



## STATE OF THE MUSEUM- NOVEMBER 2017

On behalf of the Board of Trustees and Staff of the Asheville Art Museum, we share this letter with you as an expression of our gratitude for your tireless support and commitment. At the Museum, we are fortunate to work with people who strive to better their community every day. Your participation conserves priceless works of art, positively impacts thousands of children through art education, supports collaboration with regional artists and allows the Museum to reach disadvantaged individuals through program scholarships.

This year, the Asheville Art Museum relocated to our temporary home at 175 Biltmore Avenue on the South Slope until construction is completed on the new Museum. Since our relocation, we are busier than ever. This transition provided unique opportunities to engage with our community in new and innovative ways. With more outreach programs than ever before, the Museum is bringing art to underserved constituents and communities across Western North Carolina. We encourage you to visit our new location to learn about the impact we're making and to see the upcoming exhibition: *Unwrapped: Gifts from the Peter Norton Family Christmas Project* (October 28, 2017-January 21, 2018). Please join us in celebrating the Museum milestones achieved over the past year as we look forward to the exciting new opportunities to come.

As a direct result of your generosity throughout 2016-17, the Museum served nearly 117,500 participants, including 31,665 children, through on-and-off-site educational programs and exhibitions. The Museum provided approximately 36,000 hours of otherwise unavailable arts education and more than 450 high-impact educational programs. Exhibitions and educational programs engaged constituents at regional, national and international levels, reaching participants from every county in Western North Carolina, all 50 states and over 18 foreign countries. In 2016-2017, the Museum increased its digital footprint by approximately 20%, attracting 471,189 visitors through its website and social media. As of June 30, 2017, the Museum's Permanent Collection contained 3,824 works of art in all media, including the addition of 41 new works acquired over the past fiscal year, and 4,908 architectural drawings.

In 2016-2017, the Museum presented 22 exhibitions on the Slope and at various pop-up locations throughout the community. Select highlights from the Slope include:

- *Western North Carolina Regional Scholastic Art Awards* (January 28- March 12, 2017)
- *Pop 'n' Op* (March 18 - May 14, 2017)
- *Hear Our Voice* (May 20 - July 16, 2017)
- *Home Land* (July 22 - October 22, 2017)

In an effort to engage diverse audiences from all backgrounds in active exploration of themselves and their community, the Museum will continue to create pop-up exhibitions throughout Western North Carolina during the Museum's major renovation and expansion project. In 2016-2017, 6 pop-up exhibitions located at numerous commercial and nonprofit locations impacted over 23,000 constituents in the WNC region. Currently, Wells Fargo Bank in downtown Asheville, the WCU Bardo Arts Center, The Collider and various State Employee's Credit Unions are hosting pop-up exhibitions such as *Cherokee Baskets*, *North Carolina Glass* and many more.

The core of the Museum's educational programming for pre-K through 12<sup>th</sup> grade students are the special initiatives *Literacy Through Art (LTA)*, *More Than Math*, *Tot Time*, outreach programming and teacher trainings. At the close of the 2016-17 school year, the Museum's *LTA* reached 61 different classrooms across 6 counties in Western North Carolina, engaging a total of 12,865 students throughout the region. *Summer Art Camp* and *Holiday Art Camp* served nearly 170 K-12<sup>th</sup> grade children with 4,381 hours in programming.

*After School Art Adventure*, in partnership with Isaac Dickson Elementary School, provided twelve weeks of hands-on studio activities for students in grades K-2. The Museum also continued the afterschool program, *In Real Life (IRL)*, partnership with the Asheville City Schools Foundation. During the 2016-17 program, 778 IRL and *After School* students participated in 833 hours of instruction. The Museum also engaged 783 students throughout the region with specially designed tours resulting in 1,112 hours of programming. During 2016-17, *Tot Time* and early childhood education programs were expanded into weekly outreach programs to reach low-income families and build diverse audiences during the Museum's transition while under construction. Tot Time and Early Childhood programs provided 646 hours of educational programming for 600 toddlers and their families.

In addition to the Museum's educational programming for pre-school through 12<sup>th</sup> grade students, the Museum has an active schedule of adult programming. During 2016-2017, adult educational programs included: *Art Break* talks led by staff, visiting artists and guest speakers; *Up for Discussion* series with artists; *Discussion Bound* monthly reading group; *film screenings* exploring multi-media storytelling; *Art Travels* guided art trips; and the *Pianoforte Series* featuring performances by regional pianists. In Spring 2017, the Museum collaborated with Dementia Friendly Western North Carolina (DFWNC) to create a pilot program called Asheville Art Salon, a day program designed to help adults with mild impairment experience the transformative power of art. The Museum also has a robust internship program. In summer 2017, 11 interns received in-depth professional development by working with the Museum's staff. Our summer internship program included a Curatorial Intern for Museum Diversity who researched works by underrepresented artists.

At the Asheville Art Museum, we believe that community involvement is a vital aspect of any project's success and sustainability. We are grateful for the outpouring of support we have received for the large-scale renovation and expansion project to create the new Asheville Art Museum. As the construction continues over the next year, we invite the WNC community to stay involved and engaged during the Museum's dynamic transformation. We look forward to making a significant and tangible impact in WNC over the coming year through improved and expanded educational programming, thought-provoking exhibits and increased outreach to underserved constituents. We hope you will join us in creating a stronger and more cohesive community for WNC residents and visitors alike.

Thank you again for being an integral component of the Asheville Art Museum's future vision and outreach. Because of your continued support, we can share the transformative power of art with our regional community and beyond.

Sincerely,  
Pamela L. Myers  
Executive Director