ART IS HERE
Dear Members, Donors and Friends of the Museum,

I’m so pleased to share with you this annual report, which captures the energy and impact of the Grand Rapids Art Museum, while documenting many of our wonderful accomplishments of the past year. GRAM serves as an important cultural and civic anchor focused on art, design and creativity. By offering innovative exhibitions, award-winning learning initiatives, and engaging community collaborations, the Museum provides a platform for experiences, ideas and dialogue for Grand Rapids, Michigan, and beyond.

Our dedicated board and staff have been working diligently to enhance our exhibition and education programs, enrich the guest experience and build a broader audience. Whether you visit during a Members Preview, ArtPrize®, a school tour, a classical music concert, or a social event, there is nothing more exciting than to feel how alive the Museum is becoming.

As we work together to move the Museum forward, we are committed to building stronger community engagement through individual and collaborative relationships. Strengthening our base of support is increasingly important to ensure institutional sustainability, to keep these programs vital and growing. We truly value your partnership and confidence in GRAM and thank you for your continued involvement.

Warm regards,

DANA FRIIS-HANSEN
Director and CEO

GRAND RAPIDS ART MUSEUM LEADERSHIP TEAM
RANDY VAN ANTWERP
Deputy Director of Administration and CFO
ELLY BARNETTE-DAWSON
Director of Advancement
JON CARFAGNO
Director of Learning and Audience Engagement
CINDY BUCKNER
Associate Curator
MARGIE PRESUTTI
Interim Director of Human Resources
KERRI VANDERHOFF
GoSite Project Director

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BY THE NUMBERS
238,023 Museum visitors
3,950 Museum members
3,651 Participants in late-night and GRAM on the Green programs
127 Participants in Summer Arts Camps
2,319 Studio programs participants
9,922 Facebook “Likes”
11,414 Twitter followers
11,048 Student and adult group tour participants
6,016 Volunteer hours
Energy

Bringing multiple generations and cultures together to experience art creates the perfect platform for an open exchange of ideas. GRAM believes providing an opportunity for discussions like these encourages ideas to grow and become catalysts for infusing life into our communities.

Community

During ArtPrize® 2012, GRAM served as an exhibition center, providing unparalleled exhibition space and public accessibility to art from around the world. A total of 153,129 visitors were able to explore all three floors of the museum at no cost during this event.

The theme for our 2012 ArtPrize® exhibition was transformation, and it focused on artists who transformed materials, movement, symbols, shapes, physical space, and the human image as well as the artist’s inspiration from personal experience. The works of 21 artists were featured in materials ranging from paper, paint, ink and pencil to wire, string, ceramic, stone, bronze, steel, glass and video. GRAM hosted three of the top 10 artists, including first-prize winner Adonna Khare with her drawing Elephants.

Sunday Classical Concert Series

On Sunday afternoons, from October through March, GRAM hosts live classical music concerts. This fiscal year a total of 4,990 guests enjoyed concerts from a variety of artists, including the Clifford Music Group, Castalia Quartet, Ensemble Montage, Accro, Trio, Giuseppe Lupis, the Grand Rapids Symphony and others.

Creativity Uncorked

This GRAM after-hours event invites adults to grab a glass of wine and let their artistic side flow in our museum’s studio. This year GRAM hosted four successful events with a total of 90 participating adults, 98% of whom said they would refer the event to a friend.

ArtPrize® at GRAM

- 153,129 guests
- Hosted 2012 winner Elephants by Adonna Khare
- Hosted Top 10 finalists City Band by Chris LaPorte and Origami by Kumi Yamashita
- 407 new members and 256 renewed memberships during ArtPrize®

Participate

- Volunteer
- Connect with us on social media to learn about upcoming events
- Become a member
- Become a business partner
- Host an event

Give

- Sponsor an event
- Sponsor museum admission
- Provide a supporting gift for a future exhibition

"Grand Rapids Opportunities for Women recently partnered with GRAM, Varnum Law and WOTV4 to honor new women leaders in our community. We’re excited to further develop a strong partnership with GRAM and to be one of the organizations empowering women in West Michigan."

