

2021 **MAG** 2022  
YEAR IN REVIEW



MEMORIAL ART GALLERY OF THE UNIVERSITY OF ROCHESTER



ON THE FRONT COVER:

G. Peter Jemison

*Hollyhock*, 1974

Acrylic on canvas

Gift of G. Peter Jemison, 2019.35

ON THE BACK COVER:

G. Peter Jemison

(detail) *Blue Whale*, 1969

Acrylic on canvas

General Acquisition Fund, 2019.34

(complete image shown below)



## The past year for the Memorial Art Gallery has been one of robust recovery.

We knew that it wasn't going to be enough simply to welcome people back to the museum in a post-pandemic world. We needed to take them by the hand and show them new ways to find fun and discovery in our outstanding collections and special programs.

We did just that with *Up Against the Wall: Art, Activism, and the AIDS Poster*, a selection from the AIDS Education Poster Collection at the University of Rochester's River Campus Libraries. Six years in the making and impeccably timed, the deeply informed, extraordinarily rich exhibition about yet another pandemic came together thanks to the work of a blue-ribbon advisory committee dedicated to representing diverse experts and communities. Because of the committee's work, an engaged audience was ready to show up long before the 15-week exhibition opened.

MAGconnect, meanwhile, carried on strong with its mission to offer free transportation, a dynamic tour, and a one-year MAG membership to qualified individuals from marginalized communities.

MAG also hit a milestone in integrating itself even more seamlessly with the community it serves. It has been a dream of the Board of Managers to complete the Centennial Sculpture Park along University Avenue since before I arrived in 2014. This fiscal year, enough money was raised for this next phase of the Park's design, construction, and art acquisitions—with a ribbon cutting planned for 2023.

I felt humbled to be director at a time when the museum took stock of the exceptional 50-plus-year career of our region's own G. Peter Jemison, a painter and multimedia artist, foundational figure in the Native American art world, and a faith keeper of the Seneca Nation of Indians who founded the Ganondagan State Historic Site and its Seneca Art & Culture Center.

And I continue to revel in exciting news. A transformational anonymous gift of \$4.15 million, the largest in our history, enabled us to permanently endow our contemporary art program. Now we can hire MAG's first curator of contemporary art, who will help shed new light on the latest developments of the international art world, which will inevitably further illuminate the meaning and value of our historical collections.

I offer my sincere thanks to all of you who so generously donate to, volunteer for, and support MAG. Your generosity makes all of the above-mentioned possible. In turn, we'll keep dreaming of new ways to support the community we are so grateful to serve.

—Jonathan P. Binstock, Ph.D.  
Mary W. and Donald R. Clark Director



**"We'll keep dreaming of new ways to support the community we are so grateful to serve."**

## Curatorial & Exhibitions

MAG's Curatorial & Exhibitions teams escalated efforts to acquire and exhibit works emphasizing diversity, equity, accessibility, and inclusion. The *67th Rochester-Finger Lakes Exhibition (RFLX)*, for the first time curated locally, saw more diversity among artworks and applicants. We assembled the museum's first major exhibition devoted to the University of Rochester's vast collection of thought-provoking and visually arresting HIV/AIDS-related posters, and enhanced an exhibition on Renaissance art with materials from MAG's permanent collection. Our galleries showcased themes of protest/power, race and gender, feminism, and other socially relevant topics. An Institute of Museum and Library Services grant funded the completion of a major Small Object Storage renovation project.

## Docent Gallery Exhibitions

### *67th RFLX*

August 15–October 17, 2021

Rochester's oldest and longest-running juried exhibition showcases new work in all media by emerging and established artists from a 27-county region of Western and Central New York. Traditionally *RFLX* has invited curators from outside of the Finger Lakes region. This was the first time that MAG chose a local curator, Amanda Chestnut. We also received a more diverse selection of artworks from a more diverse applicant pool than in previous years.



above: *67th RFLX* in the Docent Gallery

## ***Renaissance Impressions***

November 14, 2021–February 6, 2022

*Renaissance Impressions: Sixteenth-Century Prints from the Kirk Edward Long Collection* was organized by the American Federation of the Arts. MAG added a significant number of Renaissance paintings, armor, and decorative arts from the permanent collection to enhance the exhibition.



