

DUNCAN McCLELLAN FALL

Art collection at Raymond James' headquarters serves as inspiration for employees and as a tool for recruiters.

By DAVE SIMANOFF
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TAMPA — One of the largest and most impressive art museums in Florida doesn't have a gift shop.

It won't make you buy a ticket.

And it won't even hit you up for a donation.

That's because it doesn't consider itself a museum.

It's Raymond James.

Yes, that Raymond James.

The financial powerhouse has one of the largest art collections in the Southeast at its headquarters, a tidy, unassuming four-building corporate campus in St. Petersburg.

The Raymond James collection contains about 1,800 pieces. Just a few items are owned by the corporation; the majority — more than 98 percent of the collection — belong to Chief Executive Officer Tom James and his wife Mary. Three full-time employees look after the collection: a curator, an assistant curator and a tour organizer. Many employees sign up for 24 hours of training so they can lead tours for visitors.

Want to know how much the collection is worth?

So do we.

Cheryl Ganster, the company's curator, knows but she's not telling. And, since the art collection is all but owned by Tom and Mary James individually, the company's corporate filings give no clue to the collection's value.

"That's personal information that I really can't give out," Ganster said. "But let's just say this — it's very valuable."

Still, you don't need price tags to gauge the size, scope and significance of this art collection.

Walk through Raymond James' office complex and you'll be hard-pressed to find a blank wall or empty pedestal.

Start behind the security desk between Tower Three and Tower Four and you'll find a collection of Duncan McClellan vases and sculptures, glowing on pedestals.

Head upstairs to the atrium and you might almost miss the two iconic Peter Max paintings on the wall near the Coke machine. Cross through the atrium and continue down the hallway for a taste of pop expressionism from Palm Harbor-based artist James Michaels — the larger-than-life Barney draws your eye into a massive painting about dinosaurs, the oil industry and extinction, while a cocky Buzz Lightyear stands tall in one of several paintings juxtaposing the science and science fiction of space travel.

Like art that's a little more traditional? Head to the boardroom and executive suite to find a collection of Native American-themed paintings and sculptures, including David McGary's "Bear's Nest," a bronze sculpture depicting a Dakota Sioux Indian warrior.

Go down one floor to find an impressive collection of wildlife art: lions, tigers and bears, oh my!

"Each time we give a tour, people are amazed at the amount of artwork in our collection," Ganster said.

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Artwork shouldn't be racy, adviser says.



Watch Dave Simanoff's report at 5 p.m. today on News Channel 8.

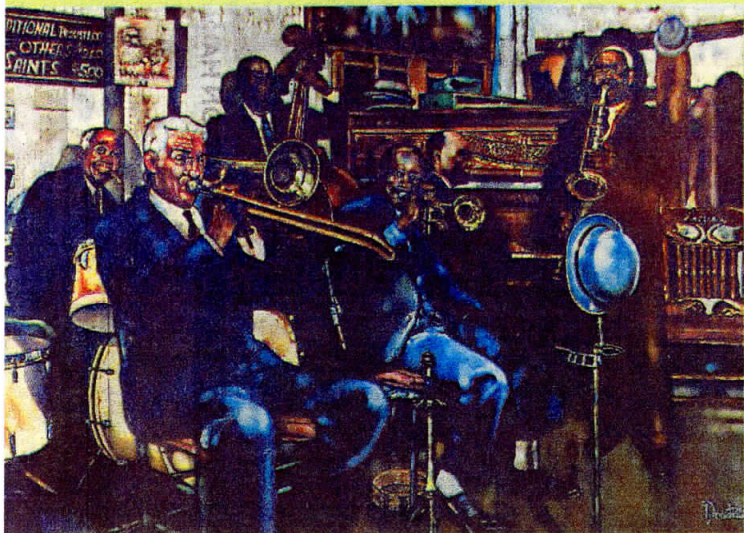
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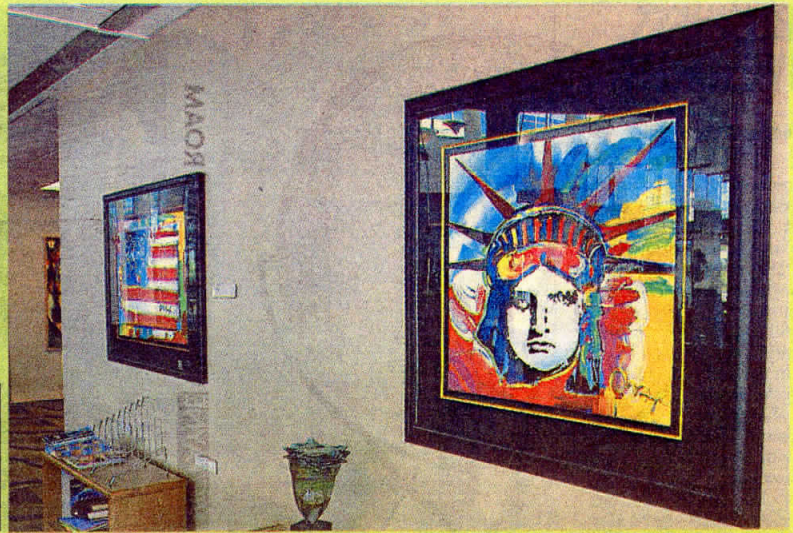
WALL-TO-WALL

