

ALLENTOWN ART MUSEUM

2016 ANNUAL REPORT

Letter from our President & CEO

Art gives us insight into a snapshot in time. It is often a profound and palpable expression of the artist's emotion and mindset. It allows us to view the world in a moment and in a continuum – what led to the creation of each piece, what it meant at the time and what it means now.

So, too, can we look at the Allentown Art Museum of the Lehigh Valley. We are a reflection of where we've been, where we are now and where we strive to go as we boldly redefine the role of arts and culture in our region.

As you'll see in this annual report, we are reimagining the Museum and all it offers to be both a beacon for and reflection of the 21st century. Our past year was filled with self-assessment, exploration, and experimentation: what should our Museum be in our community's future? Just as importantly, what could it be?

This unparalleled opportunity compelled us to develop a new strategic and operational vision, building on a distinguished past and crafting an extraordinary future. You'll learn more about it on pages 14-15 of this report – and you'll be hearing more about it in the coming years.

Despite the changes we will retain our essence:

The Allentown Art Museum of the Lehigh Valley is a contemporary institution that stimulates minds, creates spaces for people to explore and exchange world views, and provides a springboard for dynamic conversation.

opposite: Wassily Kandinsky (1866-1944), *Great Resurrection (Grosse Auferstehung)*
Print from Klänge (Sounds, Illustrated book) 1913, color woodcut.
Gift of Starr Siegele and Larry Feinberg in memory of Audrey Berman, 2001

More than ever, the museum uses the arts and culture as a catalyst to drive interaction, experimentation and social change throughout our city and region. Its programs, exhibits, and partnerships enlighten, engage, energize and empower people—transforming the community one person and one idea at a time.

What's now; what's new; what's next? Here's what we're doing and how we're doing it. We hope you'll continue to be an instrumental part of it and we thank you for all that you have done to make this possible.

David Mickenberg

The Priscilla Payne Hurd President and CEO



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WHAT'S NEXT.



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EXHIBITS THAT ENLIGHTEN AND ENGAGE

Over 25,000

Visitors visited "This Light of Ours" and nearly 3,000 families, students and other visitors participated in the exhibit's cultural, educational, and interactive activities.

Major 2016 exhibits, such as the expansive and powerfully evocative "This Light of Ours: Activist Photographers of the Civil Rights Movement," underscored our growing ambition to stimulate conversation that can foster understanding and provide a climate for change. It was more than a typical exhibit. Every element of this multifaceted, organic event engaged patrons and the community in new and different ways.

[Read More](#)
About the museum's important community outreach on pages 9-10

652

Individuals were part of the Martin Luther King Day events alone.



Matt Herron, *Alabama Selma March* 1965, from the publication *This Light of Ours: Activist Photographers of the Civil Rights Movement*

EXHIBITS & BEYOND

EXPANDING HORIZONS



In 2016, we continued to push boundaries for the museum as well as for our visitors. Exhibits such as "Our America" and "Our Strength is Our People" displayed the increasing breadth and depth of the **Allentown Art Museum** of the Lehigh Valley.