## ***Up Against the Wall: Art, Activism, and the AIDS Poster***

March 6–June 19, 2022

*Up Against the Wall* was the first major exhibition devoted to the University of Rochester's vast collection of HIV/AIDS-related posters. The exhibition featured 165 of the most visually arresting and thought-provoking posters from the over 8,000 posters from 130 countries assembled by collector, physician, and medical historian Dr. Edward C. Atwater. Dr. Atwater generously donated the entire collection, which also includes a broad range of AIDS-related ephemera, to the University's River Campus Libraries' Department of Rare Books, Special Collections, and Preservation beginning in 2007.



left: *Renaissance Impressions* exhibition

above: *Up Against the Wall: Art, Activism, and the AIDS Poster* title wall



## Other Exhibitions

### Forman and Cameros Galleries

Kota Ezawa's *National Anthem* and thematically related (protest/power) loan of Shawn Dunwoody's *Unfinished Business*

"To Help People See":  
*The Art of G. Peter Jemison*

### Lockhart Gallery

Chitra Ganesh: *Sultana's Dream*

Paul Garland: *Intuitive Progression*

### Media Arts Watch Gallery

Tony Cokes: *Market of the Senses* and first-ever acquisition by popular choice from this exhibition

Sky Hopinka: *Memories of Movement*



## Acquisition Highlights

### Purchases:

- Jun Kaneko, *Untitled, Dango*, 2017
- Sanford Biggers, *Oracle*, 2022
- Cannupa Hanska Luger, *Lost*, 2021
- Unique Fair-Smith, *The Eclectic Man*, 2020
- Crystal Z Campbell - three collage photos and one single-channel video
- Frank Diaz Escalet, *Untitled*, 1978
- Two ledger drawings; related to last year's acquisition of Wendy Red Star's *Bi' nneete (No Water)*
- Tony Cokes, *The Queen is Dead... Fragment 2*, 2019
- Nona Faustine, *Fragment of Evidence*, 2019
- Chitra Ganesh, *Nightwatchers*, 2020



clockwise from above left:

Kota Ezawa, *National Anthem* exhibition, 2022

Cannupa Hanska Luger, *Lost*, 2021. Ceramic and mixed media.  
Clara and Edwin Strassenburgh Fund, 2021.60

Unique Fair-Smith, *The Eclectic Man*, 2020. Oil on cradled panel.  
Marion Stratton Gould Fund, 2021.57

Shawn Dunwoody, *Unfinished Business*, 2021. Acrylic on canvas.  
On loan from the artist, 37.2021L

right: Rendering of Jun Kaneko, *Untitled, Dango*, 2017, in MAG's Centennial Sculpture Park

Rendering by Bayer Landscape



### Selected Gifts:

- Two pieces of 17th-century Venetian glassware
  - Gift of Mark Chaplin and John Strawway
- Four pieces of Renaissance stained glass
  - Gift of Mark Chaplin and John Strawway
- Tony Cragg, *Versus*, 2013
  - Gift of David Brush
- Four works on paper by Harvey Ellis
  - Gift of the Estate of Jean France
- Elizabeth Murray, *Bill Alley*, 2006
  - Gift of Jen Townsend and Ed Vates
- Robert E. Marx, *Minion*
  - Gift of Driek and Michael Zirinsky
- Gift of 17 works of contemporary art
  - from the Collection of Ninah and Michael Lynne, Courtesy of Sotheby's, New York
- Three paintings by D'Via artists — Uzi Buzgalo: *Portrait of George Veditz*, 2005; Susan Dupor, *Push the Red Button*, 1995; and Nancy Rourke, *Sterilized Without Consent*, 2018
  - Gift of Patti Durr

