



GRAND RAPIDS ART MUSEUM LEADERSHIP TEAM

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> CINDY BUCKNER Associate Curator

MARGIE PRESUTTI Interim Director of Human Resources

> KERRI VANDERHOFF GoSite Project Director

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

2012/2013 REPORT

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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.



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, Arcos Trio, Giuseppe Lupis, the Grand Rapids Symphony and others.



GRAM on the Green

We partner with Grand Rapids Parks & Recreation and the Downtown Alliance to bring free live music to downtown Grand Rapids. This outdoor summer music series takes place at Rosa Parks Circle and features live music, dancing, outdoor sketching and games for all ages.

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.

COMMUNITY

"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 Nawara,** CEO, Grand Rapids Opportunities for Women

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 wtih 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



ENGAGE

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 kidfriendly 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 triple the number of drop-in tours during the 2011-2012 fiscal year.

EDUCATION

"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

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





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.



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 *Real/Surreal* 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 it's communication efforts and ability to reach a larger audience.

INNOVATION

"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

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

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

Give

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



GENEROSITY

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 though 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.

VISION

"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.



ARTISHERE



Rauschenberg at Gemini February 3 - May 20, 2012

Supplied to the second of the

Graphic Design: Now in Production February 1 - April 28, 2013

Real/Surreal
October 19, 2012 - January 13, 2013



EXHIBITIONS

Rauschenberg at Gemini

February 3 – May 20, 2012

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

Rauschenberg in Context

February 3 – May 20, 2012

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: Synapsis Shuffle

March 3 – May 20, 2012

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

Michael Pfleghaar: Reinforcing Objecthood

MICHIGAN ARTIST SERIES

February 10 – April 22, 2012

Illustrates the paradox that a painting can represent something other than itself, yet it is also an object in its own right.

Detroit Disassembled: Photographs by Andrew Moore Detroit: Then/Now/Next

Perspectives on the City: Four Centuries of Prints, Drawings and Photographs

June 1 – August 26, 2012

This suite of interdisciplinary exhibitions explores the many ways art, design and history shape our understanding and appreciation of the urban environment. It provides insight, as well as challenges and opportunities for responding to change.

Sculpture from the Permanent Collection

August 3 – October 21, 2012

Highlights sculptures, prints and drawings by sculptors from the museum's permanent collection, which represent various stages of a sculptor's process, including finished works.

ArtPrize® 2012 at GRAM: Transformation

September 14 – October 7, 2012

The works of 21 artists explored the theme of transformation and featured materials ranging from paper, paint, ink and pencil to wire, string, ceramic, stone, bronze, steel, glass and video.

Real/Surreal

October 19, 2012 – January 13, 2013

Presented as part of a 3-year exhibition partnership with the Whitney Museum of American Art, this exhibition challenges the art-historical categories of "Realism" and "Surrealism," instancing important works of American art

Salvador Dalí's Twelve Tribes of Israel

October 19, 2012 – January 13, 2013

This series of hand-colored drypoints was created in 1973 by the Spanish surrealist master to celebrate the 25th anniversary of the founding of the State of Israel.

Robert McCann: New History Paintings

November 2, 2012 – January 13, 2013

McCann's Colorful, large-scale paintings explore "the ways people fit into and echo their environment," including urban sprawl and strip malls.

GRAM Selects ArtPrize® 2012: Encore!

November 2012 – October 6, 2013

Features 13 ArtPrize® artists selected by GRAM curators to remain on display for the year.

Graphic Design: Now in Production

February 1 – April 28, 2013

Features a series of vibrant, interactive and engaging installations exploring eight of the most vital sectors of graphic communication today, including posters, logos and film titles. Focusing on design in the 21st century, the exhibition examines cutting edge ideas and cultural revolutions in the graphic design world.

Stephen Frykholm: Herman Miller Summer Picnic Posters

February 8 – May 12, 2013

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.

Jon McDonald: Slavery's Chill

February 15 – April 14, 2013

This series of 12 large-scale paintings illustrates the harrowing journey of slavery, from capture to plantation life, and ultimately, to escape

The Jansma Print Collection at the Grand Rapids Art Museum: Five Centuries of Masterpieces

March 8 – September 1, 2013

Features a collection containing masterpieces of printmaking from the 16th though 20th centuries by celebrated artists who are inspired by Christian faith and biblical themes.