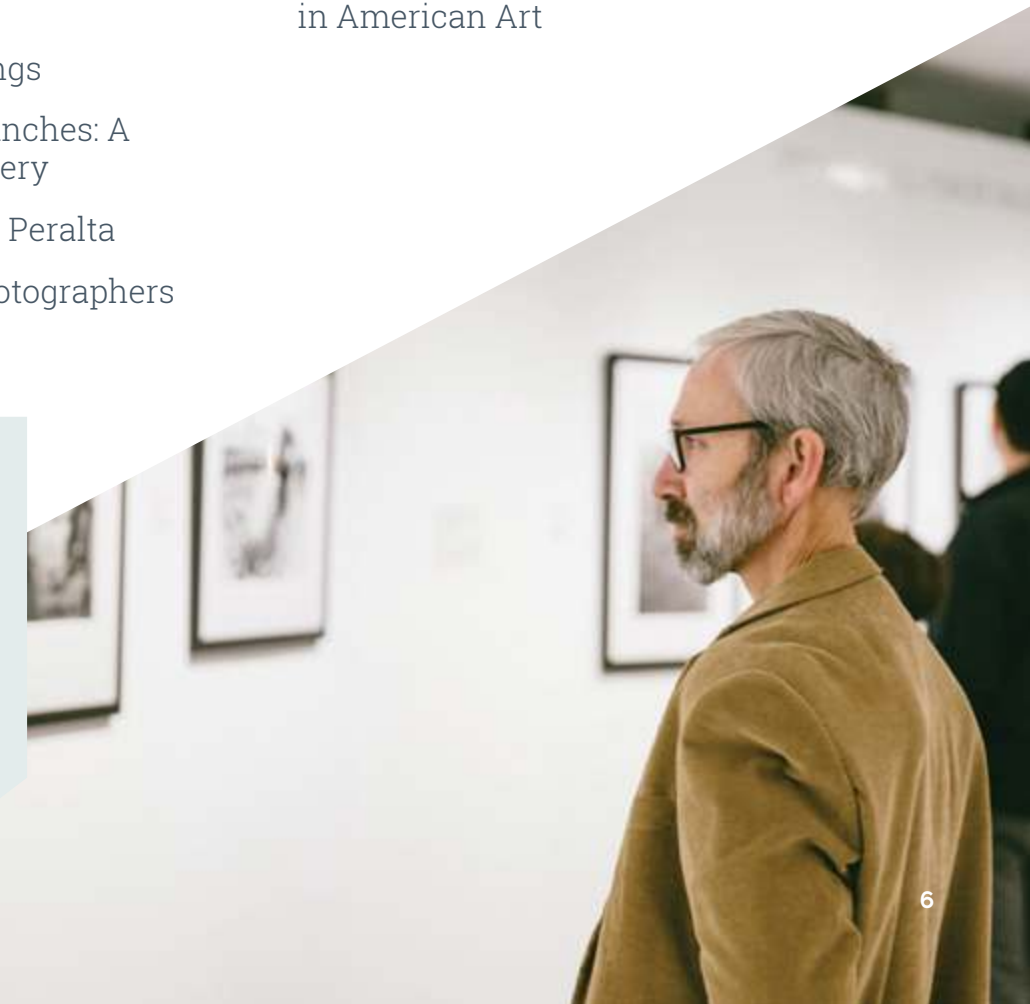
As the museum evolves, we will focus on creative, interdisciplinary, immersive, interactive presentations and programming that engage new audiences with the exhibitions.

Giuliano Bugiardini (1475-1554), Madonna and Child with Saint John, 1523/25, oil on panel. Allentown Art Museum, gift of Samuel H. Kress Foundation, 1960.

2015-2016 Featured Exhibitions

- A Shared Legacy: Folk Art in America
- Jeffrey Becom: Colors of India
- Todd Lindenmuth Prints
- Steve Tobin: Cocoon Awakenings
- The Plain and Ornamental Branches: A Sampling of Girlhood Embroidery
- Transcultural: A Mural by Rigo Peralta
- This Light of Ours: Activist Photographers of the Civil Rights Movement
- Our Strength is Our People: The Humanist Photographers of Lewis Hine
- Our America: The Latino Presence in American Art

Engaging programming and exhibits drove the total number of museum visitors in excess of **90,000 in 2016**. The museum welcomed over 22,000 visitors during our "Free Summer" offering, which was sponsored by Alvin H. Butz Inc. and the Gadomski Foundation.



A YEAR OF ENERGY

GROWTH AND RENEWAL

As we embrace our new role as an agent for change in the community, the works we present must enable us to deliver on our promise. This spirit was reflected in our approach to acquisitions.

The Allentown Art Museum of the Lehigh Valley boasts one of the most significant art collections in all of Pennsylvania. As we move forward, collections and acquisitions will be evaluated for relevance and importance within a global context. This approach began this year.

341 gifts of artworks were made to the museum this fiscal year.



