



YEAR IN REVIEW & FINANCIAL SUMMARY

FOR FISCAL YEAR ENDED JUNE 30, 2018

EXHIBITIONS



A, B October 2017 marked the Rochester opening of *Wendell Castle Remastered*, the first museum exhibition to examine digitally crafted work by the internationally acclaimed furniture artist. Over more than six decades, Castle's career paralleled the emergence of the American studio craft movement. The artist, who had long ties with MAG, was on hand at the opening to meet and greet members and guests. He passed away just two weeks after the show closed, at the age of 85.

C *Wendell Castle Remastered* also marked the inaugural exhibition in the new Docent Gallery, which features state-of-the-art LED lighting; technology and electrical system upgrades; renovated interior spaces; and a new footprint that increases space in the former Grand Gallery by 20 percent. The project was funded by the largest gift in MAG history—a \$3.5 million commitment from the Feinbloom family—and supported by a \$100,000 New York State grant awarded by Governor Andrew M. Cuomo's Regional Economic Development Council initiative. Pictured: Wendell Castle, donor Joan Feinbloom, and former docent chair Connie Klein at the dedication of the Docent Gallery.

D At the request of the donors, the space was renamed in recognition of the docents, a corps of dedicated volunteers that over five decades has toured hundreds of thousands of visitors through the museum. The timing was inspired, as the docent program celebrated its official 50th anniversary in spring 2018. Pictured: Docents past and present gather for the dedication of the new gallery.



In October 2017, director Jonathan Binstock held a press conference at SoHo House in New York City, where he announced a new media art series inspired by the history, politics and culture of Rochester. Titled "Reflections on Place," the series would include commissions by three prominent artists—Javier Téllez, Dara Birnbaum and Isaac Julien. "Reflections on Place" is coordinated by John G. Hanhardt, MAG consulting senior curator of media arts, and made possible with support from the Zell Family, and Deborah Ronnen and Sherman Levey. "Reflections on Place" opened in MAG's Docent Gallery in April 2018 with *NOSFERATU (The Undead)*, by New York-based artist Javier Téllez. Inspired by a classic silent film and shot in Rochester, the work is a collaboration with people living with mental illness who were recruited by the filmmaker for a series of workshops. Two other video installations, by internationally known artists Bill Viola (*Martyrs*) and Charles Atlas (*Here she is... v1*), were presented in MAG's dedicated Media Arts Watch gallery. Both Téllez and Atlas presented public programs at MAG. Pictured: Stills from *NOSFERATU* (left) and *Here she is... V1* (right).



Photo credits: A, B: Nora Renee Photography. C, D: Deron Berkhof.

ACQUISITIONS & LOANS



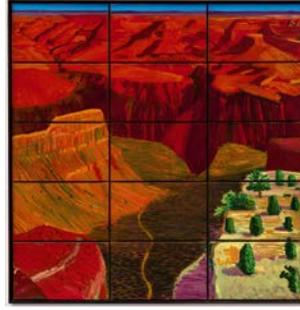
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E Four other exhibitions were organized by MAG. These included *The Power of the Female Gaze*; *Kiyochika & Japan*, *Transformed: Prints from the Arthur R. Miller Collection*; *Rosalyn Engelman: Beauty is Everywhere*; and *Wards of Time: Photographs of Antiquities by Larry Merrill*. Pictured: Käthe Kollwitz's powerful *Self-Portrait* (1934), from MAG's permanent collection, was on view in *The Power of the Female Gaze*.

F, G, H MAG expanded its permanent collection through a number of diverse acquisitions that included an African Chi Wara mask, a gift from Dr. Robert Horn; *The Bird's Rest*, 1973, by Michel Colin (aka Han Psi), a gift from Annabelle Martin; and a pair of sculptures by contemporary American artist Gil Batle (pictured is *San Quentin West Block II*, 2017).

