

The Patricia & Phillip Frost Art Museum Florida International University

2016-2017 Annual Report







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From the Director

Art transforms lives. We at the Patricia & Phillip Frost Art Museum, FIU, know this because we see the impact that the Frost Art Museum has on our visitors every day. Thanks to the generosity of FIU and our patrons, the Frost is free to the public. Our blossoming relationship with Sweetwater Elementary School has resulted in an exciting and promising curriculum integrating art and sciences. Our Green Critics' Lecture Series is as popular as ever. The Frost stays relevant because it changes with our community.

As we grow, Miamians seek us out. We hosted more than 35,000 visitors last year, about half of whom were from outside the university. We continue to fine-tune our membership benefits to encourage visitors to invest in the Frost Art Museum's effort to effect positive change. We held our second annual Benefactor Impact event, honoring Dennis Scholl who, as a student, found in FIU's then-new museum a hive of creative activity that excited him. Scholl's story, like those of the children from Sweetwater, is proof positive of the role museums play as investments in a community's welfare and the measurable changes they can bring about in people's lives. Testing scores and classroom behavior have markedly improved with teachers engaging students in art at school and through field trips, down 107th Avenue, to the museum. As we approach our tenth anniversary as the Frost Art Museum and the fortieth anniversary of our founding, we continue to provoke thought, action, and innovative thinking. Our annual Martin Luther King, Jr. Exhibition Series—supported through a collaborative effort of several FIU departments—addresses issues of race, diversity, social justice, civil rights, and humanity to serve as a catalyst for dialogue and enrich our community with new perspectives. Our upcoming exhibitions feature art across time and cultures, as we bring the world of visual arts to the FIU campus. Just as our exhibition of Australian Aboriginal art invited discussion about the continuity of an art-making culture far beyond the temporal boundaries of the western canon, our upcoming exhibitions will explore rapidly changing ideas on gender and race. These highlights take place alongside our exhibition of emerging artists graduating from FIU's Master in Fine Arts program, an annual programming tradition in which the Frost is proud to serve as an early-career venue for these young students' work.

In addition to this temporary programming, the Frost will shine a new, brighter spotlight on the permanent collection in our renovated third floor galleries through an ongoing exhibition called *Bridging Communities*. For this installation, we went back to the founding vision of Jim Couper, the museum's first director, who declared that this institution would fulfill a belief in "art for all." Couper's vision underlined a basic truth about arts institutions: their impact on visitors depends on the generosity of those who assert their desire to see the transformative potential of art fully realized. A Frost membership represents such an assertion. Please join and invest in the museum that invests in its community.

Jordana Pomeroy, Ph.D. Director

Exhibitions

Yuni Kim Lang: Comfort Hair

August 24, 2016 - December 04, 2016 Organized by the Patricia and Phillip Frost Art Museum This exhibition was made possible through the generous support of the Jane Hsiao Asian Art Endowment.



Narciso Rodriguez: An Exercise in Minimalism

October 16, 2016 - January 08, 2017

Organized by Frost Art Museum Curator Klaudio Rodríguez and Alex Gonzalez, the Creative Director of ELLE Magazine.

This exhibition was made possible through the generous support of Kimberly Green, Dorothea Green, The Green Family Foundation and the Host Committee: Trish Bell, Darlene M. Boytell-Perez ARNP '89, MSN '96, Alejandra Cicognani, Alicia Menendez and Frances Aldrich Sevilla-Sacasa.

This exhibition was sponsored by Elle Magazine, Miami Herald - el Nuevo Herald, INDULGE Magazine, Narciso Rodriguez Parfums. Ralph Pucci, Bacardi. Mena Catering and Creative Creative.

Drawing Line into Form: Works on Paper by Sculptors from the Collection of BNY Mellon

October 22, 2016 - January 29, 2017 Organized by the Patricia and Phillip Frost Art Museum Collection curated by: Brian J. Lang, Curator, Corporate Art Collection This exhibition was made possible through the generous support of BNY Mellon Wealth Management.



Pierce, Mark, Morph

October 22, 2016 - February 12, 2017 Organized by the Patricia and Phillip Frost Art Museum. Curated by Maryanna Ramirez.

Master of Art Education Exhibition

December 09, 2016 - January 08, 2017 Organized by students in the Master of Arts Education Program at FIU.

Casting Shadows: Photographs by Edward West

January 19, 2017 - March 19, 2017

Organized by the Patricia and Phillip Frost Art Museum.

This exhibition was sponsored by the Office of Multicultural Programs & Services, College of Arts, Sciences & Education, College of Business, College of Communication, Architecture & The Arts, Herbert Wertheim College of Medicine, College of Law, African & African Diaspora Studies Program at the Steven J. Green School of International and Public Affairs and the Intercontinental Hotel Doral.



Marking the Infinite: Contemporary Women Artists from Aboriginal Australia

January 28, 2017 - May 14, 2017

This exhibition, drawn from the Debra and Dennis Scholl Collection, originated at the Nevada Museum of Art in Reno, Nevada, where it was organized by William Fox, Director, Center for Art and Environment, and Henry Skerritt, Curator, Kluge-Ruhe Aboriginal Art Collection of the University of Virginia.

Presentation at the Frost Art Museum was coordinated by Curator Klaudio Rodríguez and Director Jordana Pomeroy.



Carol Brown Goldberg: Tangled Nature February 11, 2017 - June 04, 2017 Organized by Frost Art Museum Curator Klaudio Rodríguez.

Master of Fine Arts Student Exhibition

March 4 - April 9, 2017 Organized by students in the Master of Fine Arts Program at FIU.

Shortcut

April 1 -30, 2017

Organized by Baustelle Schaustelle, based in Essen, Germany, Folkwang Universität der Künste and the Art and Art History Department at Florida International University. Co-curated by Brigitte Krieger, Manager Director of Baustelle Schaustelle and Pip Brant, FIU Associate Professor of Fiber Art and Painting.

Aesthetics and Values: The Honors College

April 22, 2017 - June 25, 2017

Organized by students in the Honors College at FIU. Presentation at the Frost Art Museum was made possible with generous support from Anthony's Coal Fired Pizza, Thera-Pro Associates, Bacardi, BJ's Wholesale Club, Bottle & Bottega, Circus Eats, Direct Digital Concepts, FIU Alumni Association, FIU External Relations, FIU Student Programming Council, Interamerican Bank, La Caretta, LINK Construction Group, Madlove by Latin House, Publix Supermarkets, PureHoney Magazine, RiskQual Technologies, and Vicky's Café.



Possible Worlds: Photography and Fiction in Mexican Contemporary Art June 03, 2017 - October 08, 2017 The exhibition has been organized in collaboration with the Ministry of Foreign Affairs of

Mexico, the Mexican Agency for International Development Cooperation, and the Mexican Cultural Institute in Miami.

