

# TREASURE ISLAND TIDES

NEWS FROM THE TREASURE ISLAND MUSEUM ASSOCIATION

DECEMBER 2013 ISSUE NUMBER FIVE

## LECTURE SERIES: LITTLE ISLAND, BIG IDEAS



On the same terrazzo floor that Pan Am Clipper passengers crossed during the 1939–40 fair to board their flight to Asia, the same floor where for twenty years the Treasure Island Museum welcomed guests, now each month experts on Treasure Island's past, present and future bring the island to life before dozens of fascinated listeners.

We originally planned our new lecture series, "Little Island, Big Ideas," as an opportunity to present, and capture on video, the many facets of the island's history as well as the sustainable technology of the island's pending redevelopment that is part of our vision for the future Museum.

The series has succeeded beyond our wildest dreams! At the inaugural lecture in March at the San Francisco History Expo at the Old Mint, author Richard Reinhardt captivated a standing-room-only audience with his gorgeous slides and entertaining stories about the Golden Gate International Exposition. The monthly talks then moved to the Building One lobby with topics including the construction of the Golden Gate

and the original and new Bay Bridges, the Pan Am Clipper flights, the Navy years, the island today and its planned redevelopment. If you missed these lectures, the videos will be part of the curriculum of our docent training in 2014; see our website for details.

The reception was so enthusiastic that we added

talks on Diego Rivera and Frida Kahlo and the GGIE's Pacific theme. In 2014, the series will focus on the fair's 75th anniversary year, examining the GGIE's master architect and the workers who built it, visiting it through vintage postcards, and talking with folks who remember it.

"Little Island, Big Ideas" is sponsored by The Winery SF and the Treasure Island Development Authority. Check [treasureislandmuseum.org](http://treasureislandmuseum.org) for the latest schedule.



Top: TIMA VP Anne Schnoebelen delivers her lecture, "The Cult of Pacifica: Treasure Island's Vision of Pacific Unity".

Above: The route of the Pan Am Clipper flying boats, from Treasure Island to Manila, shown by John Hill of the SFO Museum

## WALKING TOURS AND OUTREACH

Treasure Island was the first stop toward the mountaintop for a group of trekkers from the Exploratorium, who arrived on sailboats from the Pier 15 museum on a four-day odyssey to Mount Diablo. Exploratorium science staff and TIMA offered presentations in the Building One lobby.



Exploratorium Artist Mary Elizabeth Yarbrough and Scientist Ron Hipschman

We also welcomed groups arriving by more conventional means, including 50 seniors from Oakland in March and the San Francisco Tour Guide Guild and a group of architecture students from Everest Public High School in June. Walking tours and slide presentations in Building One, offered at several of the monthly TI Flea Markets, were led by TIMA vice presidents Anne Schnoebelen and Mimi Manning with volunteers Mike Daly and Jos Peijnenburg. 2013 marked our fifth year at the Dragon Boat Festival on the island, and our third year at the S.F. History Expo at the Old Mint.

*Continued over*



Dragon Boat Festival

## WHAT'S NEXT? GGIE DIAMOND JUBILEE! (AMONG OTHER THINGS)



THROUGHOUT 2014, TIMA will be celebrating the 75th anniversary of the February 18, 1939, opening of the fair. Join a festive celebration in Building One on February 15, 2014, featuring personal memories of the fair from raconteurs Richard Reinhardt, Claire Isaacs Wahrhaftig and others, as well as exhibits and memorabilia (bring your own).

OUR MONTHLY LECTURE SERIES, *Little Island, Big Ideas*, will continue with at least three more talks keyed to the Exposition, including one at S.F. History Expo on March 1. Other lectures will examine the experiences of

gay recruits on Treasure Island during World War II and the fascinating natural and cultural legacy of neighboring Yerba Buena Island.

OUR ISLAND WALKING TOURS will welcome groups including San Francisco City Guides and followers of the "Lost San Francisco" Facebook page. We will open a new exhibition on the fair.

AND YOU ARE INVITED to the docent training classes that we plan to begin in 2014. Visit [treasureislandmuseum.org](http://treasureislandmuseum.org) and join our email list for the latest updates.

THE PLANNED REDEVELOPMENT of the island

might be approaching its next leap forward since its 2011 approval by San Francisco. As of this writing, the final agreement on the Navy's handover of Treasure and Yerba Buena Islands to the city and the developer is scheduled to go to the island's governing board in December 2013, and then on to the Board of Supervisors. Although things usually take longer than expected, the first phase of the land transfer, including Building One and the historic district, could take place as early as the fall of 2014, bringing the eventual return of the Treasure Island Museum one step closer.