**FY22 saw the completion of a major storage renovation project in Small Object Storage, which was funded through an IMLS grant in the amount of \$96,300. The project included a complete renovation of the storage space, as well as the rehousing of over 2,000 objects, greatly improving the storage conditions and increasing the capacity of the space.**



left: Attributed to Cedar Tree, Drawing from Cedar Tree Ledger Book, ca. 1880. Crayon and graphite on lined paper. Virginia Jeffrey Smith Fund, 2022.36



right: Unknown, Southern Germany, *Resurrection Scene with Female Donor*, ca. 1520. Glass with silver stain and vitreous paint. Gift of Mark H. Chaplin and John Strawway, 2021.15.2

### Curatorial & Exhibition Highlights:

- 7** Exhibitions organized by MAG staff
- 15** Major art purchases
- 57** Major art gifts

## Learning & Engagement



above: MAG museum educator Sydney Greaves and RCSD School #19 kindergarten students discuss shapes, color, and depth in art; they created their own mobile for the classroom

below: ELC Fall 2021 School #23 Clay Drape Bowls

Photos by J. Adam Fenster



## Department of Academic Programs

After a year of pause due to the pandemic, the Department of Academic Programs (ACP) brought back our robust multi-visit arts integration program, the MAG-Rochester City School District Expanded Learning Collaboration (ELC), and extended its reach from three schools to five, serving 518 students in Grades 2–4. We also engaged with kindergarten students from RCSD #19, one of the partner schools for ELC. A museum educator made visits to their classroom and used art works in MAG’s collection as a vehicle for learning experiences that span beyond visual art.

ACP also offered engaging public programs that connected our audiences with the permanent collection and temporary exhibitions. The programming for fiscal year 22 included artist talks by Tony Cokes and Sky Hopinka, two symposia: *Renaissance Impressions* and *Speaking Through Silence: A Public Conference on HIV/AIDS Histories*, and a performance of *Whether to Scream or Breathe: A Collaborative Concert Between the Sequoia Reed Quintet and MAG*, which premiered a new composition inspired by five artworks in MAG’s collection.



Increasing accessibility for all audiences is a continuing endeavor of ACP. We produced our first Deaf-centric virtual tour showcasing objects in MAG's permanent collection. This virtual tour, the first in the series on our YouTube channel, spotlights George Harvey's *Pittsford on the Erie Canal*, and is led entirely in American Sign Language (ASL). ACP's public programs always incorporate live ASL interpretation.



above: Virtual ASL Tour: *Pittsford on the Erie Canal* led by MAG docent Jackie Schertz

### Academic Programs Highlights:

#### Pre-K–12 School Tours and Field Trips:

Attended by **3,405 students**  
[25 virtual]

#### College and University Engagements:

Participated by **1,920 students**  
[30 virtual]

#### Public Programs:

Attended by **400 people**  
[184 virtual]

below: The Sequoia Reed Quintet of the UR Eastman School of Music performs a new composition inspired by MAG's collection



right: One of the three panel discussions at the all-day symposium *Speaking Through Silence: A Public Conference on HIV/AIDS Histories*

Photo by Gerry Szymanski



top to bottom: Creative Workshop teacher Kim Kurtz demonstrates in Clay Camp; Talia L. shows her original artwork after private lessons that helped her switch college majors; young artists enrolled in a Saturday art class draw from observation in the museum



## Creative Workshop

In-person art classes made a vibrant comeback at the Creative Workshop. All eight weeks of our hands-on, all-day Art Day Camp sold out, as did most adult ceramics classes. Member birthday parties also returned. Our outreach extended to more community-requested programs, including working with Norman Howard School students on curriculum-based clay projects and Girl Scout Brownies on earning pottery badges. Our efforts landed us a spot on the Kids Out & About list of favorite Arts Educators in Rochester.

