



## STATE OF THE MUSEUM – OCTOBER 2016

On behalf of the Board of Trustees and Staff of the Asheville Art Museum, we share this letter with you in thanks for your generous support. Your participation brings exhibitions to the community and region, provides otherwise unavailable arts education in area schools throughout Western North Carolina, presents artist programs, conserves works of art and allows the Museum to offer arts programs to disadvantaged children through scholarships. Below are Museum highlights from the past year and some exciting new things to expect in the upcoming season.

Thanks to your generous support in 2015-2016, the Museum served nearly 130,000 participants, including 32,404 children (over a 50% increase from last year), through on- and off-site exhibitions and educational programs. The Museum's nearly 500 educational programs resulted in 40,729 hours of otherwise unavailable in-depth visual arts and educational programming developed for students, educators, artists, members, families and seniors as well as the Museum's targeted adult audiences: residents of WNC, newcomers to the area and cultural tourists. In addition, in 2015-16 the Museum continued to reach a substantial electronic audience with 461,847 visits to the Museum's website and social media sites (a 47% increase from FY15). An estimated 153,900 people learned about Museum programming through television and/or radio broadcasts. As of June 30, 2016, the Museum's Permanent Collection, the only such resource in the region, numbers 4,098 works of art in all media -- including 245 new works acquired over the last year -- and 4,905 architectural drawings.

In 2015-16, 18 special exhibitions were on view at the Museum. Select highlights include the following:

- *William Wegman: Cubism and Other-isms* (August 22 – January 10, 2016)
- *Somewhere Between Here and There: Cathryn Griffin* (October 2015- January 10, 2016)
- *Man-Made: The Masculine Aesthetic in Contemporary Quilting* (March 12-May 2016)
- *Appalachian Innovators: Women Makers in the Southern Highland Craft Guild, 1930-2000* (March 12-May 2016)
- *Flourish: Selected Jewelry from the Daphne Farago Collection* (April 18 – August 16, 2015)
- *Vault Visible: Behind the Scenes at the Asheville Art Museum* (January 16, 2016 - present)

In 2015-16, the Museum presented nearly 500 educational programs. Adult educational programs offered this year include *Lunchtime Art Break* talks led by staff, visiting artists and critics; *Up for Discussion* after hours lectures highlighting current exhibitions; *Discussion Bound* monthly reading group; *Art Adventures* travel experiences; docent- and staff-led gallery tours; workshops and classes taught by local and visiting artists; monthly film screenings; musical performances and special events. In summer 2016, twelve interns received in-depth professional training and development by working with the Museum's curatorial, development, communications and education staff. One of the summer interns, a student at Smith College, focused exclusively on researching national museum programs that increase accessibility.

Over the past year, 1,692 K-12<sup>th</sup> grade students participated in Museum school tours for a total 2,278 hours of programming. *Summer Art Camp* and *Holiday Art Camp* served 238 K-12<sup>th</sup> grade children with 4,720 hours of visual arts education programming in programs taught by artists in summer 2015 and winter 2015-16. At the close of the 2015-16 school year, the Museum's expanded *LTA* was provided to 75 classrooms in Henderson, Burke, Graham, Jackson, McDowell, Mitchell and Swain counties, delivering quality arts education in 4<sup>th</sup> grade classrooms to over 2,000 students for more than 15,000 contact hours. Because of additional support, the Museum was able to offer *LTA* to 5 additional counties and 60

additional classrooms in FY2016! This program expansion is more than tripled the impact of the program from FY2015, and the Museum will continue to offer the program in counties that were part of the expansion.

*After School Art Adventure*, in partnership with Isaac Dickson Elementary School, provided eight weeks of hands-on studio activities for students in grades K-2<sup>nd</sup> grade. The Museum also continued the after school program, *In Real Life (IRL)*, at the Asheville Middle School in partnership with the Asheville City Schools Foundation. During the 2015-16 program, 278 *IRL* and *After School* students participated in 735 hours of instruction. The Museum's *Home School Program* served students in grades 1-4 in Buncombe, Henderson and McDowell counties providing 107 home schooled students with 161 hours of in-depth arts educational programming. The Museum also engaged 325 college students from throughout the region with specially designed tours. Additionally, this year the Museum's on-site program, *Tot Time*, provided family-friendly programming for 270 young children and their families. These programs resulted in 10,596 hours of educational activities for students.

If you have not been by the Museum recently, we hope you'll visit soon to see exhibitions through October 30th, including *Selections from the Permanent Collection: 140 Years of American Art* and:

- ***Vault Visible: Behind the Scenes at the Asheville Art Museum – Make It Yours!*** reveals the compelling stories behind the Museum's Collection of 20<sup>th</sup> and 21<sup>st</sup> Century American art.
- ***Geometric Vistas: Landscapes by Artists of Black Mountain College*** explores abstract landscapes and cityscapes created by artists who studied and taught at Black Mountain College from 1933-1957.
- ***Creating Change: Political Art From the Permanent Collection*** features photography, sculpture, paintings and prints from the 1930s to the present that challenge viewers to reflect on difficult issues, many of which continue to be relevant in our own day and age.

Furthermore, during the major construction and renovation, the Museum will create pop-up exhibitions and programs in and around Asheville at various locations (libraries, businesses and other institutions). These will include selections from the Museum's collections as well as works representing artists selected for the 2018 inaugural exhibition *Appalachia Now!*, which will provide a contemporary snapshot of Southern Appalachian artists, culture and art.

Because of your support, the Museum is now well into the building project to create the new Asheville Art Museum. Over the next months as construction continues, we will invite you to join us behind the scenes of this important project. We have laid the groundwork to grow and improve our programming for audiences of all ages to increase participation and deepen the Museum's impact in the region through innovative exhibitions and educational offerings through increased outreach programming in WNC communities. We hope you will join us in creating an even richer experience for WNC residents and visitors alike.

Thank you again for your commitment to the Asheville Art Museum and to bringing *Great Art & Great Experiences* to WNC! As always, please feel free to provide suggestions on how we can better serve our region.

Sincerely,

Pamela L. Myers  
Executive Director