” (often simultaneously!) the Foundation will now have one clearly defined image. We are grateful for this committee’s hard work; please see page 5 to read more about their efforts.

The Property Committee, chaired by Kay Cashion, is eagerly awaiting the proposal for a master plan of the building and the square from restoration-specialist Joseph Opperman, F.A.I.A. Joe has recruited the landscape firm of Little and Little to make recommendations for the care of Union Square and Frank Matera, chair of the Historic Preservation Program at the University of Pennsylvania and an internationally acclaimed materials conservator, to help with stone conservation. Without question this will be an expensive undertaking but will provide a much needed blueprint for the continued care of this important National Historic Landmark for decades to come. The materials that the marketing committee will be assembling for fundraising will be put to immediate use as we seek to fund this important master plan.

At the winter Board meeting, the Foundation voted to assist in funding the John Lawson Tercentenary Symposium which will be celebrated at various locations statewide. Lawson, a British explorer and naturalist, sailed into the port of Charleston in 1700 and was later appointed surveyor-general for the Lords Proprietor of Carolina. He surveyed as far west and north as present day Hillsborough and laid out the colony’s first town, Bath. During the journey, Lawson kept a detailed journal, made sketches and maps, and gathered specimens of plants and animals. He published his findings in the 1709 work *A New Voyage to Carolina*, which became a global sensation.

On October 9th and 10th, the Raleigh portion of the symposia will celebrate this remarkable individual’s accomplishments and observations with lectures at the North Carolina Museum of History and the State Capitol. The Capitol will host two lectures on Saturday morning. Following an 8:30 a.m. continental breakfast, Lindley S. Butler will deliver a talk entitled “John Lawson’s North Carolina, 1701-1711.” Kay McGill will present her lecture at 9:30 a.m. entitled “The Most Industrious Sex’: Lawson’s Carolina Women Domesticate the Land.”

We welcome you to join us and thank you for your continued support.

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Anthemion

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For more information about the State Capitol, visit our Web site at www.ncstatecapitol.org, or call 919-733-4994.



Construction Continues on Sidewalk Enhancement Project

By Robert T. Peter, ASLA, Little & Little Landscape Architects

This article is an update on the progress of the current Union Square walkways enhancement project, first reported here in Fall 2008. The project, funded by the N.C. Department of Transportation's Transportation Enhancement Program and the N.C. Department of Administration's Access North Carolina Program, will improve the accessibility and safety of the square by replacing damaged walks and adding accessible sloped walks at the south and northeast site entrances.

The design and construction team for the Union Square Site Improvements project were most anxious to get work started in late January. As soon as the gubernatorial inaugural grandstands were packed away, Paul Howard Construction Company began installing the construction fencing, pedestrian detour signage, and the temporary access ramp to the west portico entrance. At last, work had begun on this project that had been in the planning stages since 2007.

Site superintendent Luby Bell immediately started work on a series of concrete test pours in an effort to match the color and texture as closely as possible to the original Olmsted Brothers' details. Crews performed four test rounds, each one approaching the desired appearance more closely than the first. The crew's tireless efforts paid off when representatives from the offices of State

Construction, Historic Preservation, Little & Little Landscape Architects, and the Capitol Foundation all agreed that Luby found the right combination of sand, gravel, concrete and cement. They proclaimed "let the construction begin!"

Meanwhile, surveying efforts recorded the exact location of all elements of the original Olmsted plan so that these pieces would fit back together as they had been originally installed. Demolition then began just north of Morgan Street, under the thoughtful watch of Assistant State Archaeologist John Mintz. As demolition progressed, arborist Scott Wyatt of Davey Tree Company directed the careful removal of pavement near existing trees, insuring that the roots were protected. All of the removed concrete is being recycled.

Once sufficient space had been cleared, the walkway construction began in earnest. Only small areas are poured and finished at a time due to the high degree of control and finishing required to match the original pavement details.

While the bidding and contract stages of the site project proceeded, design continued for accessibility improvements to the Capitol's main entrance at the east portico. The improvements, designed by architect Kurt

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Above: This photograph, taken March 20, 2009, shows how the south plaza looked after crews removed the old pavement and prepared to pour the new concrete.



Right: This photo, from the end of May, shows the completed south plaza. Construction continues northeast toward the Union Square entrance at the corner of Wilmington and Edenton Streets.



With Gratitude

The State Capitol Foundation gratefully acknowledges the generosity of those individuals, organizations and corporations who have made contributions to the Foundation. Gifts appearing here were received in the 2008-09 fiscal year.

Up to \$100

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** These contributions were given to make this newsletter possible*

Sidewalk

Continued from page 3

Eichenberger and funded by the State Office of Administration, have been incorporated into the overall project and are underway. The existing ramp will be replaced with a sloped walk and adjustments will be made to the height of the central portion of the portico. As with the sidewalk project, much thought and discussion went into the selection of the stone paving and wall materials. This process included the same review team as with the concrete panels. The selections have been made and Paul Howard Construction, assisted by A.C. Joyner, is in the process of finalizing the detailed shop drawings and procuring the finished stone.