Presentation at the Frost Art Museum was coordinated by Curator Klaudio Rodriguez and Director Jordana Pomeroy.

Form as Context

June 17-July 30, 2017 Organized and Curated by Barbara Bollini Roca, MFA in Curatorial Practice candidate.

Becoming Mexico: The Photographs of Manuel Carrillo

July 08, 2017 - September 17, 2017 Organized by the Patricia and Phillip Frost Art Museum.

Changes to the Collections

Outgoing Loans from the Permanent Collection

Emilio Sanchez Untitled (White House with Striped Roof) Oil on canvas Gift of Emilio Sanchez Foundation FIU 2010.11.5 Exhibited in Emilio Sanchez in South Florida Collections, February 9, 2017 to May 21, 2017 Lowe Art Museum, University of Miami, Coral Gables, Florida

Ad Reinhardt No War, Ed. 62/100, 1965 Lithograph on paper mounted on board Gift of Mr. and Mrs. Samuel Dorsky MET 72.5.9 Exhibited in *Taipei Biennial*, September 16, 2016 to February 5, 2017 Taipei Fine Arts Museum, Taipei City, Taiwan, R. O. C.

Acquisitions to the Permanent Collections

Isabel Bishop Young People, 1974 (from "Walking Series") Print, ink on paper Accompanying catalog raisonne included Gift of Serg J. Rioux FIU 2016.2

Jacob Kainen Virginia Hills, 1946 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.2

Jacob Kainen *The Island #2,* 1948 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.4 Jacob Kainen *Be It Ever So Humble,* 1946 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.1

Jacob Kainen Self Portrait, 1947 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.3

Jacob Kainen *The Corner Store*, 1955 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.5 Jacob Kainen *The Midnight Sun*, 1960 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.6

Jacob Kainen *Mr. Kafka*, 1970 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.8

Jacob Kainen *Cool Dervish*, 1998 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.10

Jacob Kainen Ararat, 1986 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.12

Jacob Kainen *Neopolitan II*, 1992 Print, ink on paper mounted on board Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.14

Jacob Kainen *Moon,* 1992 Print, ink on paper mounted on board Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.16 Jacob Kainen *Abraham*, 1970 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.7

Jacob Kainen *The Great Shah,* 1972 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3

Jacob Kainen *The Overseer,* 1975 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.11

Jacob Kainen *Agincourt,* 1988 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.13

Jacob Kainen *Nantucket II,* 1992 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.15

Jacob Kainen Untitled, 1994 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.17 Jacob Kainen Untitled (Monoprint, orange),1998 Print, ink on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.18

Jacob Kainen Sketchbook 2 of 3 (1964 Provincetown 22) Mixed media on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.20

Jacob Kainen Side Street, 1947 Painting, oil on board Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.22

Jacob Kainen Argosy XLIV, 1985 Painting, oil on canvas Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.24

Bangwa people, Cameroon *Helmet mask*, unknown date Wood, kaolin Gift of Jack Baruch, MD FIU 2016.12.2

Eugenia Vargas Pereira Anatomia de la Memoria Digital print, quadriptych Gift of Bernice Steinbaum FIU 2016.13 Jacob Kainen Sketchbook 1 of 3 (1950's) Mixed media on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.19

Jacob Kainen Sketchbook 3 of 3 (1965-66) Mixed media on paper Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.21

Jacob Kainen *Gypsy Rose*, 1970 Painting, oil on canvas Museum purchase, Dorothea & Stephen Green Program Endowment FIU 2016.3.23

Bamun or Bamileke people, Cameroon Grasslands *Helmet mask*, unknown date Wood Gift of Jack Baruch, MD FIU 2016.12.1

Songye people, Democratic Republic of Congo Male power figure, unknown date Wood, fiber Gift of Jack Baruch, MD FIU 2016.12.3

Pablo Atchugarry Search for Knowledge, 2008 Sculpture, Pink Portugal marble Gift of the Artist FIU 2016.15 (formerly FIU L2011.1) Ilan Averbuch Journey's End, 2016 Sculpture, Corten steel, steel, stone Museum purchase FIU 2016.18

Norlam de Leon Littoral #3, 2015 Xilograph (matrix), plywood and printing ink Gift of Ricardo Pau-Llosa FIU 2016.20.2

Julio Figueroa Beltran Infrared, 2011 Painting, acrylic on canvas Gift of Ricardo Pau-Llosa FIU 2016.20.4

Oded Halahmy Sands Sculpture, bronze Gift of the Artist FIU 2016.22.1

Photographs from the Collection of the Gilman Paper Company, #927 Published by White Oak Press, photographs hand-printed by Richard Benson Paper, leather, fabric Gift of Yale University Art Gallery FIU 2017.7 Rogelio Lopez Marin (Gory) 1836-1936-1984, 1987 Triptych, digital print on paper with inscribed poem Gift of Lanster Family Collection, Miami, Florida FIU 2016.19a-c

Angel Vapor Portrait of Maria de los Angeles (the artist's wife), 2001-2011 Sculpture, cast iron, mirror, paper Gift of Ricardo Pau-Llosa FIU 2016.20.3

Victor Vasarely *Usteok*, 1975 Print, serigraph on paper Gift of Serg J. Rioux FIU 2016.21

Oded Halahmy *Takes Two* (study) Sculpture, bronze Gift of the Artist FIU 2016.22.2

Victoria Carballo *Pásame la Mano* Installation, glazed porcelain, poplar Betty Laird Perry Purchase Award, BFA, Spring 2017 SC 2017.4a-d

Daniel Joseph Martinez

A Meditation on the Possibility of Romantic Love or Where Are You Going with that Gun in Your Hand, Bobby Seale and Huey Newton Discuss the Relationships between Expressionism and Social Reality Present in Hitler's Paintings, 2007 Sculpture, marble, steel Gift of Debra and Dennis Scholl FIU 2016.24

Deaccession from the Permanent Collection

Ilan Averbuch Journey's End, 1985 Sculpture: granite, steel, wood D 2016.2 (formerly FIU 97.27.1)

Artwork deteriorated from harsh environment. In the summer of 2016, a new version of Journey's End was reconstructed by the artist in the same location as the original work.

Conservation Projects

Sir Anthony Caro Caramel, 1975 Steel Gift of B and Donald Carlin Conservation completed in 2016 with funds generously donated by the B Carlin Foundation FIU 2004.25 The sculpture was cleaned and returned to its original finish. The sculpture has been relocated in a more prominent location near the entrance to the Frost Art Museum.