### Creative Workshop Highlights:

**12** member birthday parties

**450 kids** attended a full-day, in-person art camp

**679 adults** attended an in-person class

**421 kids** attended an in-person Saturday class

**39** scholarships awarded for youth and adult students



## Marketing & Engagement Department

The Marketing & Engagement Department boosted audience engagement efforts with increased crossover programming and social media outreach. Highlights include a World AIDS Day event featuring free admission and a livestreamed concert to preview the exhibition *Up Against the Wall: Art, Activism, and the AIDS Poster*. During the Dudes, Nudes, and Broods DeTOUR, tied to the *Renaissance Impressions* exhibition, visitors received an educational, entertaining lesson on the intersection of art and human anatomy. We geared new programs toward our youngest audiences, with monster and bunny themes. For the community at large, the #MAGmoment hashtag inspired more people to brand their museum experiences on Instagram.

### Programming highlights:

- **38** exhibition-related and MAGsocial programs attended by **3,546 people**
- **6 sold-out** DeTOURs
- **5 Celebration Days** attended by **2,029 people**

### Website highlights:

- Over **608,218** unique page **views**
- **85%** of visitors were **new**



left: Example of social media post on Instagram

below: Pride Celebration Series 2021

### Social media highlights:

- **80,769** engagements across MAG's social media platforms
- **8.2 million views** of social media content
- **7.9% growth** in MAG's social media audience



above: Quajay DeTOUR  
left: Museum of the Dead



# Volunteers

## The Gallery Council

The Gallery Council's active and enthusiastic volunteer members participated in four on-site fundraisers, plus additional fundraising through Art Tours and THE STORE @ MAG. The innovative and creative thinking of its members, as well as innumerable hours of hard work and friendship, continue to help sustain MAG. Among the Council's highlights were being lead sponsor of the 2021-2022 Celebration Series, the *67th Rochester-Finger Lakes Exhibition*, and the Creative Workshop. Thirty volunteers provided sales assistance, customer service, and merchandising support in THE STORE @ MAG. To be as accommodating as possible, the Program Committee planned and hosted creative programs both in-person and virtually.



Support MAG • Connect friends • Celebrate art

### Gallery Council Highlights:

Astute financial planning allowed the Gallery Council, which has contributed **over \$4 million** to MAG since 1940, to make a **\$55,500** commitment to MAG for fiscal year 2022:

**\$25,000** to the Centennial Sculpture Park \*

**\$10,000** to support MAG's Celebration Days

**\$10,000** for the *67th Rochester-Finger Lakes Exhibition*

**\$10,000** for Creative Workshop scholarships

**\$500** for the Herdle Award



left: MansaWear Fashion Show

right: Asian Pacific American Heritage Celebration Day





\* The Gallery Council has pledged four years of its annual \$25,000 in-kind gift award for volunteering at THE STORE @ MAG to the Centennial Sculpture Park Phase 2 expansion project, for a total of **\$100,000.**



clockwise from upper left:  
 Hispanic Heritage Celebration Day  
 Pride Celebration in the Sculpture Park  
 Art in Bloom floral display inspired by *Portrait of Qusuqzah #6* by artist Mickalene Thomas  
 Art & Treasures Sale

## Volunteers

This year, **more than 1,000 people** donated their time and energy to help further the mission of the Memorial Art Gallery. Our volunteers are a crucial part of the MAG team and help in all areas across the museum, including day-to-day operations, special events, and everywhere in between. All volunteers receive on-site training and an invitation to an annual volunteer recognition reception. Volunteers who work more than 100 hours annually receive discounts at THE STORE @ MAG and free or reduced admission to museum events.



left: THE STORE @ MAG

below, left: The M&T Bank Clothesline Festival

below, right: The Gallery Council's Annual Fine Craft Show & Sale





## Docents

MAG's Docents are an integral part of the museum's efforts to enhance people's lives by cultivating relationships and building community through the direct experience of art and creativity. Each year, our volunteer Docents lead thousands of schoolchildren on tours of the collection and exhibitions. A welcoming Docent voice is the first introduction to MAG for many visitors.