I In spring 2018, MAG welcomed a very special "guest"—David Hockney's *15 Canvas Study of the Grand Canyon*, 1998. This spectacular painting, approximately 5½ feet square, is on loan to MAG from Art Bridges, a nonprofit foundation established by arts patron and philanthropist Alice Walton.



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Dec. 2018



SECURITY AMBASSADORS

In June 2018, after years of planning, MAG completed the transition from contracted security services to MAG-employed Security Ambassadors. The goal was to provide guests with an enhanced customer service experience while still protecting the art. The new employees completed a robust orientation that included museum training by guest services manager Donna DeFord, other MAG staff, and Visit Rochester representatives; and public safety training at the University of Rochester. Pictured: Docent Marguerite Quinn leads trainees through the collection.

The initiative was used as a class project by UR undergrad students taking Simon Business School classes. They summarized benchmarking and survey results, made field visits, tracked trends in the hospitality industry, and helped create a brand for the SA team.

SCHOOLS & COLLEGES



J In its second full school year as the Department of Academic Programs, MAG's team of teaching artists and museum professionals continued working toward another objective of the Strategic Plan—to strengthen MAG's relationships with the Rochester City School District and the University of Rochester. During the 2017–18 school year, the department served 11,878 students and educators from more than 35 school districts and 106 public/private/pre-K schools. Pictured: Assistant curator Carol Yost introduces students from Medina, NY, to the collection.

K For the fifth year, the Expanded Learning Collaboration (ELC) between MAG and the Rochester City School District served 445 elementary students at schools #23, #29 and #45. In April 2018, the success of the ELC program was the focus of "Creating a Successful Museum-School Partnership," a state-wide workshop held at MAG by the Museum Association of New York (MANY). Other successful ongoing programs included Archaeology Alive!, a museum-based curriculum for students in grades 6–12, and a series of professional development workshops for area educators. Pictured: Marlene Hamann-Whitmore, director of academic programs, with MANY attendees.

L, M The department also served 1,708 students from the University of Rochester (including River Campus, the School of Medicine & Dentistry, and the School of Nursing) and other area colleges. The first MAG/UR collaboration of the school year was *Rainforest IV*, a Docent Gallery sound installation constructed by students affiliated with the Eastman Audio Research Studio (EARS). In spring 2018, assistant curator/UR liaison Andrew Cappetta taught *The 21st-Century Art Museum*, an undergraduate course exploring ways to transform the museum into a more active environment for experimentation and learning. Among its projects, the class developed the interpretative plan for a companion exhibition to *Monet's Waterloo Bridge: Vision and Process*. Other ongoing programs included the second annual College Night; the Writing, Speaking, and Argument Program (WSAP) for UR students and faculty; Art and Observation, helping to provide healthcare providers with better observational skills; and the Eastman School of Music Freshman Colloquium. Pictured: Andrew Capetta with WSAP students; and Michael Alan Anderson, ESM assistant professor of musicology, at the Colloquium.



In June 2018, three students from East High School went behind the scenes at MAG as the first Vincent and Maria A. Pallodoro Director's Shadow Interns. For two weeks, they spent every working hour of the day with director Jonathan Binstock, as they learned what and who makes an art museum work. Pictured with Binstock are (from left) Dennis Olmedo (junior), Jewel Steward (graduating senior), and Rosa Soto (graduating junior). They were selected for the paid internships based on personal essays and teacher recommendations.

COMMUNITY ENGAGEMENT



As part of its 2020 Strategic Plan, MAG remained committed to expanding programs for area GenXers and Millennials. Late-night MAGsocial events, such as Museum of the Dead in October 2017 and A Night to Remembrall (N, O) in March 2018, offered up alternative ways to experience art and celebrate the museum. Cocktails with Creatives provided guests the opportunity to enjoy craft beverages and mingle with museum staff and MAG ROCstars. And once a month, MAG hosted an immensely popular series of museum DeTOURSSM (P); in 2017–18 these included Game of Thrones- and Harry Potter-themed tours, a Writings on the Wall tour led by the director of Writers and Books, and an Mindfulness DeTOURSM that ended with yoga under the linden trees (Q).

