



2024 State of the Museum

On behalf of the Board of Trustees and staff of the Asheville Art Museum, we extend our heartfelt gratitude for your continued support throughout this past year. Generous contributions like yours are vital to our efforts as a center for education, exploration, and inspiration, helping us champion the arts and artists, and serve as a cultural resource for Asheville locals and all who visit our wonderful city. With your help, here are some of the things we were able to accomplish in our 2023-2024 fiscal year:

Museum Impact and Activities

The Asheville Art Museum made significant strides, engaging 64,060 participants, 7,971 of whom were children, through a variety of on-site, off-site, and virtual exhibitions and educational programs. Our reach extended globally with substantial online engagement: 415,219 pageviews on our website, 641,067 Facebook impressions, 304,793 Instagram impressions, and 35,300 YouTube impressions.



Programs and Engagement

Our Learning & Engagement team delivered diverse programming to engage the full scope of our community. We hosted three free Community Days featuring dynamic programming for all ages in conjunction with our exhibitions *The Art of Food: From the Collection of Jordan D. Schnitzer and His Family Foundation*, *The New Salon: A Contemporary View*, and *Shifting Perceptions: Photographs from the Collection*. This program features artist talks, guided tours, performances, and demonstrations that unite our community in celebration of art and culture.

We offered a variety of educational programs, including Literacy Through Art, our flagship school outreach program that utilizes visual arts to explore the language arts, and More Than Math, a program that integrates the visual arts into the 3rd- through 8th-grade mathematics curriculum using artworks from the Museum's Collection.

Adult program highlights include Art Breaks, informal gallery talks both educate and engage visitors in dialogue with our staff, volunteer educators, or special guests; Connections, an arts-based program serving adults with memory loss and their care takers; In Conversation, a forum for conversations with artists, experts,

writers, and other special guests; Adult Studio, offering a core curriculum in drawing, painting, printmaking, and three-dimensional media; and Third Thursday, where the Museum comes alive for an evening filled with music, tours, art-making activities, films, and more for Museum guests of all ages.



Collection and Exhibitions

Our Collection, the only resource of its kind in the region, is currently comprised of 8,102 objects and 4,905 architectural drawings—and it continues to grow. Over the past year, we presented 15 onsite and 6 digital exhibitions. Notable exhibitions included *The New Salon*, showcasing diverse contemporary art, and *Shifting Perceptions*, featuring a selection of thought-provoking photographs from the Collection. Important works of art from our Collection have also been loaned to esteemed museums and exhibitions around the country, allowing them to contribute to diverse artistic conversations and inspire a larger group of viewers.

We've also digitized over 2,100 artworks in our Collection. Digitization efforts make our Collection accessible to art lovers, scholars, and students around the world, increasing scholarship, education, access, and engagement. These materials have been viewed 39,102 times by 5,113 users, and have been used to produce four new digital exhibitions, all of which are available on our website.

Accolades and Milestones

We proudly received our fourth accreditation from the American Alliance of Museums in 2023—the highest national recognition afforded the nation's museums, signifying professional excellence. We were also honored with the 2022 National Medal for Museum and Library Services. These are just two indicators we are succeeding in our mission.

None of this would have been possible without your support. From the bottom of our hearts, thank you for your continued support of the Asheville Art Museum. We look forward to working with you to continue strengthening our impact in Asheville, across Western North Carolina, and beyond.

Sincerely,

Pamela L. Myers
Executive Director