PATRICK DONATELLI PRESERVATION HALL





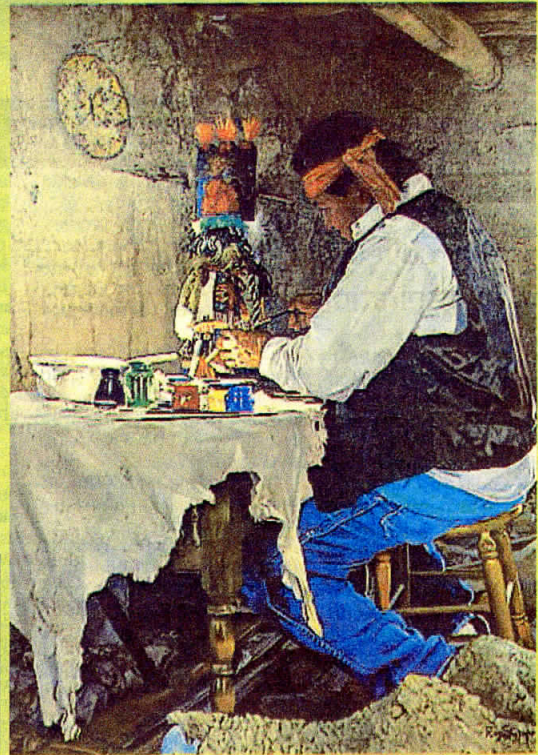
PETER MAX TWO WORKS



ALL INVESTMENTS



BILL SCHENCK OH, YOU WANT TO SEE MY GUNS?



RAY SWANSON MISHONGNOVI KACHINA CARVER

Tribune photos by MARK GUSS

“It has been proven that if there’s art in the workplace, it makes the people who work there so much more creative.”

CHERYL GANSTER
Raymond James art curator

BUSINESS INVESTMENT

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At Raymond James, good art is considered good business. "It has been proven that if there's art in the workplace, it makes the people who work there so much more creative," Ganster said.

"If you're having a problem with some kind of issue, if you go out in the hallways and look at artwork, it starts to relax you and it shows you things that other people might not be able to see when they're looking at a blank wall."

Does that mean that artwork, of all things, gives Raymond James a competitive edge?

"Absolutely," Ganster said. "No question about it."

The art collection also helps Raymond James recruit employees. Caroline Tracker, a support specialist in the company's private client group services department, said she sought a job at Raymond James seven years ago because she was impressed by the art collection and she liked the company's reputation for giving back to the community.

"Oh my gosh, it's amazing," she said. "There isn't a museum that comes close to what we have here."

Tracker said the art helps calm her on stressful days.

Would posters or print have the same effect?

"Oh, it's not the same thing," she said. "Nothing takes the place of original art."

Carol Berends, a learning specialist for Raymond James, agrees that good art helps employees perform better at



Tribune photos by MARK GUSS

The halls at Raymond James' headquarters in St. Petersburg are lined with artwork. Curator Cheryl Ganster says, "If you're having a problem with some kind of issue, if you go out in the hallways and look at artwork, it starts to relax you."

work.

"It enhances our work environment to have this art, to be surrounded by it 24 hours a day," she said. "There aren't many people that get to work in an art gallery, and we do. I think it makes us more productive."