Daniel J. Martinez

A Meditation, on the Possibility of Romantic Love or Where are You Going with that Gun in Your Hand, Bobby Seale and Huey Newton Discuss the Relationships between Expressionism and Social Reality Present in Hitler's Paintings, 2007 Marble with steel base Gift of Debra and Dennis Scholl FIU 2016.24 Some infilling of cracks in the marble from the past had discolored. This was removed and replaced with archival fills.

Richard Serra Alameda Black, 1981 Paint stick on aluminum Gift of Marvin and Elayne Mordes FIU 2002.019.001 Batons from a storage crate had caused glassine to adhere to the surface of the painting. Conservators removed the glassine, cleaned the surface and readjusted the finish to restore it to as close to the original as possible.

Public Art Advisory Task Force

Since the first meeting of the Public Art Advisory Task Force (PAATF), chaired by Dennis Scholl, this working group, consisting of representatives from departments across FIU, has accomplished the following:

- President Rosenberg approved campus-wide Public Art Acquisition and Care Guidelines.
- Protocols for acceptance of long-term loans of outdoor sculpture were established.
- Curatorial recommendations were made for public art on campus to remain with goals of re-curating space next year.
- Roberto Rivera and David Rifkind organized the spring 2017 Public Art Charrette, which asked teams of students to reimagine the Avenue of the Arts. The two winning teams presented their projects to President Rosenberg.

Digital Collections

Frost Art Museum Collection objects included in dPanther Collections through FIU Libraries has been accessed more than 3,400 times over the past year. http://dpanther.fiu.edu/dPanther/collections/frost

As of May 26, 2017 our collection that is included in Google Art Project has been accessed by 2,544 users with 5,839 page views since July 1, 2016. https://www.google.com/culturalinstitute/beta/partner/the-patricia-phillip-frost-art-museum

Google Art Project Metrics as of May 26, 2017:



Frost Art Museum exhibition catalogs included in Digital Commons have been accessed over 990 times in the past year, and 2,283 times over the course of the past.

<u>Grants</u>

FY 2016-2017 Successful Grant Proposals Total Awarded: \$260,480.62

FIU Tech Fee

\$5,666.62 Grant for 10 iPads and accessories, an interactive teaching software, and a public address system used to further engage students during tours and by creating lesson plans.

Miami-Dade County Department of Cultural Affairs, Major Cultural Institutions \$164,103 General support for the 2016-2017 season.

State of Florida Division of Cultural Affairs \$90,711 General support for the 2016-2017 season.

FY 2017-2018 Awarded and Outstanding Proposals Total Requested: \$299,573.80

Funding Arts Network

\$12,000 Status: Awarded Funds toward exhibition, Dangerous Women, Spring 2018.

National Endowment for the Arts, Art Works

\$20,000 Status: Awarded Funds toward exhibition, Brazil: Art for a Tropical Democracy, Spring 2019.

State of Florida Division of Cultural Affairs

\$44,794 Status: Awarded General support for 2017-2018 season.

FIU Tech Fee

\$33,676.80 Status: Pending Funds toward new audio system in the grand galleries.

Knight Challenge Grant

\$25,000 Status: Pending Funds toward Sweetwater Elementary School's Everglades Garden project.

Miami-Dade County Department of Cultural Affairs, Major Cultural Institutions

\$164,103 Status: Pending General support for 2017-2018 season

Education and Outreach

The 2016-17 year greatly focused on community engagement addressing needs on-campus and in Sweetwater.

Education Programs

University Tours

We continue to offer free tours to all members of the FIU community. This includes the Dual Enrollment students and faculty, First Year Experience classes, prospective students participating in FIU Campus Tours, and members of the Honors College and their HeARTS Clubs. Each year we increasingly engage university faculty: this year we worked directly with the Global Indigenous Studies, Landscape Architecture, Cuban Research Institute, FIU Panther LIFE, Women's Studies, Medical School, Film Studies and Engineering and Computing departments. We also continue our partnership with Keiser University, Miami Dade College and welcomed Miami International University of Art & Design students for our Narciso Rodriguez Exhibition.

School Tours

We continue our relationship with Miami Dade County Public Schools and the Museum Arts Education program. Students, teachers, and chaperones visit throughout the year our educator and the school liaison plan together for upcoming visits. We serve more than 500 students per academic year through this program alone. Although Miami Dade County Public Schools visits decreased. we increased visits to the museum from Sweetwater Elementary School as part of our community initiative that supports an arts



integrated curriculum. Students from Pre-K through fifth grade, 800 in total, came to the

museum for the first time. In addition to featuring and highlighting our Sculpture Park, Kenan-Flagler Family Discovery Gallery, and traveling exhibitions, our education team visited the school on multiple occasions to support arts integration in the classroom with math and science.

In conjunction with our three-year partnership with the President and CEO of Waving Hands and teacher for the deaf at G. Holmes Braddock High School, John Paul Jebian, the Frost Art Museum scheduled a tour with his American Sign Language students. The students put their skills to the test by engaging with other students from local schools for the deaf.

Additionally, we average 6000 students from, public, private, charter, home, and other schools. We serve 9 districts from Miami Dade County and 5 districts from Broward County.

Community Tours

Doral Silver Club, Sweetwater Elderly Home residents, The Palace, East Ridge Retirement Community, and several resident clubs from Brickell Key and Palm Beach visited throughout the year.

Overall, tours decreased this fiscal year, as we increased the number of educational programs from 40 to 68, inspiring 1683 attendees.

Kids & Family Programs

Artful Playdates

Artful Playdates increased from 5 to 35 average attendees prompted us to host these sessions bimonthly.

Family Days

Family Days take place twice a year, in the fall and in the spring. Our fall Family Day was aligned with our Narciso Rodriguez exhibition and featured activities focused on design and fashion, some of which were provided by fashion students and professors from the Institute of Art and Design in Miami.

In the spring, in partnership with the Miami Dade Cultural Affairs Office, All Kids Included, and Zot Artz, we organized an annual event for families and children of all abilities and ages. This event was held the Blue Parking Garage to accommodate the over 300 participants of all abilities.



Education Initiatives

STEAMworks! Sweetwater Elementary School

This arts integration pilot program is currently in its second year. *STEAMworks!* is an arts integration program promoting STEAM (Science, Technology, Engineering, Arts, and Mathematics) learning through the arts and the development of 21st-century skills for global competiveness.

The impact of our partnership this year was evidenced when third, fourth, and fifth grade students were inspired to create their own museum at school from their visits to the Frost. They titled their museum "Power of the Arts" and curated an exhibition of with works inspired by exhibitions featured at the Frost. Selected students role-played the positons of director, curator, registrar, docent, security and public relations staff and each wore the proper dress code and name badge. This took place along with Parent's Night and the Frost team rewarded these students with a certificate of excellence as a museum professional, along with a mini Torch Award.