- Bonnie Navara, CEO, Grand Rapids Opportunities for Women

COMMUNITY

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- Bonnie Navara, CEO, Grand Rapids Opportunities for Women
Cultivating creative minds is vital to ensuring a rich quality of life for our children. That's why engaging them in learning about art at an early age is essential in their development of important 21st-century skills.

Because of this, GRAM has created the Language Artists program, a specially designed curriculum developed in collaboration with Grand Rapids Public Schools (GRPS). This curriculum integrates literacy with the visual arts at a time when funding for arts programs is waning. By offering free tours to third graders, we help promote language arts and visual arts curriculum components with an engaging theme. During the 2012-2013 school year, 100% of GRPS third graders participated in the program, with 1,802 students touring GRAM. This year, GRAM has expanded the program to include a pilot program in Wyoming Public Schools, Godfrey-Lee Public Schools, and 11 parochial schools. We also partnered with GRPS to create a MEAP preparation curriculum for fourth graders. As a result, GRPS saw a 2% increase in the number of students testing at the proficient level on the MEAP district wide. This program is also the recipient of the 2013 Distinguished Service Award from the Michigan Art Education Association.

GRAMStudio
GRAM's drop-in programs allow learners of all ages to engage with original works of art and participate in creative, hands-on learning experiences. GRAMStudio includes our Saturday Family Programming, which offers kid-friendly tours and helps families learn about and create art together.

Summer Art Camps
During a five-week period in July and August 2013, 127 children ages 5 to 13 connected with works of art, learned about the art-making process and built creative skills. The week culminated with a mini-exhibition by students.

Gazing at GRAM
Each year Gazing at GRAM invites guests affected by Alzheimer's, dementia and traumatic brain injury to experience intellectual stimulation, activate their imagination and make connections between personal stories and the world. The program was developed and piloted in collaboration with Spectrum Health Expressive Arts Program.

Docent Program Expansion
Over the past year GRAM has experienced a 15% increase in the number of active docents; they were able to offer 40 drop-in tours — more than triple the number of drop-in tours during the 2011-2012 fiscal year.

New Tour Development
This year we debuted two new tours: Girl Scout and Green Features. The Girl Scout tour focuses on the role women play in art, both as artists and as subjects. The Green Features tour gives guests a look at the GRAM as a LEED Gold certified building, using artwork to emphasize themes of sustainability.

Participate
- Become a docent
- Bring your family on a Saturday
- Celebrate your child's birthday at GRAM
- Participate in a member trip

Give
- Give gift memberships to family and friends
- Sponsor a paid internship for a college student
- Sponsor educational programming
- Sponsor school tours
- Contribute to the annual fund

"In working with GRAM, it is clear that their team is committed to providing our students with learning experiences of the highest caliber…"

- Brian Gamm, Former Executive Director of Elementary Schools and Early Childhood Education, GRPS; Assistant Superintendent at Coopersville
**Interactivity**

With recent digital innovations, GRAM is now able to curate and share content with a worldwide audience. Our new Jansma Print Collection iPad app is one example that is enabling our local — and global — communities to interact with and learn about art. Currently downloaded in 28 countries, this app is helping us reach well beyond our borders so the world can benefit from our mission to inspire discovery and enjoyment of the arts.

**Innovation**

This new app presents information about the artists featured in *The Jansma Print Collection: Five Centuries of Masterpieces*, their techniques and social history — all in one user-friendly resource.

Interactive elements allow readers to dive deeper, discovering details and highlights of the collection, which features artists such as Rembrandt, Manet, Dürer and more. This digital publication can be downloaded on iTunes or found online at thejansmacollection.artmuseumgr.org

Audio Tours

Audio tours are offered to guests via their own smart phones or rentable iPods, which allows visitors to learn about an exhibition and hear artist voices throughout the tour. In the 2012-13 fiscal year, GRAM rented 377 iPods during its RealSurreal exhibition. The museum has received many positive reviews of its audio tours and often sells out of its rentable iPods on the weekends.

Social Media Increase

GRAM has made a considerable effort to increase its visibility on social media channels. To-date, GRAM has 9,922 Facebook “Likes” and 11,414 Twitter followers, enabling the museum to enhance its communication efforts and ability to reach a larger audience.