The Improvisational Quilts of Susana Allen Hunter

May 10, 2013 – August 25, 2013

Using her innate flair for abstract design, Susana Allen Hunter (1912–2005) created hundreds of colorful improvisational quilts throughout her lifetime.

Heather McGill: Oblique Angle

MICHIGAN ARTIST SERIES

April 26 – August 14, 2013

Inspired by Detroit's spirit of technological innovation, Heather McGill's series of highly patterned wall sculptures and drawings applies the materials of industry to modern art.

Art in Bloom

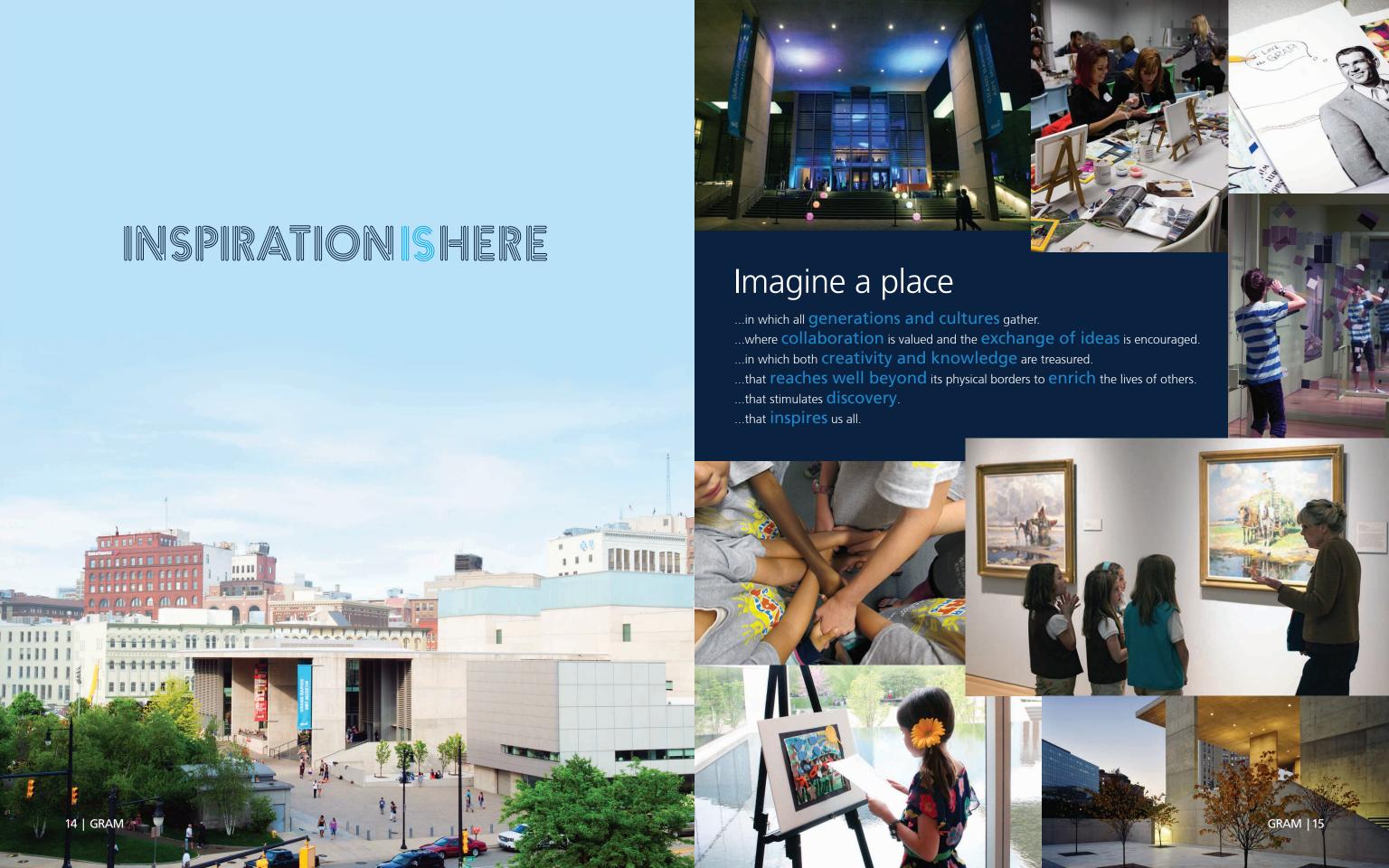
March 15 – 17, 2013

This exhibition features Floral designs by a selection of the region's most talented flower artists, inspired by works from the museum's permanent collection.