above: Docent Colleen Kaiser discusses the weather and atmosphere depicted in Monet's paintings with RCSD School #19 kindergarten students

**Docent-led tours, including weekly public tours, welcomed 6,247 visitors**

### Opportunities to Volunteer:

- **Docent**
- **Gallery Council**
- **Ask Me Volunteers**
- **Clothesline Festival**
- **Creative Workshop Volunteers**
- **THE STORE @ MAG Volunteers**
- **Student Internships**



## Advancement

As the MAG and the Advancement Team continue to emerge from the two-and-a-half-year pall created by the pandemic, we realize how much we depend on the generosity and friendship of so many MAG lovers. We are so grateful for the ongoing support of members, patrons, and community organizations, including corporations and foundations.

Even with the obstacles posed by the pandemic, we were able to raise enough annual and special gifts to meet operational needs and fund critical programs. Notable efforts included a collaboration with the River Campus Libraries to present *Up Against the Wall: Art, Activism, and the AIDS Poster*, the first major exhibition devoted to the University of Rochester's vast collection of HIV/AIDS-related posters, given to the University's library, by Dr. Edward C. Atwater, collector, physician, and medical historian.

Also, MAG received an extraordinary gift, the largest cash gift in its history, from an anonymous donor, to fund a new position: curator of contemporary art. The gift also established an endowment for the acquisition, care, and exhibition of contemporary art.

### Fundraising Highlights:

**\$4.15 million** commitment to establish a curator of contemporary art position at MAG, and to support the contemporary art program

**\$1.1 million** received through gifts of art

**\$644,000** awarded in government funding and grants

**\$68,211** raised in net revenue during MAG's annual fundraiser, An Artists' Affair, to support K-12 programs

**12,136** guests attended the M&T Bank Clothesline Festival

**28 individuals** and bequests and **9 organizations** supported MAG with gifts of **\$25,000** or more

**4,321 households** supported MAG through memberships



We are deeply grateful for all gifts, large and small. In this publication we recognize the following organizations and individuals who donated \$25,000 or more in fiscal year 2022 (July 1, 2021–June 30, 2022).



left: Groundbreaking for Phase II of the Centennial Sculpture Park, September 13, 2021

**Organizations:**

- Elizabeth F. Cheney Foundation
- Max and Marian Farash Charitable Foundation
- Institute of Museum and Library Services
- The William & Sheila Konar Foundation
- M&T Charitable Foundation
- Monroe County
- New York State Council on the Arts
- New York State Education Department
- Nocon & Associates
- Riedman Foundation
- Rubens Family Foundation
- Louis S. & Molly B. Wolk Foundation

**Individuals and bequests:**

- Anonymous donor (2)
- James V. Aquavella
- Douglas & Abigail Bennett
- Patricia Braus & Edwin J. Lopez
- David Brush
- Estate of Richard F. Brush
- Estate of Margaret J. Carnall
- Mark H. Chaplin & John Strawway
- Joan L. Feinbloom
- Linda & Robert Fox
- Laura L. Fulton & Martin P. Zemel
- Todd & Stephane Green
- Estate of Frances H. Holdren
- Susan and Chris Holliday
- Howard Konar & Maribeth Palmer
- Dawn F. Lipson
- Estate of Evelyn Lovejoy
- Ninah Lynne
- William Maniscalco
- Nancy B. Miller
- Joan B. Morgan
- Nannette Nocon & Karl Wessendorf
- Deborah Ronnen
- Jack Rubens & Helen Bikoff Rubens
- Lori Van Dusen
- Estate of Daan M. Zwick