Work will continue from Morgan Street, past the east portico, and to the corner of Wilmington and Edenton Streets. As of press time, a late summer completion date is anticipated. In the interim, please take a few minutes to peek though the construction fence and see the action. And, don't miss the interpretive banners provided by Duncan-Parnell that give a brief history of our Union Square.



The pathways on the east side of the square, which lead to the Capitol's main entrance, are the most heavily used by patrons.



Marketing Committee Wants New Image, Consistent Message for Foundation

By Kim Shope, Second Vice President & State Capitol Society Chair

As Chair of the Marketing Committee I want to take a moment of your time to update you on the progress of the committee has made over the last several months. We have been given the challenge to effectively communicate our goals and accomplishments while raising awareness and funds for our beautiful North Carolina State Capitol. The site hosts over 100,000 visitors each year – 56,000+ of which are school children from all corners of the state. Our focus is on the diverse group of people who live, work and play in North Carolina. We want *you* to experience our past, present and future.

We are planning a more active fundraising approach as well as focusing on educational programming directed toward all ages and interests, a more aggressive effort to increase membership, and finally an improved public outreach campaign to promote the historical significance of the State Capitol and Union Square. We are committed to this challenge to assist the state Department of Cultural Resources in keeping this treasure open to you and all others who take the time to visit the Capitol.

I would also like to introduce other professionals, (non-board members) who are volunteering their time and talents to ensure that we meet the goals and objectives of the marketing committee and the Foundation Board of Directors.

Jenny Taylor, president of Red House Group, has over fifteen years of experience in branding, strategic planning and implementation in the field of public relations and marketing.

Tim Pittman, founder of RightChange.com, has more than twenty five years of experience in public affairs, as well as internal and communications. His challenge is the Web site and has been especially instrumental in wordsmithing the Foundation's updated mission statement.

Graphic designer Eric Forehand, founder and owner of IV Design, worked to provide a fresh, more contemporary logo for the Foundation that will appeal to all ages and diverse audiences. You may already be familiar with Eric's work as he created the Smart Start logo and marketing materials used statewide.

Ben Talton, a student volunteer from Raleigh, is currently working to update and convert our membership database system to the more easily managed Microsoft Access program. This will enable us to better utilize the system as well as target specific groups that may be interested in educational seminars, fundraising and special events.

The other volunteer members on this committee also serve on the Foundation Board of Directors and bring a wealth of knowledge and experience in different areas. Those members include Tom Alexander, Jon Brookshire, and Charles Montgomery. Without the wonderful assistance and commitment by members of the State Capitol staff, this task would be much more difficult. The members include Deanna Kerrigan, Loretta Mainquist, and Terra Schramm.

We plan to introduce our new logo and tag line in the next issue of this newsletter so stay tuned!



With no singular logo, dueling letterheads (at left) and an outdated look, the Foundation needed a brand makeover. The committee plans to unveil a new, fresh logo and tag line to give all marketing materials (including the Web site, pictured above) a consistent appearance.

New Interactive Web Site Brings Capitol to Life

By Terra Schramm, Education & Outreach

In late May, the North Carolina Department of Cultural Resources unveiled an interactive component of its Web site featuring the North Carolina State Capitol. The site features videos, artifact interactives and Web links that work together to showcase the dual purpose of the building, which functions both as a historic site and the working office of the governor.

“This online project combines traditional and experiential learning,” said Cultural Resources Secretary Linda A. Carlisle. “It’s a fun and engaging way for teachers and students of all ages to learn about an important part of North Carolina’s story.”

The Web site tells the story of the Capitol, from its completion in 1840 to the election of the state’s first female executive, Governor Beverly Eaves Perdue. “The ultimate goal for this project is to introduce potential visitors to various aspects of the State Capitol,” said Capitol curator Tiffianna Honsinger, who narrates the site’s history video. “It’s less static than a typical photo gallery or Web page, which I believe will hold viewers’ attention and get them excited about their visit.”

Visitors who use the Web site also have a chance to learn a little more in-depth information about different people involved in the Capitol’s history than they might on a regular visit, given the time constraints of an average tour. In the “Faces of the Capitol” segment, visitors to the site are introduced to six diverse personalities, including Abraham Galloway, a former slave and Reconstruction era senator, and Lillian Exum Clement, the first woman elected to serve in the North Carolina House of



Top: Visitors begin their tour of the Web site from this page to the old time music of the Southern String Band. Bottom: Deanna Kerrigan explains why you can see George Washington in four different places in the “Capitol 411” segment.

Representatives.