The Creative Workshop continued offering traditional art classes for all ages, but also expanded its program of one- and two-session SHORTS—introductory classes with easy time commitments. Pictured: Kids and parents could drop in for weekly Kids Create Dates.



GALLERY COUNCIL



Founded in 1940, the Gallery Council enjoys a long tradition of volunteering and fund-raising for MAG. Among this year's highlights, the Council was a lead sponsor of *Wendell Castle Remastered*, and continued its sponsorship of the Celebration Series of community days. The group committed funds for the exhibition of Bill Viola's *Martyrs*, in the Media Arts Watch gallery, and two shows that would open later in 2018—*The Surreal Visions of Josephine Tota* and *Monet's Waterloo Bridge: Vision and Process*. In addition, Council volunteers assisted with all aspects of sales, merchandising, and customer service in The Store @ MAG (pictured at left), and continued its long tradition of managing food booths and helping provide volunteers at MAG's annual Clothesline Festival. As in recent years, the Council's biggest fundraiser was its Art & Treasures sale (pictured at right), followed by the Fine Craft Show, which attracts award-winning artists from across the country.





AN ARTISTS' AFFAIR

This sold-out event in April 2018 was again the occasion for food, fun, music, and art. Spearheaded by the Board of Managers with staff support, the gala evening benefited educational partnerships at MAG as it showcased nine area artists—Juan Carlos Caballero-Perez, Bill Klingensmith & Robin Cass, Shawn Dunwoody, John Gill, Andrea Gill, Leonard Urso, Robin Whiteman, and Sabra Wood/Cat Clay. Pictured at left: Guests enjoy dinner; Shawn Dunwoody chats with guest Essie Germanow, event chair Jody Asbury, and MAG senior director of principal and major gifts Joe Carney. Photos by Ria Tafani.



GRANTS & AWARDS

MAG received \$50,000 from the Ford Foundation for the exhibition *Isaac Julien: "Lessons of the Hour"*. Other major grants included \$54,000 from the Federal Council on the Arts and the Humanities and \$40,000 from the National Endowment for the Arts (*Monet's Waterloo Bridge: Vision and Process*); \$60,000 from Monroe County and \$50,000 from the New York State Council on the Arts (operating support); and \$49,000 from the New York State Council on the Arts (lighting for the Asian and Impressionism galleries). Pictured at right: Rochester City School District students explore the Asian galleries.



THE YEAR BY THE NUMBERS

238,082 VISITORS CAME TO MAG

10,142 SCHOOLCHILDREN & ADULTS ENJOYED DOCENT-LED TOURS

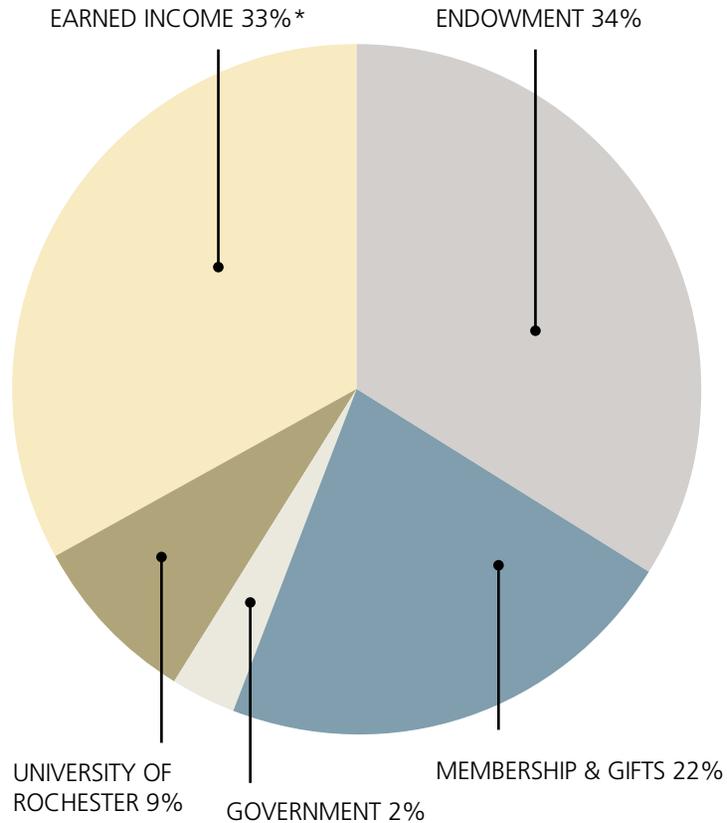
4,288 INDIVIDUAL & CORPORATE MEMBERS SUPPORTED MAG