Cyril Lixenberg: The Story of Steel Water

August 16 – October 27, 2013

Dutch artist Cyril Lixenberg (b. 1932) was commissioned to create Steel Water, by the Grand Rapids Fluoridation Commemorative Committee and the West Michigan Dental Foundation. The monumental abstract sculpture, erected in 2007 on the downtown Grand Rapids riverfront, honors the City of Grand Rapids' pioneering role in advancing global health in 1945, by becoming the world's first city to fluoridate its public water supply.



INVESTMENTISHERE

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 art camp, studio workshops, 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.

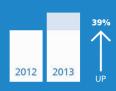
MEMBERSHIP

Membership income ended the fiscal year at \$312,459, which represents a 38% increase over last year, with total members increasing by 15%.



ADMISSIONS REVENUE

Admission revenues increased by **39%** over last fiscal year and the museum welcomed a total of **238,023** guests.



MUSEUM STORE revenues were \$237,848,

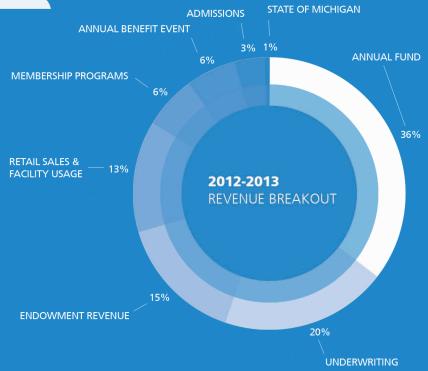
an increase of **9.3%** over last year. Sales revenues are expected to continue to grow with the addition of an exterior door in late 2013 that will allow patrons to enter directly from Monroe Center.

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.



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.



NEW ACQUISITIONS

Al Wildey (American, b. 1959)
 Midland, 2010
 Digital composite on aluminum
 72 x 96 in.
 Gift of Pater and Adea Tampas 2013

Richard Hamilton (English, 1922–2011)

Readymade Shadows, 2005–2006

From Photo Portfolio, 2006 Merce Cunningham Dance Company
Piezo pigment print on Angelica paper, Edition of 40

Museum Purchase, Greg and Med Willit 2012 2

 James Siena (American, b. 1957)
 Shaded Recursive Combs (second version), 2009
 Color etching on Hahnemüle Bugra Sapphire Blue paper Edition of 100
 Image: 14 x 12 in.; Sheet: 19 L x 17 in.
 Published by the Center for Contemporary Printmaking, New York Gift of Peter Wege, 2012.3

Paul Collins (American, b. 1939)
Gift of Michael Landon
Reservation, Lithograph on paper, ed. 37/50, 22 x 30 in.,
2012.4
Les, Lithograph on paper, ed. 5/50, 22 x 30 in.
2012.5
Joe, Lithograph on paper, ed. 46/50, 22 x 30 in.
2012.6
Ms. Foolscrow, Lithograph on paper, ed. 40/50, 22 x 30 in.

 Karel Appel Dutch, 1921-2006 Untitled from Personnages Portfolio, 1970 Color lithograph on paper, Edition 72/100 Gift of Dr. Henrietta Ten Harmsel, 2012.8

Michelle Andonian
American, b. 1958
End of the Frame Line, from the series Reinvention: Rouge Photographs, 2004 (printed in 2012)
Pigment print
Gift of the Artist, 2012.9

Richard Serra
 American, b. 1938
 Bight #1, 2011
 1-color direct gravure
 27 x 22 in.
 Edition of 45, Special Proof 6 of 9 AP
 Published by Gemini G E.L. at Joni Moisant Weyl, New York
 Gift of James and Mary Nelson, 2012.10

Maya Lin
 American, b. 1959
 The Midnight Sky, 1999
 Screenprint on paper
 Gift of the Frey Foundation, 2012.11