Additionally, through the STEAMworks! program with Sweetwater Elementary School:

- Museum staff engaged in Sweetwater Elementary School's Career Day.
- STEAM integrated resources and lessons were produced for every exhibition and presented in the classrooms.
- Schoolteachers were invited to attend opening nights of exhibitions.
- Our Doral partner and the Frost hosted a Teacher's Appreciation Night.
- Sweetwater City continues to attempt to collaborate with the Frost to produce educational programs as per our MOU.
- Inspired by our exhibition of the Lod Mosaic, students created a mosaic of their own focused on the Everglades and environmental factors that can endanger the animals and ecosystem. This was made of recycled materials and earned the students attention from MDCPS Student Exhibition. The mosaic was displayed at the Bakehouse Art Center.
- Artist Xavier Cortada presented at Sweetwater Elementary School for "Art of Climate Change" project. Students wrote letters to their future selves about what the world will be like if we do not take care of our environment. These letters became part of a future project that Cortada will exhibit at Art Basel.
- Also with Xavier Cortada, every child at Sweetwater Elementary planted a wild flower seed to celebrate Earth Day and to initiate the FLOR 500 project at the school. In the future, The Frost will host the next Earth Day near the lake.

• Students met and worked with artist Carol Brown Goldberg at the Frost. Many of these 200 students in Pre-K and first grade had never before visited a museum. The students created small murals and were then displayed at the school. Goldberg donated over 200 coloring books and crayons to the Sweetwater Elementary School to provide resources for a creative outlet at home.

Professional Development Workshops

Professional development opportunities are hosted throughout the year for teachers, Frost staff, and docents.

- The Artful Thinking workshop served 60 teachers with FIU Global Learning Professor Dr. Angela Salmon. This workshop focused on observational skills and connecting art to the habits of mind and curriculum. Haitian paintings from our Frost Collection were highlighted.
- FIU Arts Day focused on our Narciso Rodriguez Exhibition and how fashion design can be taught as part of the curriculum in science, math and engineering. Professor Linda DaVita demonstrated the ways the fashion industry is connected to the environment.
- A workshop with the Cuban Research Institute engaged 30 teachers from all subjects. Each teacher was given an opportunity to learn about the Perez Cuban Collection at the Frost and how to make curriculum connections through brainstorming and lesson planning. The workshop was organized by the Cuban Research Institute and led by the Frost Curator of Education.
- An All Kids Included Workshop with Dwayne Szot served 50 teachers and professionals in the health industry. The workshop focused on *Marking the Infinite: Australian Aboriginal Contemporary Women Artists*.

Exhibition Programming

Drawing Salons

Since October of 2016, we have offered several drawing salons free to the public. The drawing salons occur monthly and are held from 12-2pm. FIU Faculty is contracted to lead the sessions, a stipend is given for their services, and materials are provided for both the faculty and participants. The instructing faculty this year were Helen Burgos, Michael Gray (MFA), Gretchen Scharnagl, and David Rifkind.

Artist Workshops

During the *Pierce, Mark, Morph* exhibition, we hosted workshops lead by exhibiting artist Hiromi Moneyhun. Two sessions were offered for 30 participants each and guests from the Japanese Consulate were in attendance.

The Carol Brown Goldberg Mural Project

The Collaborative Mural Project at the Frost was the first that our curator created a workspace within an exhibition. This created an opportunity for our students to meet the exhibiting artist and work alongside her during the creative process. The education team organized hundreds of students to leave their mark on this collaborative mural. The final mural will become part of BBC's collection and will be displayed on campus.

Aboriginal Women's Contemporary Art Movement



Margo Smith, Director of the Kluge-Ruhe Aboriginal Art Collection at the University of Virginia led a program and introduced Frost guests to three members of the Aboriginal Australian community. The museum also featured a screening of films produced by the Aboriginal people through the Mulka Project.

Docent and Volunteer Programs

The volunteer program at the Frost Art Museum is its ninth year. With a new strategic plan in place, the program will be revised to align and meet our mission and goals.

Community Collaboration

Art After Dark

The Art after Dark series is sponsored by the City of Doral Arts and Culture Committee and each session brings 30-40 residents from the Doral community to the Frost, many visiting for the first time. The Frost Education team facilitates tours and an activities with our featured artists from our exhibits, such as *Suddenly Last Summer*, *In the Beginning was the Word: Works by Corita Kent, Pierce Mark Morph*, and *Tangled Nature*.

Art & Health

Sponsored by West Kendall Baptist and Sergio's Cuban Kitchen & Bar, these sessions focused on the impact art has on health and wellbeing.

Academic Programming & Strategic Initiatives

Programming

First Year Experience Exhibition

In 2016, the museum launched an initiative with the Common Reading Program to attract new students to the museum. All incoming students entering FIU read the same book and discuss it in their First Year Experience course. The museum developed an exhibition to complement the book with visual literacy. This year, students read *In Order to Live* by Yeonmi Park. In this memoir, Park discusses her life in North Korea and her escape from the regime. The museum curated the exhibition, *Yuni Kim Lang: Comfort Hair*, which featured photographs by Michigan-based artist, Yuni Kim Lang. Born in Korea, and raised in Hong Kong, Shanghai, and Beijing, Lang examines her Asian roots through a global and gendered lens.

The museum offered docent-led tours to the First Year Experience courses. We held 24 tours and welcomed 2465 students to the museum.

MLK Exhibition

For several years, the museum has developed an exhibition in the winter to coincide with the university's MLK Commemorative Celebration. In 2016, the museum defined the scope and goal of the exhibition, and established it formally as an exhibition series. The Martin Luther King, Jr. Exhibition series addresses issues of race, diversity, social justice, civil rights, and humanity to serve as a catalyst for dialogue and enrich our community with new perspectives.

In addition, the museum has a seat on the MLK committee and participates in the planning of the celebration. On January 19, 2017, the museum opened *Casting Shadows: Photographs by Edward West*, which featured photographs taken by West of communities of color in post-apartheid South Africa. The artist gave a lecture prior to the opening, which was attended by 107 people.