**Digital GRAM**

- 46,857 visitors to our enhanced website (between Feb. 1 and May 15, 2013)
- This is a 10.88% increase in website traffic compared to the same time last year.
- 9,922 Facebook “Likes”
- 11,414 Twitter followers
- Jansma Print Collection iPad app downloaded in 28 countries

**Give**

- Consider a naming opportunity
- Underwrite or sponsor an exhibition or program
- Contribute to the annual fund
- Become a business partner

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“My son with autism won’t walk away from The Quilt of Sound [interactive gallery]. It’s beautiful, and he loves it.”

— Comment in GRAM Guestbook

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“Participate”

Download the Jansma Print Collection iPad app
- Experience an audio tour
- Follow us on Twitter at @GR_ART_Museum
- Visit our new website
- Subscribe to our podcasts on iTunes

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As a faithful supporter of GRAM, your continued investment plays an integral role in helping make our vision reality. We know that together, we can continue to strengthen our community. Together, we can enhance the quality of life for those around us. Together, we can create a space for people of all generations and backgrounds to gather, learn and exchange ideas.

So today, our hope is simple: that you are inspired.

Inspired to partake in our exhibitions and programs. To invite others to join you. And to continue partnering with us to build a vibrant Grand Rapids community that we all love and enjoy throughout the year.

Member Profile: Jane Boyles Meilner

As a child, Jane Boyles Meilner was introduced to the arts through attending Women’s Committee functions at GRAM with her mother Janet Boyles. This experience made a lasting impression on her, and when she returned to Grand Rapids as a young wife and mother, she looked to the museum for volunteer opportunities. Over the years, Jane has continued her commitment to the arts, serving as a trustee since 2010 and chair of the Art in Bloom Committee in 2012 and 2013. Jane enjoys every aspect of her involvement with GRAM: “It’s expanded my horizons in every facet. I’ve learned so much about art and artists, and I’ve even broadened my sphere of influence to include people who might not otherwise have touched my life.”

Jane is a graduate of Drake University and founder and owner of J. Meilner & Associates, a direct sales and wardrobe consulting company. In this role, Jane represents The Carlisle Collection, which is a designer of women’s clothing and accessories.

Through volunteering, you not only enrich your own life and learn, but you enrich someone else’s life as well.”

- Jane Boyles Meilner, Board Member and Owner of J. Meilner & Associates.

Annual Fund
GRAM relies on philanthropic support to provide exciting exhibitions, programs and events each year that engage an intergenerational, intercultural audience. By giving to our annual fund, you can support all that is needed to make this a reality.

Keeler Legacy Society
Make a difference in the visual arts for generations to come by joining the Keeler Legacy Society. GRAM honors supporters who contribute to the growth of arts and culture through either bequests of financial planning vehicles or a named endowment fund.

Business Partnerships
The arts are part of what makes a community an attractive place to live, visit and work. By becoming a business partner, you can help GRAM sustain the quality of the museum while investing in the cultural strength of Grand Rapids. Our Business Partnership Program offers a simple plan to get your company involved in the art museum, featuring recognition elements and benefits.

Naming Opportunities
GRAM offers several naming opportunities, including named gallery spaces, endowed museum positions and named endowed funds for unrestricted use or for a particular program or purpose of personal significance.

Through volunteering, you not only enrich your own life and learn, but you enrich someone else’s life as well.”

- Jane Boyles Meilner, Board Member and Owner of J. Meilner & Associates.

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Naming Opportunities
GRAM offers several naming opportunities, including named gallery spaces, endowed museum positions and named endowed funds for unrestricted use or for a particular program or purpose of personal significance.
**February 1 - April 28, 2013**

**Graphic Design: Now in Production**
Places Rauschenberg’s art in the context of his time, asking, “where does the artist fit in the history of 20th century art?”

**Robert Rauschenberg: Synopsis Shuffle**
Consisting of 52 large-scale panels, Synopsis Shuffle is a monumental participatory work that incorporates chance and performance, both of which are hallmarks of the artist’s approach.