1,153 INDIVIDUALS VOLUNTEERED 38,572 HOURS

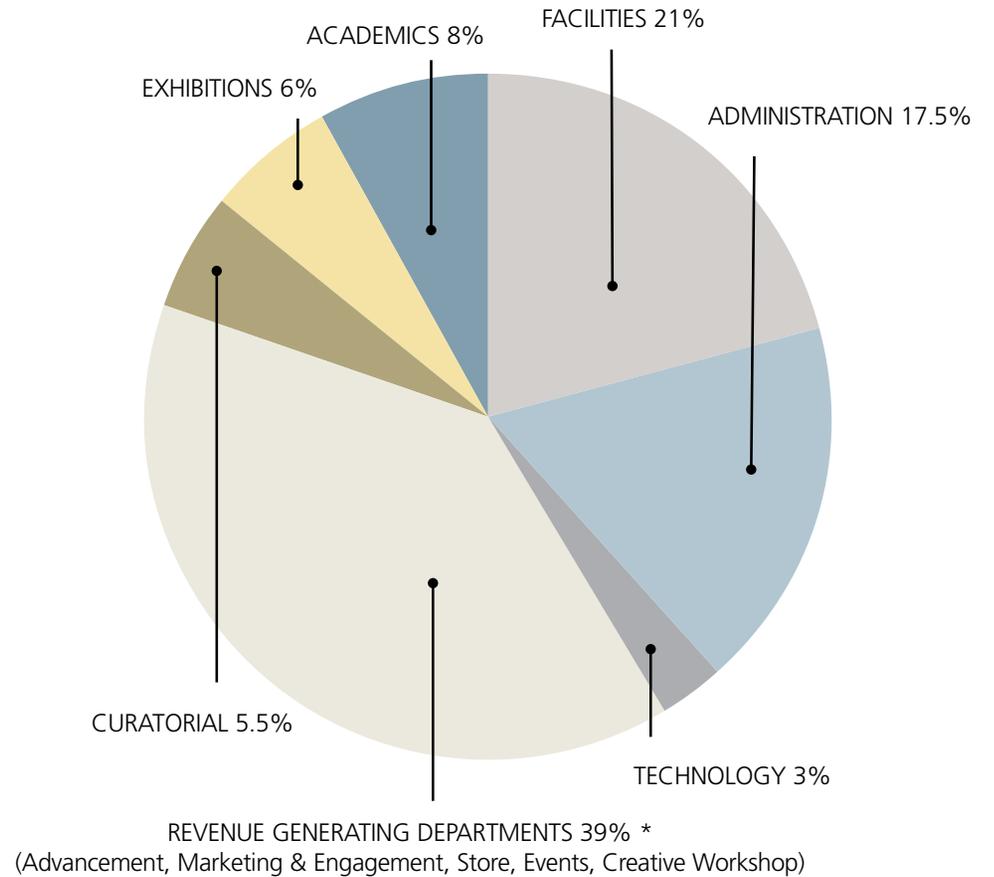
MEMORIAL ART GALLERY *of the University of Rochester*

FINANCIAL SUMMARY FOR FISCAL YEAR ENDED JUNE 30, 2018

REVENUES \$7,457,412



EXPENSES \$7,457,443



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For more information about this financial summary contact:
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