Lectures

- Brian Lang, Curator, BNY Mellon Lecture for Drawing Line into Form: Works on Paper by Sculptors from the Collection of BNY Mellon October 22, 2016
- Laurie Anderson, Artist
 Steven & Dorothea Green Critics' Lecture Series
 November 6, 2016
- Judy Pfaff, Artist Breakfast in the Park December 4, 2016

- Edward West, Artist Lecture for *Casting Shadows: Photographs by Edward West* January 19, 2017
- Donald N. Thompson, Economist and author of *The \$12 Million Stuffed Shark* Lecture for Art & Investment Series January 21, 2017
- Dennis Scholl and Henry Skerritt
 Gallery Talk for Marking the Infinite: Contemporary Women Artists from Aboriginal Australia
 January 28, 2017
- Brian Boucher, Senior Writer for Artnet and Associate Editor for Art in America Lecture for Art & Investment Series February 18, 2017
- Jock Reynolds, Henry J. Heinz II Director, Yale University Art Gallery Steven & Dorothea Green Critics' Lecture Series March 11, 2017

Vicky Café

Great academia does not stop at the classroom doors, and Vicky Cafe's partnership with Frost Art has given this great community a space to share its creative energy. "Vicky" is quickly becoming a favorite among groups like FIU's philosophy club and graduate students across disciplines, as well as building overnight traditions like Thursday Open Mic Nights. This special place has also won the hearts of museum staff who feel at home there any time between the cool morning hours sipping coffee on the patio and evening social hours spent watching students dance salsa as the sun sets. Serving over 1,000 students, faculty and staff every day, our partnership with the cafe has brought unprecedented attention to our region of campus, new highs in attendance, and new interest in our programming.

Public Relations

Earned Media:

- During fiscal year 2016-2017, News Travels Fast generated **more than 700 news stories**, **mentions**, **and social media posts** for the Patricia & Phillip Frost Art Museum and Florida International University.
- The amount of earned/editorial media space for the Frost Art Museum is valued at **\$2.5** million.
- These publicity efforts and outreach to the news media resulted in more than **1.5 billion reachable impressions** via our successful editorial strategies, strategic media pitching, creative writing and editing, our relationships with editors and journalists, and the press releases we created and presented to the news media on behalf of the museum.

Major News Placements Include:

- The New York *Times*, PBS News Hour, *Paste Magazine*, EFE international newswire, Associated Press, the global in-flight publication *Delta Sky Magazine*, *The Art Newspaper*, Fox News, The Hollywood Reporter.
- ELLE Magazine, Hyperallergic, Forbes Magazine, The Los Angeles Times, USA Today, Yahoo News, Crave Magazine, The Huffington Post, Wine Spectator Magazine, Philanthropy Journal News.
- ArtDaily, Blouin Artinfo, Paper Magazine NY, SciArt Magazine, Artslant, The Hamptons Art Hub, the newsletter Larry's List for Art Collectors, Afar Magazine, Time Out Magazine, Miami New Times.
- Vogue Magazine (in the U.S., Brazil, France and Italia editions), The Miami Herald, Ocean Drive Magazine, SocialMiami, MSN News, Fashion Week Daily, Indulge Magazine.
- The in-flight magazine for First-Class passengers on key global airlines (including British Airways, Emirates Air, Virgin Atlantic, Air France, Quantas, Cathay Pacific and Lufthansa), The New York Times China Edition, CBS Miami Television, South Florida Luxury Guide Magazine, The Biscayne Times, TERRA, El Nuevo Herald, Telemundo and the South Florida Sun-Sentinel.

Public Relations Fosters Goodwill with the Museum's Partners:

We leveraged our expertise and insights to successfully promote the museum's partners this year - curators, artists, sponsors and stakeholders - to maximize their positive experience in partnering with the Frost. These stakeholders in turn spread the word that when you partner with the Frost, you benefit from great publicity. By nurturing these relationships, the museum's partners became Brand Champions, including: *Dennis Scholl* – featured in multiple news stories, including a cover-story in the Miami Herald, a feature story in Paste Magazine, a feature story in the PBS News Hour's Art Blog, plus feature stories in Wine Spectator (about his vineyards), The Hollywood Times (about his filmmaking), Philanthropy Journal News (about his impact as a leading national philanthropist) and a cover story in ArtDaily (which led to several colleagues and friends congratulating Scholl about this prominent placement in ArtDaily); *Rosa de la Cruz* and *Ibett Yanez* (and the **de la Cruz Collection**) – several prominent news interviews resulting in more than 50 news stories internationally and nationally; *Daniel Perron* – secured multiple news stories throughout the year that prominently featured museum's Board Chair.

Other stakeholders that we secured valuable publicity for include: *Mr. and Mrs. Frost, Bacardi, BNY Mellon, The Kislak Foundation Collection, Carol Brown Goldberg, Henry Skerritt* and the *Kluge-Ruhe Aboriginal Collection of the University of Virginia*, the *Ministry of Foreign Affairs of Mexico*, the *Mexican Agency for International Development and Cooperation* and the *Mexican Cultural Institute in Miami*, fashion designer *Narciso Rodriguez, Laurie Anderson, Judy Pfaff, Carlos Martiel* and *Cecilia Paredes*.

Community Relations

Strategic counsel was provided throughout the year to the Museum Director and management staff, enriching the museum's communications and marketing and broadening the institution's community contacts. This year the New Travels Fast agency introduced the Frost Art Museum's director to community leaders, long-standing Miami artists, and prominent cultural leaders whose reach and influence are valuable to the museum. Some highlights of this year's community relations, outreach, and introductions included:

- Introduced director to artist Mira Lehr and Paul Lehr.
- Introduced the museum to Daniel Perron, who went on to become a member of the Board and subsequently the Chair of the Board.
- Our original introduction to the Museum Director of the Mexican Consulate and Mexican Cultural Institute came to fruition this year with the exhibitions featuring Mexican Photography.
- Liaised with Miami-Dade Art in Public Places and Miami Beach Art in Public Places regarding Breakfast in the Park guest artist Judy Pfaff.
- Personal phone calls to our contacts/local VIPs in order to help increase attendance at the VIP reception for the for Narciso Rodriguez opening.

- Invited writer Tom Austin to the Laurie Anderson lecture, and as a result of this introduction, he later met with the Director.
- Introduced Miami fashion influencer/stylist Elysze Held.
- Debbie Iannaci, Director of Corporate Communications Worldwide for Amadeus.
- Radio reporter Judith Bishop (as a result, she requested a group tour with the Director of the Narciso Rodriguez exhibition for local VIPs and influencers).
- Elisa Turner, former Art Critic of the Miami Herald and contributor to Hamptons Art Hub.
- Set up a meeting for the Director with the former Mayor of Coral Gables, Honorary Consul of Australia.
- Highlighting Waving Hands Miami, Center for Independent Living for the Deaf, and G. Holmes Braddock High School for NBC6 education segment
- Researched a new list of top Doral-based companies and corporate leaders for the Benefactor event.
- Set up a meeting with Board Chair and the Publisher of Hamptons Art Hub, Pat Rogers.

Corporate Communications

This year the agency continued to make sure that the Frost was front-and-center with regards to FIU leadership, FIU's External Relations Department, and FIU News. Ideas generated included emphasis on the museum's upcoming anniversary and increased involvement between the museum and the university's alumni.