Franz Kline
Lehigh Valley Mural, 2014
Oil on Canvas



Kara Walker
A Means to an End: A Shadow Drama in Five Acts, 1994
Etching and aquatint

NOTABLE WORKS INCLUDE

Fred Becker (American, ca. 1914–2004)

Celestial Grub, 1948
Soft ground etching, engraving and drypoint
Purchase: Gift of Paul K. Kania, 2016. (2016.7.2)

Alison Saar (American, born 1956)

Cotton Eater, 2014
Woodcut on found sugar sack quilt pieces, ed. 6
Purchase: The Ardath Rodale Art Acquisition Fund 2014. (2014.18)

Franz Kline (American, 1910–1962)

Lehigh Valley Mural, 1946
Oil on canvas
Purchase: Leigh Schadt and Edwin Schadt Art Museum Trust Fund, 2016. (2016.012.000)

Arthur Rothstein (American, 1915–1985)

Shoeshine Man, New York City, New York, 1937
Gelatin silver print, printed later
Gift of Jon and Nicky Ungar, 2015. (2015.19.39)

Gordon Coster (American, 1906–1988)

Factory at Night, c. 1930s
Vintage gelatin silver print
Gift of Jon and Nicky Ungar, 2015. (2015.49.65)

Gustave Baumann (German-born American, 1881–1971)

Procession, 1930
Color woodcut with aluminum leaf, ed. 120
Purchase: SOTA Print Fund, 2016. (2016.11)

Ernest Lawson (American, 1873–1939)

Canal Scene in Winter, 1893-94
Oil on canvas
Anonymous promised gift

Kara Walker (American, b. 1969, Stockton, CA)

A Means to an End: A Shadow Drama in Five Acts, 1994.
Etching and aquatint on five sheets of white woven paper, ed. 20
Purchase: Leigh Schadt and Edwin Schadt Art Museum Trust Fund, 2016. (2016.5.1-5)

David Malin (British-Australian, born 1941)

Spiral Galaxy
Platinum-palladium print
Gift of Jon and Nicky Ungar, 2015. (2015.49.159)

Paul Deery (American, born 1971)

Side by Side, 2015-2016
Over Under, 2015-2016
Black and white oil stick on paper
Purchase: Leigh Schadt and Edwin Schadt Art Museum Trust Fund, 2016

AAM LOANED THESE WORKS TO U.S. MUSEUMS

Maria Steiner - Pennsylvania German Show Towel (1990.13.8)
Inaugural Exhibit about the History and Material Culture of the Community
Manheim Township Historical Society (near Lancaster, PA)
May 31–Dec. 1, 2015

Hans Moller - Monhegan (2004.23)

Baum School of Art, Walter Baum
Sept. 15–Oct. 15, 2016

Thomas de Keyser - Man with White Ruff (1993.25.6) & Frans Van Mieris - Old Soldier Holding a Pipe (1986.44)

Close Encounters: Vermeer, Van Dyck and their Contemporaries
1. North Carolina Museum of Art: Oct. 26, 2014–Jan 11, 2015
2. Birmingham Art Museum: Feb. 7–May 10, 2015

Peter Grippe - Sculpture Man with a Hammer to the exhibit Leap Before You Look: Black Mountain College, 1933-1957

1. Institute of Contemporary Art, Boston, MA: Oct. 7, 2015–Jan. 24, 2016
2. Armand Hammer Museum, Los Angeles, CA: Feb. 21–May 14, 2016
3. Wexner Center for the Arts, Columbus, OH: Sept. 17, 2016–Jan. 1, 2017

Benjamin West - Portrait of Thomas Wyld (1986.20) & Edward Willis Redfield - Point Pleasant Hills (1985.35)

Inaugural Exhibit of the Pennsylvania Arts and Children's Program
The State Museum of Pennsylvania, Harrisburg
Jan. 20–Feb. 24, 2015

258 works from the permanent collection are on view.

below: Robert Motherwell, *Wall With Graffiti*, 1950

BRINGING THE TRANSFORMATIVE **POWER OF ART** TO THE COMMUNITY

AND THE VIBRANCE OF THE
COMMUNITY INTO ART

The Allentown Art Museum of the Lehigh Valley is the intersection between art and community. As we move forward, this two-way street will grow wider and provide access to even more destinations.



“Some **great exhibits** and very friendly staff. The museum itself was pretty neat. The project involving communities weaving a giant quilt together was pretty awesome.”

—Luis, from Facebook

The museum’s **HeARThstone Project** is a wide-ranging community-based initiative founded on the belief that the arts change lives, create community, foster economic development, and improve citizenship. Through programs such as the HeARThstone Creativity Lab on Hamilton Street and the Story Station, Discover Art, and long-term artist residencies, young people are given powerful tools to form interpretations, engage in discussion and find meaning.