Julie Mehretu
 American, b. 1970
 Unclosed, 2007 (No. 16)
 Color hard ground etching with spit bite aquatint and drypoin
 35 Tx 44 Fin. (image)
 Museum Purchase, Dick, Patti and Melissa Jones and
 Friends and Family in Memory of Janice Long Gleason, 2012.1

Jasper Johns American, b. 1930 Voice 2, 1982 (ULAE 230) Lithograph on paper 19 "x 25 L'in. Museum Purchase, 2012.13

Katie Maratta American, b. 1952 *Michigan Apple Orchard with Crates*, 201 Graphite on wood 1 inch x 4 ft. Museum Purchase, 2012 14 Kota Ezawa
 American, b. Germany, 1969
 City of Nature, 2011
 Digital composition on DVD
 Museum Purchase, 2012.15

16. Andy Warhol

Suicide (The Leap), 1964 Screenprint on paper Gift of Miner and Mary Ann Keeler, 2012.16

American, b. 1955
Gilded Wind Nest, 2010
Wheel-thrown porcelain, altered, carved, fired to cone 10, then gilded and assembled
Gift of Dr. and Mrs. Arthur F. Furman, 2012.17

18. Mathias J. Alten American, b. Germany, 1871–1938 Untitled (Landscape), 1917 Oil on canvas 19 l'x 15 l'in. Gift of Russell Kitler, 2012.18

19. John Taylor Arms American, 1887–1953 Église Saint Gervais, Gisors (France), 1932 Etching on paper 10 x 8 5/8 in. Gift of Kate McGarry, 2012.19

0-46. Giovanni Tiepolo Italian, 1696–1770 The Flight into Egypt, 1750-53 27 matted etchings on paper Jansma Collection, Grand Rapids Art Museum, 2012.20-46

Andrew Moore
 American, b. 1957
 Hunter's Farmhouse
 Digital chromogenic print scanned from film negative 30 x 40 in.
 Laurium Afternoon
 Digital chromogenic print scanned from film negative 30 x 40 in.
 Gift of the Artist, 2012.47, 2012.48

49-50. Andrew Moore
American, b. 1957
Cooper Elementary School, East Side, 2008
Digital chromogenic print scanned from film negative
40 x 50 in.
Museum Purchase, 2012.49
Imagination Station
Digital chromogenic print scanned from film negative
40 x 50 in.
Museum Purchase, 2012.50

 Sky Pape, American, b. Canada 1963 (attachment) Watermarks #4966, 2011 Water and ink on handmade paper \$9,375 Museum Purchase, 2012.51

 Andrea Kowch, American, b. 19 Sojourn, 2011 Acrylic on canvas \$31,000 Museum Purchase, 2012.52

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2012 INDIVIDUAL DONORS

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\$100,000+

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in memory of Janice Long Gleason

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\$2.500+

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Randy and Beth Van Antwerp

Dan and Ellen Vander Mey James and Mary Veldheer

Vogt Foundation Bill and Mindy Wakefield

Janet and Jim Watkins Susan Wold

Stephan M. Wolf Dick and Barbara Young

2012 CORPORATE GIFTS

\$250,000+

Betz Industries \$100.000+

Steelcase Inc.

\$25,000+ Amway

ArtPrize Wolverine Worldwide

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Albert Bierstadt, The Buffalo Trail, about 1867. Oil on canvas. Museum of Fine Arts, Boston. Gift of Martha C. Karolik for the M. and M. Karolik Collection of American Paintings, 1815-1865, 47.1268. Photo © Museum of Fine Arts, Boston



Joey Ruiter: Objects in Motion.

October 25, 2013 - January 5, 2014 Joey Ruiter, Inner City Bike, 2012.



Legacy: The Emily Fisher Landau Collection.

January 31, 2014 - April 14, 2014

Edward Ruscha, b. 1937, The Act of Letting a Person into Your Home, (1983). Oil on canvas, 84 3/8 x 137 1/2 x 1 3/4in. (214.3 x 349.3 x 4.4 cm). Whitney Museum of American Art, New York; partial and promised gift of Emily Fisher Landau 2002.280. © Ed Ruscha. Photograph by Jerry L. Thompon



