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Organization Research Report - Sam and Alfreda Maloof Foundation for Arts and Crafts

The Sam and Alfreda Maloof Foundation is a non-profit foundation created to preserve the legacy of Sam and Alfreda Maloof whose home was a historic woodshop and held an extensive art collection. Sam and Alfreda Maloof have passed away with Alfreda passing in 1998 and Sam in 2009. In light of the 210 Freeway construction project, the Maloof residence and woodshop, being recognized as a historic site, was to be relocated to a new area. The Sam and Alfreda Maloof Foundation was created to fund the relocation of the residence. The house, woodshop, and its belongings were moved to the base of the San Gabriel mountains in the Alta Loma, Rancho Cucamonga. The new site was chosen for its existing lemon trees which pay homage to the original site's function as a lemon grove. The foundation's mission is to honor and further the legacy of the Maloofs, serve as a preservation of artistry in collection and expression, foster reconnection of human values with natural forms and materials, and produce educational tours, exhibits, and programs.

Sam and Alfreda Maloof have a long history of cultivating and producing artworks within their home. The artworks which Sam and Alfreda collected and created continue to be displayed in their relocated home studio. Most notably, Sam was a prolific woodworker best known for his wooden rocking chairs. This enamoration with woodworking reflects a deeper fascination with connecting the arts with nature. The garden of the Maloof foundation is just as important to its identity as the woodshop. The land on which the foundation sits on is a certified wildlife habitat which the foundation prides itself on. There is an inherent connection between art, nature, and science at the Maloof foundation which creates an interesting intersection.

The organic meddling of various themes and disciplines at the Maloof foundation can even be found in its organizational structure. The foundation is comprised of several teams which ensure that the Maloofs' legacy and values continues to this day. There is a team of officers, directors, staff, educators, and emeritus directors. The people who are a part of these teams are as varied as the teams themselves. Council members, professors, architects, and community leaders

are all part of the Maloof team, just to name a few, most of which had some connection to the Maloofs. The staff and education team are primarily the ones who support the everyday operations of the foundation with assistance from volunteers. The volunteers are predominantly Pitzer College students who are brought on as unpaid interns to earn course credit.

The education team and volunteers are largely responsible for creating and executing the various programs provided by the administration. There are two main educational programs which the foundation provides: the Artful Living program which offers after school activities and tours and the Maloof Teen Program which provides teens with insight on art practices and careers. The foundation also has workshops run by their teacher-artists relating to the exploration of art mediums. Currently, there is a plan to develop workshops and activities centered around the garden to help further the STEAM program.

There is some potential for CSUSB students to work with the Maloof Foundation on some of their programs in the sense that they have volunteer opportunities available to university/college students. There is no specific manner in which CSUSB students can collaborate with the foundation due to its small team and limited resources, though the foundation is looking to increase its capacities through grants. Perhaps, there could be a coordinated effort between CSUSB and the Maloof Foundation by having CSUSB students go to the foundation as a volunteer day. Further communication between the two organizations would need to occur to better solidify what collaboration could look like.

While quite established within the art community, The Maloof Foundation is still a small team of people looking to preserve and further the Maloof's love for art. They offer as much as they can to as many people as they can. The honesty and openness of the organization and its team leaves me with no unanswered questions. Should any arise, I feel that I can easily have them answered through a quick email. I look forward to increasing my engagement with the Sam and Alfreda Maloof Foundation and hope to see them continue to prosper.

Interview Questions

Here are the interview questions which I asked the Director of Museum Education Leslie Matamoros which builds upon the information above and provides further context. I initially went to the Maloof Foundation in search of an internship and decided to utilize the opportunity to deepen my knowledge about the foundation. As such, much of the information I present above

comes from casual conversation between myself and Leslie. The questions I asked were meant to further my own understanding and build upon that conversation.

The answers to these questions are paraphrased and not direct quotes.

Q: I noticed that the Maloof Foundation team is composed of people from various backgrounds and practices. What do you think has drawn such a diverse group of people together?

A: The diversity of the Maloof team was organic. Sam was alive when the foundation was created, so many of the original members were people who were close with him and Alfreda. To this day, many of the people who work at the foundation are those who knew Sam personally. There has been a long lasting community of people and artists who were impacted by the Maloofs and continue to embrace their legacy.

Q: The landscape, the garden and lemon trees, seem to be an integral part of the Foundation's identity. What about nature helps support the mission of the Foundation?

A: The Maloofs' were naturalists. Sam, in particular, was looking to get away from the suburbs and reconnect with nature. This started their interest in creating a garden and is why the current location has a robust garden. The connection to nature is what fueled Sam's passion for woodworking and why the woodshop continues to be active. The natural aspect of the Foundation came organically from Sam. Currently, there are efforts to increase the connection between art and nature. Art lessons and activities are being built with the intention of incorporating the garden in some way.

Q: The Foundation is frequently showcasing and uplifting contemporary artists through their exhibitions, newsletters, etc. Are these artists coming to you or does the Foundation actively seek out artists to showcase?

A: A bit of both. Though not explicitly expressed, a big reason as to why people and groups choose to exhibit their works at the Maloof Foundation is because the foundation doesn't have a cost barrier. The foundation doesn't have a fee for anyone wanting to exhibit and doesn't take a cut out of whatever artworks are sold during those exhibitions. It also helps that many people working at the foundation are already heavily involved in the art space making it easier to find people who would want to exhibit or be mentioned in publications.

Q: How can students interact/involve themselves with the foundation and is there any opportunity for collaboration with CSUSB students?

A: The Maloof Foundation is currently trying to expand its internship and volunteer opportunities so that more students can get involved with the foundation. The major hurdles come from having a small staff team and limited availability. There are some potentials for remote work in developing lesson plans or activities which are also being worked on. The production of prints is often as important/notable as the final product that comes from it.