A special section called “Capitol 411” appeals to the elementary school crowd and touches on many of the questions children often ask when they visit the Capitol. In this segment, hosted by site administrator Deanna Kerrigan, kids learn why there are so many images of George Washington, a Virginian, in North Carolina’s capitol and what the building has in common with ancient Greek temples.

Chrissy Pearson, the Governor’s press secretary, gives users a detailed look at the Governor’s office in the “Capitol Today” section. She points out some of Governor Perdue’s favorite items, like the table attributed to free black cabinetmaker Thomas Day, and explains how the office’s arrangement reflects Perdue’s style of governing.

Also included is an education overview for teachers, a “Guess the Artifact” puzzle, and more links with

information about other aspects of the Capitol not covered in the video segments. “This format will also allow us to continue adding information as we are able—perhaps the future holds special videos on upcoming exhibits, major events, architectural studies, or more in-depth stories about the people who worked in this wonderful building,” Honsinger said. “In this way, too, the interactive can be an invaluable tool to researchers and students learning about the Capitol.”

We invite you to check out the Web site when you have a chance—you might just learn something new!

www.ncculture.com/interactive/state_capitol/index.html



From the Site Administrator: Technological Advances



Deanna J. Kerrigan

I remember clearly the first time I used a computer. In my senior year of college, we were required to take a computer class consisting of endless lectures on how a processor is built, the real meaning of RAM and how to write formulas for such useful tasks as making numbers print out in the design of a flower. My final exam involved several hours of inputting formulas into Word Star to get a picture of something made from numbers. I wouldn't know what the desired image was because at the end of my three hour ordeal, the computer lab printer spat out 52 pages of the letter "e". I cried (really). And I went off to graduate school with my electric typewriter swearing I would never use a computer again.

So it's funny now that most of my communication is by e-mail, I share photos, videos and even virtual scrapbooks with my family via our family Web site, and I don't even think about opening a cookbook anymore (epicurious.com). I regularly videoconference with my nephew and niece via Skype and have reconnected with friends from my widely traveled life on Facebook. Who knew?

The life of the Capitol has taken on new dimensions as well. As we go to press for this newsletter, very talented DCR staff are finishing a new Web interactive for the Capitol that includes biographies, artifacts and video tours for different age groups. We are exploring the possibility of cell phone and podcast tours of the grounds and building. Curious scholars can get answers to their questions easily and quickly by e-mailing our staff. And the Foundation's marketing committee has wonderful ideas of how to bring information out to broader audiences via your Web site. Why, the State Capitol even has its own Facebook page and Wikipedia listing!

Of course, the actual work of the Capitol—preserving and interpreting the building—remains the same. But how we do that and how we connect to people around the world is changing rapidly. It's a testament to our brave staff here that they so willingly dive into new projects, explore new media and seek new connections to people interested in this beautiful building. Some of these ideas work and some don't. But we continue learning, continue pushing and continue exploring how these new technologies can help our cause and broaden our reach. It's an exciting ride that (almost) makes up for those endless lectures. We are certainly glad you are sharing the ride with us!

Calendar of Events

Capitol Statuary Tour

September 19, 12:20 p.m.

Join a member of the Capitol staff for a closer look at the 14 monuments on Union Square. Learn about the artists, symbolism and the sometimes surprising history of these public monuments. Tour will begin at the George Washington statue on the south plaza. Weather permitting.

Capitol Keepsakes: Souvenirs from North Carolina's State House exhibit

Through October 4, 2009

This exhibit will feature several of the mementos depicting the State Capitol since its completion in the 1830s. It will include postcards, print materials, ceramics and other bric-a-brac visitors have taken with them over the years.

Checks & Balances: How Government Works at the N.C. State Capitol exhibit

October 9 -January 19, 2010

This exhibit will allow children and adults alike to discover how North Carolina's government works.

Scare on the Square

October 24, 5:30-9:30 p.m.

Bring the whole family out for a spooky night downtown! You'll embark on a tour of this 169-year-old building that will highlight all the strange and eerie things people claim to have experienced here over the years. Music and carriage rides will keep you entertained as you wait for your tour outside on the east grounds. Tours are limited, so pre-registration is strongly encouraged for this popular event.

For more information on any of these events, please call the Capitol at 919-733-4994

Become a Pillar of Society: Doric, Ionic, or Corinthian

State Capitol Society Membership Form

Membership benefits include a handsome cast-metal State Capitol pin, yearly membership card, subscription to *Anthemion* quarterly newsletter, reduced rates for annual history excursions, reduced admission to Capitol social events, invitations to public programs, & special tours by request for your organization or company.

Levels of Membership

- Senior/ Student Membership \$10
- Individual Membership \$20
- Family Membership \$40
- Rotunda Membership \$100
- Doric Membership \$500
- Ionic Membership \$1,000
- Corinthian Membership \$2,500
(corporate 2 years, individual 3 years)
- Crown Membership \$5,000
(corporate 3 years, individual 5 years)

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