**Government grants received in FY22:**

- **\$50,000** from Institute of Museum and Library Services for MAG-RCSD ELC
- **\$52,000** from New York State Council on the Arts for Operating Support
- **\$10,000** from New York State Council on the Arts for MAG-RCSD ELC, made possible by New York State Senator Jeremy A. Cooney
- **\$219,000** from New York State Council on the Arts - Capital Projects for Sculpture Park, installation of new security system, and roof renovations
- **\$50,000** from New York State Education Department for *Up Against the Wall: Art, Activism, and the AIDS Poster* exhibition, made possible by New York State Assembly member Harry S. Bronson
- **\$160,000** from Monroe County for Operating Support

**Total awarded= \$541,000**



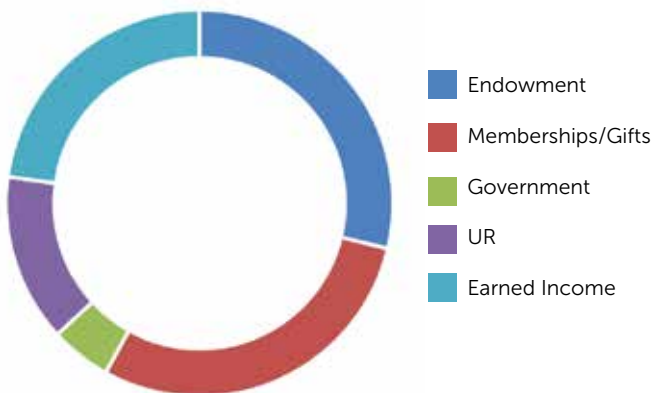
above: Gifts of Dr. James V. Aquavella  
Photo by Deron Berkhof

# Financial Report 2021/2022

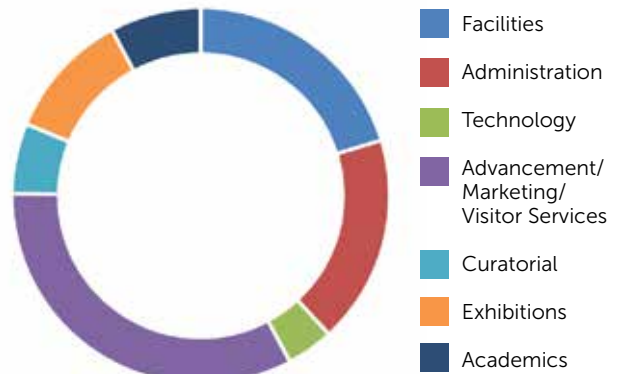


	2021			2022		
<b>Revenue</b>						
Endowment	\$	2,470,765	38%	\$	2,444,582	29%
Memberships and Gifts	\$	2,007,236	30%	\$	2,492,676	29%
Government	\$	119,784	2%	\$	432,243	5%
University of Rochester	\$	1,133,811	17%	\$	1,193,935	14%
Earned Income	\$	853,811	13%	\$	1,938,096	23%
<b>Total Revenue</b>	<b>\$</b>	<b>6,585,407</b>	<b>100%</b>	<b>\$</b>	<b>8,501,532</b>	<b>100%</b>
<b>Expenses</b>						
Facilities	\$	1,283,665	19%	\$	1,719,529	20%
Administration	\$	1,485,367	23%	\$	1,522,572	18%
Technology	\$	313,646	5%	\$	343,917	4%
Advancement/Marketing/ Visitor Services	\$	2,054,202	31%	\$	2,805,091	33%
Curatorial	\$	452,778	7%	\$	514,728	6%
Exhibitions	\$	516,066	8%	\$	932,088	11%
Academics	\$	479,683	7%	\$	663,608	8%
<b>Total Expenses</b>	<b>\$</b>	<b>6,585,407</b>	<b>100%</b>	<b>\$</b>	<b>8,501,533</b>	<b>100%</b>
<b>NET</b>	<b>\$</b>	<b>-</b>		<b>\$</b>	<b>(0)</b>	

**Revenue**  
Fiscal Year  
Ended June 30, 2022



**Expenses**  
Fiscal Year  
Ended June 30, 2022







MEMORIAL ART GALLERY OF THE UNIVERSITY OF ROCHESTER  
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