News Travels Fast also helped develop branding of exhibition series and programming. This outgoing, proactive outreach to FIU leadership resulted in increased positioning for the museum on FIU News channels, on the university website, on the FIU in the News e-blasts sent to university audiences and stakeholders, several feature stories by *FIUNews* (including video interviews of the museum director and the curator), and an ongoing presence for the museum brand throughout the FIU communications efforts, including:

- Set up a special meeting between the Director and External Relations to further leverage museum recognition on campus and with alumni (as a direct result, the museum received various placements in FIU News).
- As a result of our efforts, FIU's External Relations created a video about the Narciso Rodriguez opening reception featuring interviews with the museum's Director and Curator - https://vimeo.com/203296878 External Relations also sent four news-team members to report on the Narciso Rodriguez opening.
- Created the branding strategy for *The Summer of Women*, which was embraced nicely by the local community and the national news media.
- Developed strategic initiatives for the 10th anniversary.
- Worked with External Relations to result in their sending a staff photographer for a major story about the school groups attending the Carol Brown Goldberg *Tangled Nature* exhibition.

- Developed new strategies for the Benefactors event, and advised museum to focus on *Art Transforms* for the name of this event.
- Public Relations support for the new Art and Investment lecture series included media alerts and suggested radio ads for these lectures. Reached out to our personal contacts to increase attendance at these lectures.
- Throughout the year, the agency continued to recommend best practices for the museum's social media channels, and ways to better position the museum on social media.
- Proposed a progressive dinner event in November (before Art Basel week) featuring the Frost, the Jewish Museum, the Wolfsonian FIU, and MBUS with **an emphasis to bring together the university's museums into one cohesive force**.

Marketing and Communications

The museum continues to build its FIU and local audience as well as increase the number of tourists who visit the museum. In the second half of 2016, the museum began exploring marketing partnerships with units within FIU and outside organizations and companies. Marketing partnerships allow us to reach a broader audience, and often provide added benefits to our events. Locally, the museum has partnered with West Kendall Baptist Hospital, BNY Mellon Wealth Management, and Intercontinental Hotel Doral. We will continue to seek out strategic partnerships in the coming year as well.

Our social media channels remain strong. We still have the largest number of Facebook followers for any university museum in Miami-Dade County, and created over 1.9 million impressions. We have also doubled the number of our Instagram followers since summer 2016, and started advertising with Instagram. We are undergoing a website refresh that should be complete in November 2017.

Our marketing plan is based on our target audience and utilizes a combination of digital (including social media/e-blasts/online advertising), print, and radio.

- During the fall season, we developed a marketing campaign for the *Narciso Rodriguez: Exercise in Minimalism* that focused on placing ads in fashion and lifestyle publications, both digital and in print. Publications included the *Miami Herald*, *el Nuevo Herald*, *INDULGE* Magazine, *ELLE* Magazine Cultured Magazine and *Art Circuits*. We also created a series of radio ads with WLRN. Finally, the marketing team also designed and printed an exhibition catalog.
- For Breakfast in the Park, we identified our target audience as national and international guests in town for Art Basel. All advertisements were designed to promote both Breakfast in the Park and our headline Art Basel exhibition *Narciso Rodriguez: An Exercise in Minimalism*. We placed full-page ads in *Cultured Magazine, Miami Herald's INDULGE Magazine* and *Art Circuits*. As well as a series of radio ads in WLRN during prime-time spots, a social media campaign with boosted posts and social media ads, and

digital event calendars in local Miami publications.

• In our spring season exhibitions, we marketed both *Tangled Nature* and *Marking the Infinite* together by splitting the ad placements to promote both exhibitions in *Cultured Magazine, INDULGE* Magazine, *Ocean Drive* Magazine, and the *Miami Herald*. For *Tangled Nature*, we also created several social media ads and boosted Facebook events to help promote the mural project, specific to the exhibition. Finally, the marketing team also created an exhibition catalog.

Social Media Stats

Facebook

- Page Likes: 17,708 | 3.4 % increase
- Total Engagement: 53,404
- Total Reach: 1,217,603
 - Organic: 593,608
 - Paid: 623,995
- Total Impressions: 1,929,179
 - Organic: 1,262,561
 - Paid: 666,618

<u>Twitter</u>

- Page Like: 7,228 | 8.6% increase
- Total Impressions: 100,376
- Total Profile Visits: 5,737
- Total Mentions: 371

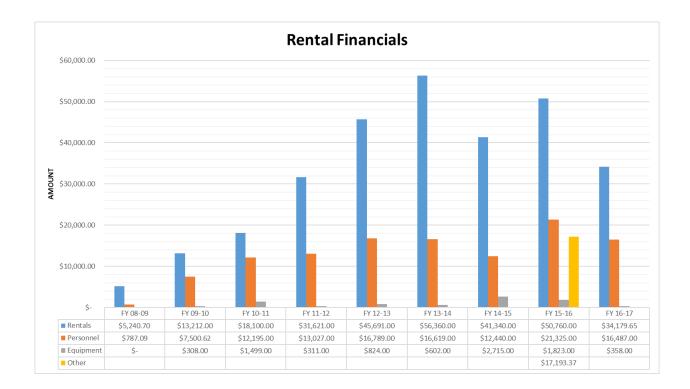
Instagram

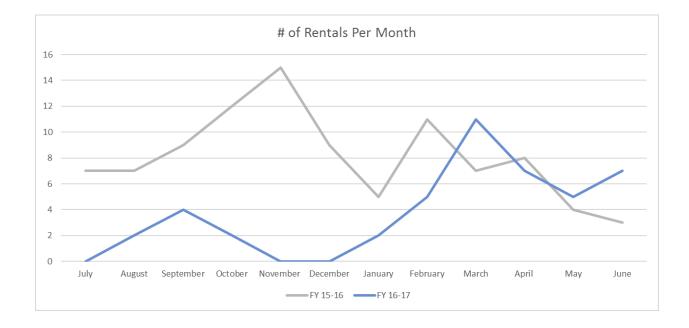
• Page Likes: 2,074 | 54.7% increase

Facilities

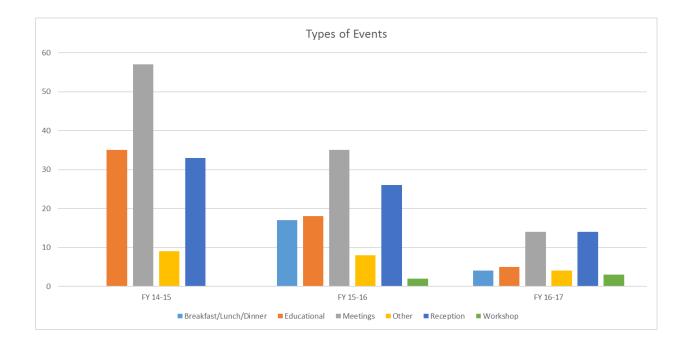
The 2016-2017 Fiscal Year was a time of transition for the Facility Rentals Department at the Frost Art Museum. After the hire of the current Facility Rental Manager, the museum began to once again see an incline in revenue and number of rentals. Rentals per month are rising and new potential renters and markets are being investigated to increase profits and revenue through facility rentals.