Students involved with
the AAM in 2016: **686**

Teen Programming: **399**

Art Ventures: **2,308**

Discover Art: **1,465**

Creativity Lab: **85**

Viva Summer
Experience: **571**

**Additional
Programming:**

Adult Workshops: **153**

Films: **391**





REACHING, TEACHING & ENGAGING YOUNG MINDS

Arts Education in the Classroom fuels inspiration and imagination in schools throughout the Lehigh Valley, bringing a singular connection between art and student creativity. Students of all ages learn the content and skills of the visual, performing, and literary arts from accomplished working artists through the Allentown Art Museum of the Lehigh Valley.



1,465

Number of **4th grade students** participating in Discover Art since 2015/16

"The museum is beautiful. The treasure hunt for the kids really had them **engaged**. They loved the Crayola Room as well. A great family outing!"

-Donna, from Facebook



14,688

Number of participants in **community-based participatory projects** since 2015

We also offer school museum tours and interactive programs such as Poetry Out Loud. Our goal is to engage and enrich school students and their families with more learning opportunities.

Since 2006, students from across the region have participated in the popular **Poetry Out Loud: National Recitation Contest**, showcasing their prowess in public speaking, performance, and presentation.





HIGHLIGHTS OF THE YEAR

- 1465 4th grade students participated in "Discover Art"
- 234 community organizations worked in partnership with the Museum
- 11% increase in membership
- Museum's collections seen in 8 cities throughout the year
- \$544, 937 in Foundation support for programmatic initiatives including GOS
- 507 People attended "Cocktails and Collecting" \$205,000 raised for event sponsorships

Charlie Brouwer (b. 1946), Rise Together Allentown, September 13–October 14, 2014
275 ladders, heavy-duty cable ties, tags identifying lenders.

INCREDIBLE SUPPORT SPARKS CREATIVITY

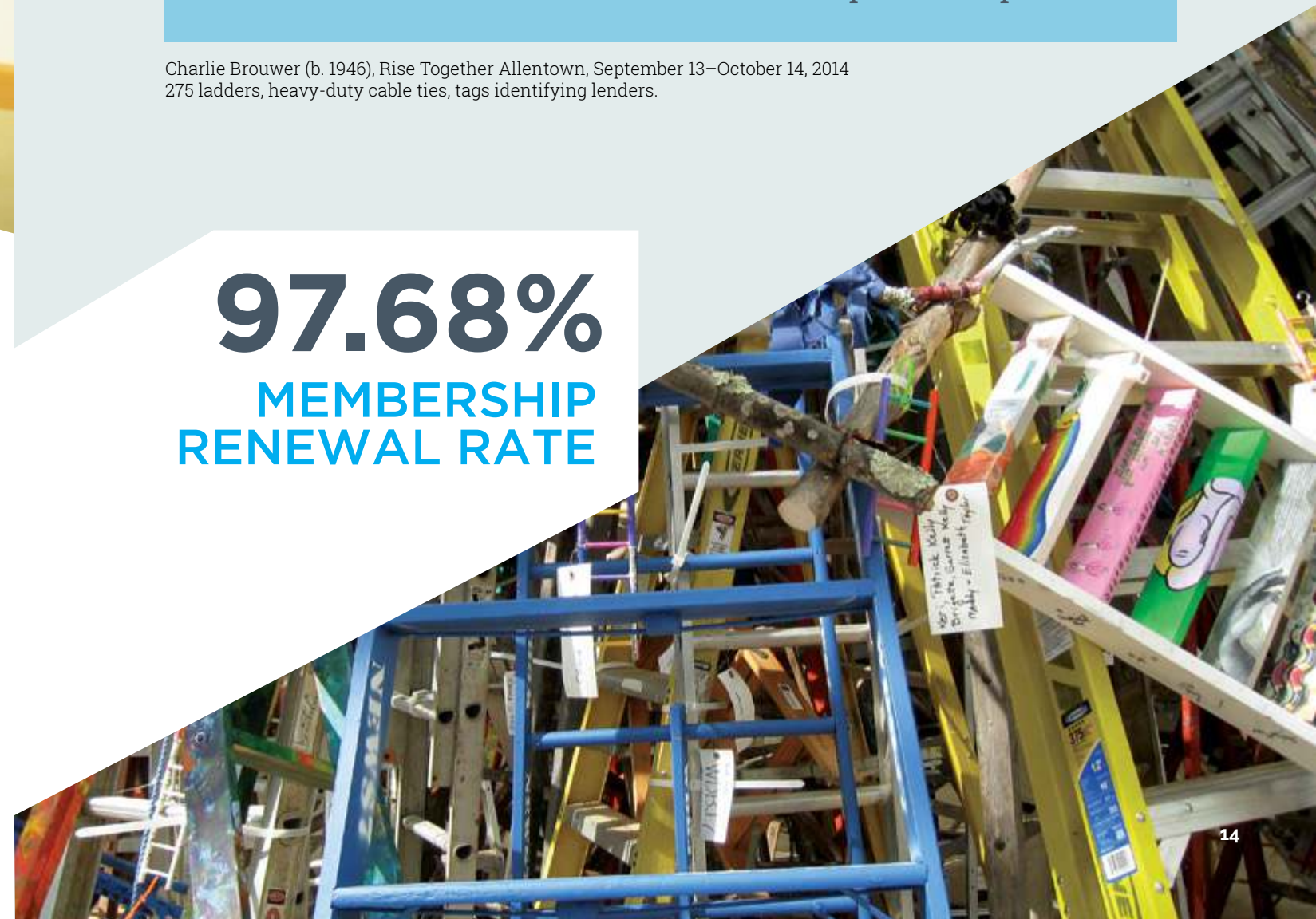
Support from members, donors, and sponsors remains essential to the transformation of the Allentown Art Museum into a truly relevant, 21st century institution. Generous support in 2016 and the embrace of our future goals by the museum community bodes well for advancing our ambitious vision. We are honored to have the largest endowment of any arts organization in the Lehigh Valley. We will build on that foundation by focusing on growth and sustainability.