# ASSOCIATION ACTIVITY

**Acquisitions in 2013:** What does a 450-year-old ceramic box have to do with an island that is just 75 years old? Well, this small lidded box, made



in northern Thailand in the 16th century, was imported for exhibit at the Golden Gate International Exposition. It was a gift of Henry Gardiner, who was Director of the San Diego Museum of Art in the 1970s.

Collections of original photographs by two important chroniclers of the fair, Holman Lenhart, staff photographer to the "Cavalcade of the Golden West" and "America! Cavalcade of a Nation" performances, and Ted Huggins, a member of the GGIE's Publicity and Advertising Committee, were donated by Gerard Fogel and Carol Trabert respectively.



We thank them and these other generous donors who added to our collection in 2013: Cathy Canaday, Claire Isaacs Wahrhaftig, Jason Vanderhill, Charles A.

*GGIE slides taken and donated by Richard Ham*



**TREASURE ISLAND MUSEUM ASSOCIATION**

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## **Treasure Island Tides**

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Lloyd, Andrew M. Canepa, Don Prell, Linda Malm, Bruce Gifford, Paul Lufkin, Curt Haney, Vicki Burr-Chellin, Bruce Bliven and Richard Ham.

**We greatly appreciate offers of materials relating to Treasure Island. Due to limited space and staff, please contact us first with a description of your object(s). Email [registrar@treasureislandmuseum.org](mailto:registrar@treasureislandmuseum.org) or call (415) 413-8462.**

**Exhibitions:** Our exhibit space on the island expanded in late 2013 through our ongoing partnership with The Winery SF, located just behind Building One. Iconic images from the GGIE were installed to inaugurate the new space, which figures in our plans for a spring exhibition.

The "Building Bridges" exhibition moved in February from the San Francisco Main Library to our Room 111 Gallery off the Building One lobby, and our exhibit in the lobby continues.

**TIMA People:** The quality of our one-person staff, Anna Lau, was proven in January when the S.F. Museum of Modern Art hired her away from us. Our new Office and Collections Manager, Nicole Giglio, received her Master's in Museum Studies in June from JFK University. She specializes in collections management and social media, and is as thrilled to be continuing her museum career with TIMA as we are to have her.

In 2013, TIMA focused on building our Board's capacity to realize our long-term vision of a reestablished Museum. We added five new Board members: art and travel expert Susan Warburg, who had been involved with the Magnes Museum along with trustee and husband Felix; attorney Jim Barringer; nonprofit and high-tech finance executive Carol Lustenader; environmental consultant and planner Jared Goldfine; and Navy veteran and personnel advocate and former island resident Lauren Moody. Our Governance and Development Committees now meet regularly, and include both Board members and other talented volunteers.

*Continued from front*

**Off the island,** Ms. Schnoebelen gave a presentation to veterans of the LCT Flotillas of World War II and accepted an award at the annual dinner of the San Francisco History Association on behalf of TIMA Advisory Council member Richard Reinhardt, author of *Treasure Island 1939-1940: The Exposition Years*.

**In September,** we enjoyed a visit from Susan Rush, the art consultant who retained artist Lowell Nesbitt to create the Building One lobby

**Volunteers:** These volunteers and docents helped make our programs and exhibitions happen in 2013: Jos Peijnenburg, Brad Tanzman, Paul Lufkin, Lauren Moody, Virgilio Cardona, Anne Tignanelli, Arthur Corbin, Zelda Holland, John Underhill, Paradise Osorio, Steve Saunders, Julio Flores, Denis Quinn, Mike Daly, and most of our Board members.

**Collaborations:** In 2013, TIMA partnered with local students to advance our goals while furthering their education. Twelve talented graduate students in Multimedia Communications at Academy of Art University created short videos about the museum and Treasure and Yerba Buena Islands.



*TIMA Advisory Council member Ruth Gravanis supervises students videoing the islands for TIMA by boat.*

A team of dynamic young mid-career professionals from the MBA program in Sustainable Management at the Presidio Graduate School crafted a marketing and brand awareness plan for TIMA.

And Moesha Baker, a student in Office Administration at the island's Job Corps Training Center, interned in our office.

**Treasure Island is a community** of diverse organizations with a culture of cooperation. We appreciate the support of the Treasure Island Development Authority, The Winery SF, Treasure Island Job Corps, Swords to Plowshares, the Treasure Island Yacht Club, the John Stewart Company and their lobby guard and our ad hoc docent Pelton Stewart and, off-island but here in spirit, the Art Deco Society of California.

mural. Nesbitt, a well-known photorealist, came from New York to Treasure Island in 1975 to supervise the painting of the mural. Like the



*Susan Rush, in front of the mural she helped bring to the Building One lobby*

founding of the Treasure Island Museum, the Sea Services mural was a United States Bicentennial project.