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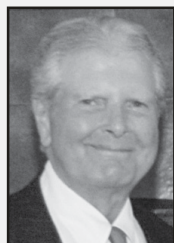
EDITORIAL

How supporting art elevates Silicon Valley: A Montalvo case study

Silicon Valley's global profile as a center of technology innovation has never been accompanied by a reputation for artistic achievement.

That's changing in 2013 — if Silicon Valley business leaders come to understand that nurturing a culture is key to growth.

One engine of the change we seek is tucked



Don Lucas

into the hills of Saratoga, at the Montalvo Arts Center. Montalvo is launching a \$50 million campaign to secure its future as a cultural institution and incubator, where artists conduct residencies and engage Silicon Valley residents through educational programs.



Sally Lucas

Beyond the residency program, the center brings world-class concerts and other performances to Silicon Valley, supports the visual arts and offers the public 175 acres of tranquil woods with miles of trails that are open 364 days a year.

The 2013 campaign got its start with a \$10 million gift from Don and Sally Lucas. Don's career building a car dealership business now enables the couple to make eye-popping acts of philanthropy. The Lucases' kick start

at Montalvo has been amplified by a \$5 million gift from Dan and Charmaine Warmenhoven. Dan serves as executive chairman at computer storage giant NetApp.

The David and Lucile Packard Foundation kicked in a \$500,000 grant to fund operating expenses of the campaign.

Montalvo's executive director, Angela McConnell, has made smart moves at the art center, pushing its educational and community outreach activities to the front. She understands that Montalvo needs to export its culture-building to surrounding towns, given the center's secluded location.

So why does supporting Montalvo and other art institutions matter in a world — and region — with so many needs? Because Silicon Valley must diversify as it matures.

We have the world's best business brand, but that's not enough to ensure our long-term dominance as a global magnet for innovators.

For Silicon Valley to reach and maintain its potential, it needs to delight people by stimulating all their interests — not just their business instincts.