The art collection also helps Raymond James reach out into the community. School and community groups come from across the Tampa Bay area to see the collection.

"It's really a wonderful advertisement for Raymond James," she said.

Many companies consider art a "tremendous benefit for employees," said Pablo Schugrensky, owner of Seattle-based Meta Arte and an art

consultant that has worked with Microsoft Corp. and other companies on their art programs.

"Anything that brings art into the daily lives of individuals, be it the workplace or public art or shared spaces, is welcome and of great value," he said. A visually stimulating environment is a perk that builds employee morale and boosts performance.

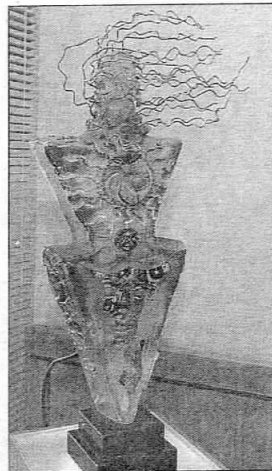
Plenty Of Company

Raymond James isn't the only company with fine art on its walls and in its halls.

Tour Gap Inc.'s headquarters in San Francisco, and you'll find an art collection owned by company founder Donald Fisher. Hallmark displays its collection of photographs in its Kansas City headquarters. PepsiCo's headquarters in Purchase, N.Y., features a sculpture garden. JPMorgan Chase boasts one of the oldest and largest corporate art collections in the world, with more than 30,000 items in 450 offices around the world.

Closer to home, Nielsen Media Research's Global Technology and Information Center in Oldsmar features photographs and original paintings in office areas and conference rooms. The company recently installed a metal sculpture of vintage TVs in its lobby, and it recently started looking for ways to showcase local artists' works.

"It was important to have our employees take enjoyment and pride in the space itself,"



Susan Gott's *Ritual Spirit* is among the pieces on display.

said Amy Rettig, director of communications.

Keep It Clean

The types of companies buying art have changed during the past two decades.

In the 1980s, it was very common to find large corporations acquiring works of art: it was seen as a corporate responsibility to support the arts, according to art adviser and curator Renee Vara at New York-based Vara Global Fine Arts LLC.

After Sept. 11 and the corporate scandals of Enron, WorldCom and Tyco, austerity is the order of the day, she said.

Buying art "seemed egregious to a lot of American board members," she said.

"They see it as a luxury. The first thing that gets cut back is art spending."

However, companies that aren't privately traded — and, therefore, don't have to report to shareholders and open their financial books to the public — still are very eager to collect art, Vara said.

Companies involved in design and fashion also are very likely to own art, she said. Chanel and Versace both have art programs, while Donna Karan is known for displaying both art and antiques, she said.

Corporations need to be very careful about what they collect and put on the wall. Avant-garde art might appeal to collectors, but work with controversial themes might not appeal to workers or clients, Vara said.

"No religion," she said. "Nothing suggestive. No drugs."

Back at Raymond James' headquarters, Ganster said the company doesn't display nudes or anything else that might offend people.

"No Mapplethorpes," she said, referring to the controversial photographer. "None whatsoever."

Still, she said, her goal is to bring a wide variety of thoughtful and thought-provoking art to the office.

"Wouldn't it be boring if we all liked the same artwork?" she asked.

Reporter Dave Simanoff can be reached at (813) 259-7762.

IF YOU GO

The best way to see the Raymond James art collection for yourself is, quite frankly, to get a job with Raymond James. If you're happy with your employment situation, however, you're not out of luck. Here are your options:

- Raymond James opens up its art collection to visitors Saturdays and Sundays from noon to 5 p.m.
- Call tour coordinator Lexey Lee Covell at (727) 567-1363 to arrange a tour for your school group or community organization.
- View some of the artwork online at www.raymondjames.com. Click on "About Our Company," then "Support for the Arts," and "Virtual Art Tour."

For Art Fans

Raymond James' seventh Annual Wildlife & Western Art Show will bring well-known artists such as Vic Payne, John Seerey-Lester and Orelund Joe to St. Petersburg. The show is open to the public April 29, from noon to 5 p.m., and April 30, from 11 a.m. to 4 p.m. Raymond James' headquarters are at 880 Carillon Parkway. Visitors should follow signs to the main entry between Tower III and Tower IV.