\$293,081

Funds donated or raised by members of the Board of Trustees in FY '16

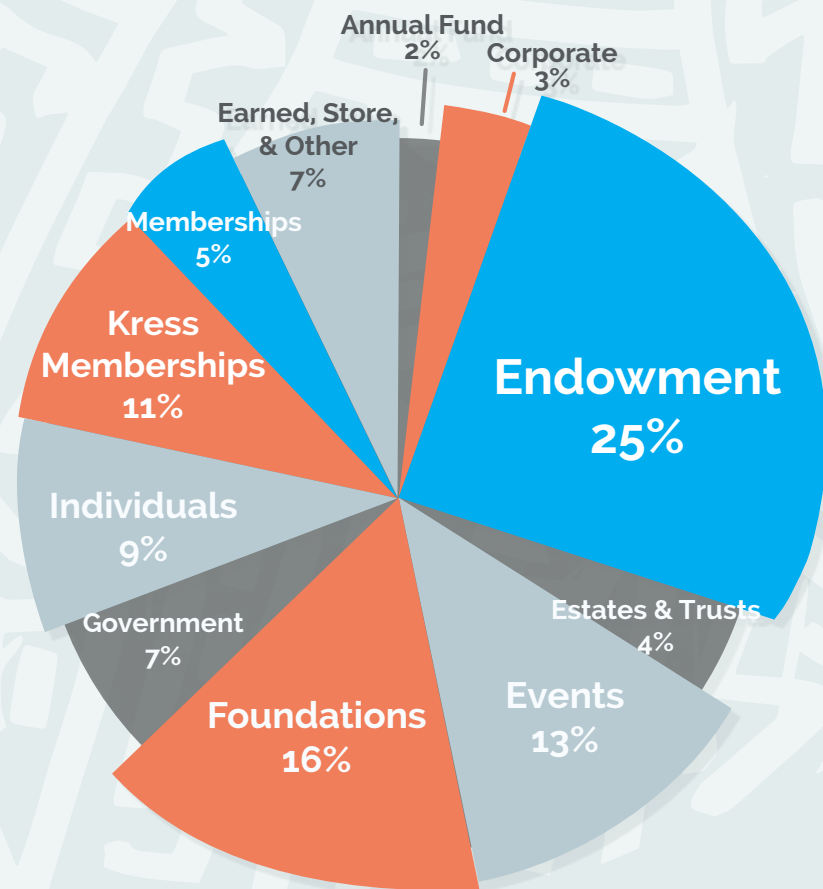
97.68% MEMBERSHIP RENEWAL RATE



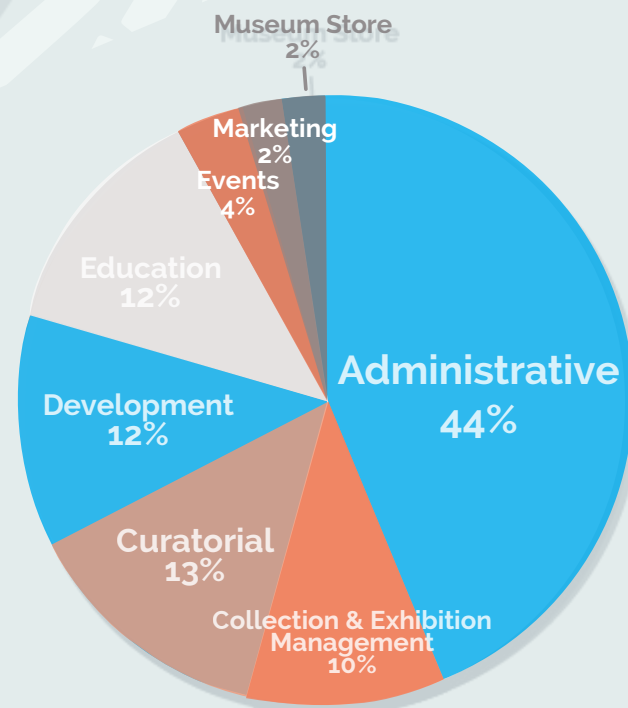
A SOLID FOUNDATION FUELS OUR VISION

A LOOK INTO THE FUTURE

2016 INCOME



2016 EXPENSES



BUILDING ON MORE THAN 80 YEARS OF SUCCESS, the Allentown Art Museum of the Lehigh Valley is embarking on a bold plan to be a catalyst for change and understanding in our region. Art has the extraordinary power to get people talking, to share points of view and find common ground. In a world that seems to be more fragmented by the month, we would be remiss if we didn't seize our opportunity to bring people together.

EXHIBITS & PROGRAMS

The Museum is actively seeking exhibits and programs that reflect global perspectives while reflecting both the diversity and shared experiences of the Lehigh Valley.

EVENTS

We are pursuing more interactive, multimedia events that can engage more people, in more ways and in more places, within the Museum and throughout the community.

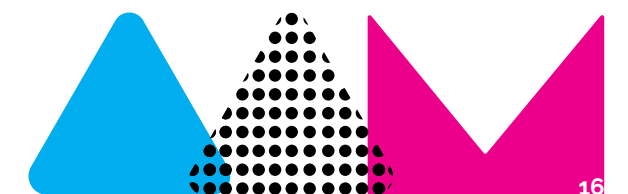
EDUCATION & OUTREACH

Our goal, as always, is to forge distinctive, impactful pathways to expose the arts to more students and families to foster a greater understanding of our world. The board is also actively building ways to build stronger relationships with academic institutions in the Valley to enhance our position as an educational leader.

NEW VENTURES

Museum leadership is exploring a number of initiatives that will give more people improved access to our programs and collection and the very essence of creativity. We are identifying ways we can have a more direct, profound impact on our community and neighborhoods – beyond the walls of the museum.

SIMPLY PUT, WE ARE MOVING BEYOND THE EXPECTED ROLE OF A MUSEUM INTO A MORE ACTIVE, INVOLVED AND INFLUENTIAL CAPACITY. WE HOPE YOU WILL JOIN US ON THIS REMARKABLE JOURNEY.



ART MUST
SHOW THE WORLD AS
CHANGEABLE
AND HELP TO **CHANGE IT.**

—Ernst Fischer, The Necessity of Art (1959)

Imagine What We Can Change Together

Come Experience the Art Museum of the Lehigh Valley!

With special thanks to Susan Harris



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ART MUSEUM

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