Development

The Patricia & Phillip Frost Art Museum has achieved, and surpassed, its FIU financial goal for the second consecutive year. The development team grew as we welcomed Frantz Williams to the new position, Manager of Development Projects. This full-time positon oversees membership management and partnership solicitation. Additionally, the position enables the museum to engage and steward both new, current and prospective members.

Over this year, we offered sixteen unique member events this year. Noteworthy events included exhibition reception for *Marking the Infinite: Contemporary Women Artists from Aboriginal Australia*, two Steven & Dorothea Green Critics' Lectures featuring Laurie Anderson and Jock Reynolds, and Breakfast in the Park. In addition, we hosted three fundraising events. Those events included ArtFusion Luncheon, Narciso Rodriguez VIP opening, and Art Transforms Benefactor Impact.

Key Strategic Partnerships

Art & Health

The inaugural Art & Health series at the Frost Art Museum, presented in partnership with West Kendall Baptist Hospital, featured quarterly events focused on the nexus between art and medicine. By pairing artists and medical professionals, these conversations have generated ideas on how the medical profession can benefit from art expertise, and how the arts can learn from medical professionals.

Art & Investment

The inaugural Art & Investment series at the Patricia & Phillip Frost Art Museum, presented in partnership with BNY Mellon Wealth Management, featured two marquee speakers whose knowledge about the dynamics of the contemporary art market has been widely disseminated through their many publications and speaking engagements. We carefully selected two speakers, Dr. Donald N. Thompson and Brian Boucher, whose expertise tantalized, enthralled and informed. The series offers a critical response to Miami becoming a major center for the contemporary art market and collecting on a monumental scale. Especially as a means to illuminate the inner mechanisms and connections among auction houses, galleries, artists' productions, and the media.

2016-2017 Community Partners

Bacardi

BNY Mellon Wealth Management

Beaute Prestige International

City of Doral Cultural Affairs

City of Sweetwater

Creative Creative

ELLE Magazine

EWM Realty

Indulge Magazine

InterContinental Hotel at Doral

Miami Herald

El Nuevo Herald

Narciso Rodriguez Parfums

Ralph Pucci International

Rumba's Event and Party Rental

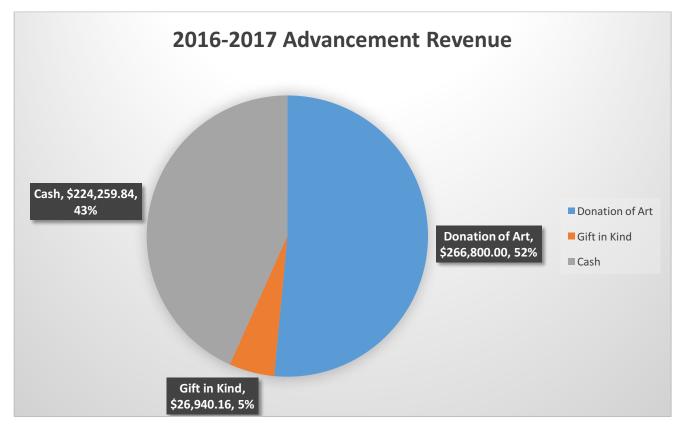
Sergio's Restaurant

West Kendall Baptist Hospital

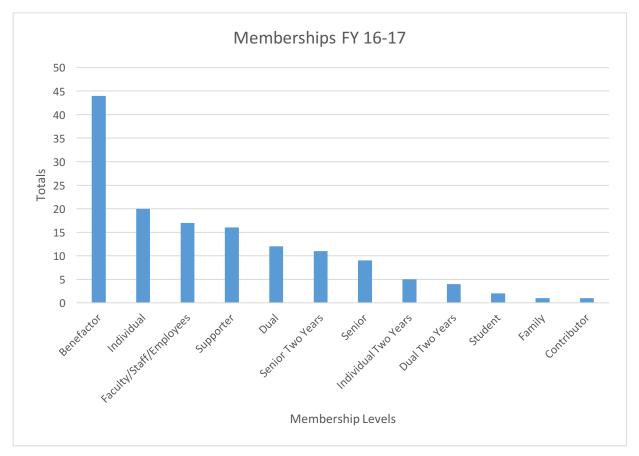
2016-2017 University Advancement Goals

Goal: \$500,000

Actual: \$518,000



Membership



Membership levels

Lifetime Members

Patricia and Phillip Frost Ideal Gladstone

Benefactors

Chris and Suzanne Armstrong	News Travels Fast
Art Basel Miami Beach	Bonnie Nuller
Amy Cao	Jose Orcasita
Leticia Carrazana & Natalia L. Anaya	Miriam Oroshnik
Natalee & Christopher Collazo	Harry & Lisa Payton
Diane Cruz	Daniel G. Perron & Jonathan Hogg
Carl-Philippe & Christine Denis	Dr. Jordana Pomeroy
Dr. Luis G. Diaz & Vivana E. Rangel	Lee & Sarah B. Pomeroy
EWM Realty International	Maria Posner
Howard & Mary Frank	Irwin M. & Linda Potash
Ralph & Cookie Gazitua	Klaudio & Serena Rodriguez
Ideal Gladstone	Raul R. Rodriguez
Sandi-Jo & Mark Gordon	Steven L. Schwartz & Cherry Oliver
Aysegul Goren	Patty Suarez
Javier Hernandez-Lichtl	Vivianne M. Swietelsky
Dr. Jeffrey Horstmyer & Prof. Tillie Fox	Lourdes Tudela
Jane Hurt	Dora R. Valdes-Fauli
Richard Kohan	José J. Valdés-Fauli & Shed Boren
Mira Lehr	Ana VeigaMilton
Dr. Ricardo L. & Miriam Machado	Jennifer Williams
Cecil & Ana Milton	John & Gloria Zaldivar

Martin Z. Margulies

Betty E. Perry

Contributors & Supporters

Aida T. Baladi-Lequerica Helene Berger James M. Couper Karen W. Escalera Mark W. Gordon Joan R. Johnson Rosa Lowinger Rosario Rico-Toro Joyce Robinson Steven D. Robinson Faye L. Roth Jeffrey C. Roth Julian Sprung Deborah S. Troner Michael B. Troner

