

State of the Museum, December 2018

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 students, produces high-quality exhibitions, and allows the Museum to reach underserved communities through outreach programs and scholarships. Please join us in celebrating the Museum milestones achieved over the past year as we look forward to the exciting new opportunities to come.

This year, the Asheville Art Museum has operated from our temporary home at 175 Biltmore Avenue on the South Slope while construction continues on the new Museum. With construction near completion, our On the Slope location officially closed to the public on October 14, and we are busy packing artwork and equipment to prepare it for the move into our new facility at 2 South Pack Square.

As a direct result of your generosity throughout fiscal year 2017-2018, the Museum served 366,016 participants, including 59,520 children, through on- and off-site educational programs and exhibitions. The Museum provided 644 high-impact arts education and engagement programs reaching 49,865 adults and children for 55,905 contact hours. Exhibitions and educational programs engaged constituents at regional, national and international levels, reaching participants from every county in Western North Carolina, 44 states, and several foreign countries, including Australia, Canada, United Kingdom, Germany, Guatemala, Holland, Ireland, Mexico, Scotland, and Switzerland. In FY2017-2018, the Museum also reached 624,113 users through its website and social media.

As of June 30, 2018, the Museum's Collection, the only such resource in the region, numbers 4,786 objects—including paintings, works on paper (including photographs, prints, drawings, pastels, collages, and watercolors), sculptures, craft objects in glass, ceramic, metal, wood, and fiber—and 4,905 architectural drawings. In FY2017-2018, the Museum presented ten exhibitions at its temporary (175 Biltmore Ave.) location, ten pop-up exhibitions throughout the community, two traveling exhibitions, as well as lending works of art to six other museums and art centers.

In an effort to continue engaging diverse audiences, the Museum will continue several pop-up exhibitions through the 2018-2019 year. In FY2017-2018, pop-up exhibitions and loans on view at numerous commercial and nonprofit locations impacted over 302,000 constituents in the WNC region. Currently, WCU Bardo Arts Center, Asheville Main Branch of Wells Fargo Bank, The Collider and various State Employee's Credit Unions are hosting pop-up exhibitions or works from the Museum's Collection, including Cherokee Baskets, North Carolina Glass, and more.

The core of the Museum's educational programming for pre-K through 12th grade students are the special initiatives *Literacy Through Art (LTA)*, *More Than Math*, *Tot Time*, *Holiday* and *Summer Art Camp*, outreach and after-school programming, and professional development for educators. This year, the Museum is piloting an early LTA

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program in preschool classrooms at Asheville City Primary School and Preschool and a new curriculum focused on Cherokee art in Cherokee County, NC. The Museum also continued to expand *Tot Time* and other outreach programs to reach low-income families and build diverse audiences during the Museum's transition while under construction.

In addition to the Museum's educational programming for pre-school through 12th grade students, the Museum has an active schedule of adult programming. During FY2017-2018, 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. The Museum has a robust internship program and hosted 18 interns throughout the year. We are also excited to be launching the initiative, *Connections*, after piloting the program On the Slope in 2018. *Connections* is a new arts-based program that expands accessibility for community-dwelling adults with mild to moderate memory loss and their care partners.

The Museum is working on two major exhibitions scheduled for the opening of the new Museum. A national team of scholars and experts in the field are working with the Museum to develop a major re-installation and re-interpretation of the Museum's Collection in newly expanded gallery space. The Museum will also present *Appalachia Now! An Interdisciplinary Survey of Contemporary Art in Southern Appalachia*, a survey of works by emerging and established artists who are living and working in the region, selected by Jason Andrew, a curator and juror of national renown.

Community involvement is a vital aspect of any project's success and sustainability, and we continue to be grateful for the outpouring of support we have received for our arts-based initiatives and the large-scale renovation and expansion project to create the new Asheville Art Museum. As construction nears completion, Museum staff is working tirelessly to plan an exciting schedule of exhibitions, programs, and events. We look forward to making a significant impact over the coming year through improved and expanded educational programming, thought-provoking exhibitions, and increased outreach to underserved constituents.

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

Sincerely,
Pamela L. Myers
Executive Director