**February 8 - May 12, 2013**

**Stephen Frykholm: Herman Miller Summer Picnic Posters**
Frykholm’s innovative work for Herman Miller includes 20 picnic posters, several of which are in the permanent collection of the Museum of Modern Art in New York.

**February 3 – May 20, 2012**

**Rauschenberg at Gemini**
Survey the work Rauschenberg produced at Gemini G.E.L., the world-famous publishing workshop of prints and multiples in Los Angeles.

**Rauschenberg in Context**
Places Rauschenberg’s art in the context of his time, asking, “where does the artist fit in the history of 20th century art?”

**March 3 – May 20, 2012**

**Robert Rauschenberg: Synapsis Shuffle**
Consisting of 52 large-scale panels, Synopsis Shuffle is a monumental participatory work that incorporates chance and performance, both of which are hallmarks of the artist’s approach.

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**Rauschenberg at Gemini**
Survey the work Rauschenberg produced at Gemini G.E.L., the world-famous publishing workshop of prints and multiples in Los Angeles.
Imagine a place

...in which all generations and cultures gather.

...where collaboration is valued and the exchange of ideas is encouraged.

...in which both creativity and knowledge are treasured.

...that reaches well beyond its physical borders to enrich the lives of others.

...that stimulates discovery.

...that inspires us all.
Annual Fund contributions totaled:

$2,241,660

A contribution to the Annual Fund provides a gift above and beyond membership dues. Every tax-deductible dollar that is donated keeps the museum thriving, from exhibitions and artist lectures, to summer camp, workshop studios, and much more. While membership dues are important sources of income, contributions to the Annual Fund ultimately support all that we do, ensuring the continued growth and sustainability of GRAM.

MOONLIGHT ON MOROCCO GALA
welcomed 418 guests, with net income totaling $150,724.

MEMBERSHIP
Membership income ended the fiscal year at $312,459, representing a 15% increase over last year, with total members increasing by 15%.

SUSTAINABILITY
Through the considerable generosity of individuals, foundations and corporate support, and with thoughtful stewardship of resources and effective business plans for earned income stream, GRAM will close the books on fiscal year 2012-2013 with a surplus of more than $247,000. A portion of these funds will go toward a Trustee designated building maintenance reserve for the continued care and maintenance of GRAM’s LEED Gold Certified building.

INVESTMENT IS HERE

NEW ACQUISITIONS
1. Maria Lassnig (Austrian, b. 1919)
   Acrylic on canvas, 2011
   Gift of Dr. and Mrs. Arthur F. Furman, 2012.17
   30 x 40 in.
   Digital chromogenic print scanned from film negative
   Laurium Afternoon

2. MarieLouise von Heyningen (Dutch, 1745–1807)
   Watercolor and bodycolor on vellum
   Gift of the Dyckmans, 2012.16
   14 ¾ x 10 in.
   Suicide (The Leap), 1964
   Andy Warhol

3. James Schluter (American, b. 1930)
   Lithograph on paper, ed. 40, AP 1
   19 x 22 ½ in.
   Untitled (Landscape), 1917
   American, b. Germany, 1871–1938
   Paul Klee

4. John Rudy Arna
   American, b. 1930
   Acrylic on canvas
   19 x 13 in.
   Suicide (The Leap), 1964
   Andy Warhol

5. Jennifer McCully
   American, b. 1927
   Acrylic on canvas, 2012
   Gilded Windmill, 2010
   William Power (painting), adorned, covered, tiled to core 10, then gilded and assembled
   Gift of Dr. and Mrs. John Z. andred, 2012.17
   72 x 96 in.
   City of Nature
   Kota Ezawa

6. Paul Collins (American, b. 1939)
   Pigment print
   Gift of Peter Wege, 2012.3
   20 x 16 in.
   Ms. Foolscrow, Lithograph on paper, ed. 40/50, 22 x 30 in.
   2012.6
   James Siena (American, b. 1957)
   Piezo pigment print on Angelica paper, Edition of 40
   Museum Purchase, Greg and Meg Willit 2012.2
   27 x 22 in.
   Readymade Shadows
   Richard Hamilton (English, 1922–2011)
   Gift of Peter and Arlee Tampas 2012.1
   72 x 96 in.
   Digital composite on aluminum
   Midland
   Al Wildey (American, b. 1959)
   Museum Purchase, 2012.52
   40 x 50 in.
   Imagination Station
   Paul Collins (American, b. 1939)