Family

Peter Lunder

Individual

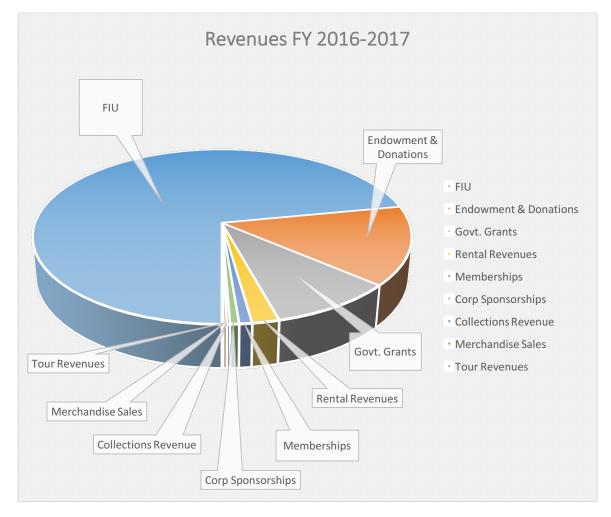
Sari K. Agatston	Cynthia G. Eisaman
Ada M. Balcacer	Eleny Ercuta-Paraschiv
Barbara Bargman	Amaryllis Feria
Helen Barros	Sharon FitzGerald
Ashraf Bedier	Jacqueline Fletcher
Milagros Bello	Joseph A. Gauchier
Jose Bergouignan	Maria Elena Gauthreaux
Joseph Bettendorf	Jessica Ginsberg
Judith Bishop	Patricia Golombek
Carmen Butler Herndon	Ann R. Goodman
Oriettaa Carvalho	Debra lannaci
Susan M. Cumins	Lark Ivy
Arturo J. Correa	Maria H. Kelly
Mary Anne Danguillecourt	Sofia L. Kelly
Lawrence DiCarlo	Mari Knutt

Alice Kossoff	Judy L. Rosenblum
Barbara Levin	Maria V. Ruiz
Reynier Llanes	Jan Savarick
Peter Lunder	Carlene M. Sawyer
Elizabeth McGrath	Maria S. Shenker
Peter A. McGrath	Charles Simon
Sandra McLean	Sandra Simon
Michelle Mejia	Christina Simonds
Yoram C. Millman	David F. Skipp
Thomas Murray	Sharon Smith
Blanche Nonoo	Totica Superlano
Magaly B. Otaola	Joan Treacy
Patricia Perez	DeeAnne Treadway
Carmen E. Ramos	Karen Vassell
Alicia Rego	Alejandra Villamil
Suzanne Roberts	Robert J. Wilder

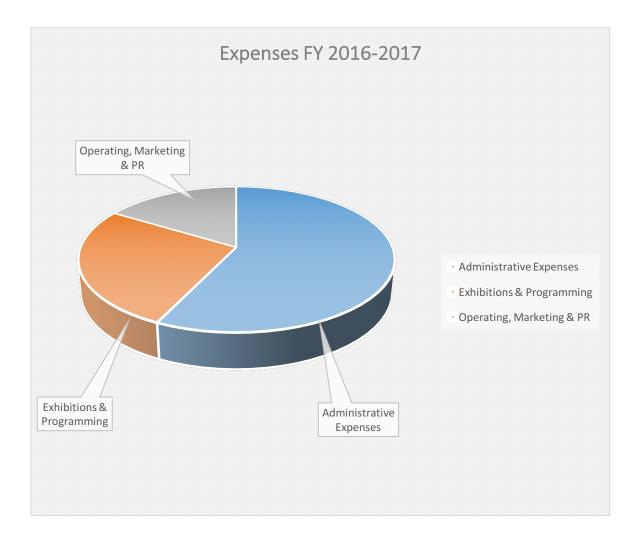
University Community

Juan F. Brizuela	Silvia J. La Villa
Alfred D. Carach	Diane M. Lynch
Gabriella Y. De Almeida	Norene Monahan
Joan Delto	Diane H. Pirie
Hector D. Garcia	Rafael Prohias
Shirley B. Glickman	Emilio Hector Rodriguez
Pedro Hernandez	Gene Rosenberg
Margarita Hernandez-Mendoza	Emilio A. Vazquez

Statement of Operations



FIU	\$ 1,910,020
Endowment & Donations	\$ 386,864
Government Grants	\$ 249,431
Rental Revenues	\$ 53,004
Membership Revenues	\$ 25,012
Corporate Sponsorships	\$ 17,500
Collections Revenue	\$ 6,155
Merchandise Sales	
Revenues	\$ 6,726
Tour Revenues	\$ 2,846
Total Revenues	\$ 2,657,558



Administrative Expenses Exhibitions & Programming	\$ 1,418,408 \$ 663,328
Operating, Marketing & Public Relations	\$ 403,169
Total Expenses	\$ 2,484,905

<u>Staff</u>

Jordana Pomeroy Museum Director

Julio Alvarez Security & Building Manager

Martha Betancourt Museum Collections Specialist

Yvette Cotera Kenan Flagler Discovery Gallery Special Education & Art Activities Program Coordinator

Christina Doucette-Hernandez Special Events & Facility Rental Manager

Adam Drewke Preparator

Javier Erbella Systems Administrator

Jeancarlos Fernandez Social Media Specialist

Grace Frawley Executive Administrative Assistant

Marina Garcia Finance & HR Manager

Kelly Gutierrez Visitors' Services Assistant Tamara Hervera Museum Education Coordinator

Debbye Kirschtel-Taylor Chief Registrar

Jorge Lima Security Guard

Miriam Machado Curator of Education

Maryanna Ramirez Manager of Strategic Initiatives

Klaudio Rodriguez *Curator*

Luis Tabares Security Guard

Ashlye Valines Curatorial Assistant

Jacquelyne Velken Senior Visitor Services Associate

Frantz Williams Manager of Development Projects

Ragan Williams Security Guard

Leadership Advisory Board

Daniel Perron, Chair	Miriam Oroshnik
Danielle Damas	Alicio Piña
Maria "Cookie" Gazitua	David Piña
Denise Harris	Luis Diaz Rangel
Jacek Kolasinski	David Rifkind
Flor Mayoral	Brian Schriner

Docents

Doralys Arroyo	Dorothea La Frieda
Marta Bret	Jane Millman
Amilcar Castellano	Miriam Mulkay Alvarez
Maria Antonieta Garcia	Claudia Starosta
Caryl Myers Grof	Reinaldo Ugarte
Roma Ingrid James	

Interns/Work Study

Nayla Cespedes	Fiorella Moreno
Silvina Dibar	Gabrielle Perez
Faith Frawley	Luco Joshua Pierre
Maria Gonzalez	Isabel Saez-Flores
Vittoria Lovecchio	Daniela Velasco
Paavlena Madhivanan	Carolina Zuniga
Jennifer Montes de Oca	