



**Robert J. "Bob" Morrison**, 74, of Philadelphia, died on March 17, 2019 after a brief illness.

Art collector, philanthropist, and communications professional, Morrison supported arts and social-service organizations across the region for many decades and will be remembered for his passionate advising of fellow collectors on matters of estate planning and legacy building.

Born and raised in Buffalo, New York, Morrison attended Colorado College and graduated with a degree in economics. His career as a writer and producer in the advertising industry began in New York in the 1970s, where he worked for BBDO in New York and McCann-Erickson in New York and Toronto. He came to Philadelphia for a position at NW Ayer and served as executive creative director of several Philadelphia advertising agencies.

Morrison was the recipient of over 235 national and international creative awards, including the US Commercial Film Festival/Gold Palm. He was the Founder of The Project Group, which focused on strategic and creative development for a variety of international pharmaceutical firms. Among his well-known accounts were Alpo, Meow Mix, and Coca Cola, and he was responsible for many beloved jingles, including the "Nobody bakes a cake as tasty as a Tastykake" tune.

Acquiring his first artwork at the age of 12, Morrison became a dedicated early collector of Pop Art. His advertising career in 1970s New York exposed him to the work of artists such as Andy Warhol, Roy Lichtenstein, and Jasper Johns, who themselves worked in advertising at the time. Through the mentorship of artists, curators, gallery directors, and established collectors, he began acquiring prints, paintings and sculptural works. His collection later expanded to include photographs, signed art books, and video.

His collection had unique qualities. Shelley Langdale, Curator & Head of Modern Prints & Drawings, National Gallery of Art said: "Bob was an amazingly generous and warm person whose passion for art was deeply felt and infectious for anyone who spent time with him. His collections of contemporary prints and photographs was wide-ranging, and his innate sense of curiosity often lead him to acquire unusual works by well-known artists. He also played an important role as a supporter of emerging artists and young collectors, the latter a focus of his recent philanthropic work as he sought to engage young Philadelphians and New Yorkers in the practice of collecting and donating works of art—the endeavor that had brought him such great joy and satisfaction in his own life. Bob loved to bring people of mutual interests together and I am honored to have been among the participants in his numerous dinner and cocktail parties, where fascinating conversations were the primary sustenance. His presence in the Philadelphia art community will be greatly missed, but we will remember him with great fondness and as an exceptional source of inspiration as we continue to advocate for support of the fine arts."

Morrison's collection of over 200 prints, photographs, paintings, and sculpture, along with his large collection of signed artist books, will be sold at Freeman's this fall.

Morrison was dedicated to the transformative power of philanthropy and establishing a meaningful legacy, first addressed when he was a board member and from 2002-2006, Board Chair, of the Delaware Valley Legacy Fund. He was active in a number LGBTQ giving circles and charities, including: Funders for LGBT Issues, the Philadelphia chapter of Outgivers, and amfAR. In 2007, in partnership with Rockefeller Philanthropy Advisors and U.S. Trust, Morrison created and developed *The Fine Art of Tangible Assets*; a monograph

and conversation on how art collectors can use their collections for valuable philanthropic capital. He also helped launch the WillPower Project, an initiative which encourages LGBTQ+ individuals to create wills and estate plans that would give back to the LGBTQ community and protect their partners and loved ones.

A champion for photography and printmaking, Morrison was a highly dedicated and integral member of the Board of Governors of The Print Center, Philadelphia. Morrison's relationship to the Print Center stretches back more than 30 years, when he joined as a member within his first week living in Philadelphia in the late 1970s.

Liz Spungen, Executive Director of The Print Center, said: "Bob brought creativity and passion to everything he touched. His devotion to The Print Center was remarkable, and we were incredibly fortunate to have his leadership."

He also enjoyed meaningful participation in many other arts organizations over the years, the Institute of Contemporary Art, Philadelphia Museum of Art, Pennsylvania Academy of the Fine Arts, the Woodmere Art Museum and Philadelphia Contemporary all benefitted from his advice, as did many other financial, estate planning and LGBTQ initiatives.

Morrison was committed to educating others about collecting art, and especially to developing future generations of art collectors and patrons. As a mentor to young artists, he developed the M(eye) environment project with Hussain Aga Khan, the University of the Arts and the Philadelphia Zoo, to empower youth through photography. He also served as an advisor to the emerging art collectors' organization, Philly Stewards.

Bill Valerio, Director of Woodmere Art Museum, described: "Bob was a real connector. There was nothing he enjoyed more than organizing a meeting between a young person with a strong, new idea and a museum director who might be able to help that idea become real."

Bob was the loving son of the late Edgar and Emily Morrison of Buffalo, NY. He leaves behind his brother and sister-in-law Ronald C. (Debra) Morrison of Lockport NY, his nephew and nieces, Brian Morrison, (Bianca) Gatto and Kathryn (James) Paolini, and his great-nephew and niece Roman and Mia Paolini.

The Print Center and the Pennsylvania Academy of the Fine Arts invite family and friends to an afternoon celebrating Morrison's life on Sunday, June 30, 2019 from 2 to 4pm to be held at the Rhoden Arts Center in the Samuel M.V. Hamilton Building, Pennsylvania Academy of the Fine Arts, 118-128 North Broad Street, Philadelphia, PA, 19102. Donations honoring Morrison can be made to a fund established in his name at The Print Center, 1614 Latimer Street, Philadelphia, PA 19103, [www.printcenter.org](http://www.printcenter.org). For more information about the celebration, contact The Print Center at 215.735.6090.