7. Karel Appel (Dutch, 1921–2006)
   Lithograph on paper, ed. 72/100
   Museum Purchase, 2012.11
   27 x 22 in.
   Bight #1
   American, b. 1938
   Richard Serra

   Digital chromogenic print scanned from film negative
   27 matted etchings on paper
   Église Saint Gervais, Gisors (France), 1932
   Jennifer McCurdy

9. Michele Andriessen
   American, b. 1958
   Cabinet of the Avocado series, from the series: Retronatural: Rouge Photographs, 2004 (printed in 2012)
   Pigment print
   Gift of the Artist, 2012.9
   30 x 40 in.
   Untitled from the series: Reinvention: Rouge Photographs, 2009 (printed in 2012)
   Andy Warhol

10. Michelangelo Pistoletto
    Italian, 1933–2012
    Digital chromogenic print scanned from film negative
    47 x 47 in.
    The Midnight Sky
    Julie Mehretu

11. Maria Lassnig (Austrian, b. 1919)
    Acrylic on canvas
    The Life of Life, 1989
    Gift of the Faye Foundation, 2012.11
    30 x 40 in.
    The Fount of Life
    Jennifer McCurdy

12. Juan Hernández
    American, b. 1970
    Untitled (No. 16)
    Color print of painting of split gate and dipspot with split gate and dipspot
    35 ⅜ x 44 ⅜ in.
    30 x 40 in.
    Gilded Wind Nest
    Jennifer McCurdy

13. James Schluter (American, b. 1930)
    Acrylic on canvas
    Untitled, 2012
    Gift of Dr. and Mrs. Arthur F. Furman, 2012.17
    30 x 40 in.
    Suicide (The Leap), 1964
    Andy Warhol

14. Kathe Kollwitz
    German, 1867–1945
    Lithograph on paper, ed. 40/50, 22 x 30 in.
    2012.1
    Untitled from Personnages
    Karel Appel

15. Kim Dingle
    American, b. 1959
    Acrylic on canvas
    40 x 50 in.
    Imagination Station
    Paul Collins (American, b. 1939)

16. Andy Warhol
    American, b. 1928
    Screenprint on paper
    The Midnight Sky
    Julie Mehretu

17. Jennifer McCully
    American, b. 1927
    Acrylic on canvas
    Gilded Windmill, 2010
    William Power (painting), adorned, covered, tiled to core 10, then gilded and assembled
    Gift of Dr. and Mrs. John Z. andred, 2012.17
    72 x 96 in.
    City of Nature
    Kota Ezawa

18. Mathias J. Allen
    American, b. 1871–1938
    Untitled (Casino), 1917
    American, b. 1871–1938
    Paul Klee

MUSEUM STORE
revenues were $237,848, an increase of 9.3% over last year. Sales revenues are expected to continue to grow with the addition of an exterior kiosk in late 2013 that will allow patrons to enter directly from Monroe Center.

FACILITY USE AND BEVERAGE SALES
Facility usage and beverage revenues were $492,619, for an increase of 3.4% over last year. GRAM’s central location in the heart of downtown, stunning architectural features and impeccable service are increasingly making the museum a premiere venue for weddings, business meetings, fundraisers and special events.

ADMISSIONS REVENUE
Admission revenues increased by $2,241,660, or 39% over last fiscal year and the museum welcomed a total of 238,023 guests.

16 | GRAM
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MARY LOUPEE
PETER M. WEGE
KATE PEW WOLTERS

IN THE GALLERIES

Masterpieces of American Landscapes.
October 20, 2013 - January 12, 2014

Joey Ruiter: Objects in Motion.
October 25, 2013 - January 5, 2014

Legacy: The Emily Fisher Landau Collection.
January 31, 2014 - April 14, 2014