



The Patricia & Phillip Frost Art Museum
Florida International University
2015-2016 Annual Report

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From the Director

I am delighted to share the Patricia & Phillip Frost Art Museum's many initiatives and accomplishments for this past year. From the staggering increase in our Benefactor member numbers to the exhibition of a world-renowned mosaic from Israel, from the birth of a new Leadership Advisory Board to a significant educational partnership with Sweetwater Elementary School, we are developing a momentum of noteworthy programs that is ambitious for a museum this size.

The work of Carlos Estévez in *Celestial Traveler* ushered in the new fiscal year, celebrating the work of a regional artist whose autobiographical odyssey is a familiar one to many Cuban immigrants. Estévez's artistic interests range from flying machines to humble glass bottles that can carry messages across the sea. Estévez's art has occupied the thoughts of the Frost Art Museum for a few years as has the work of FIU Professor Emeritus Jim Couper. In *There Are No Other Everglades in the World*, Couper's landscapes reminded us of the beauty that surrounds Miamians in our own backyard. The year concluded with the opening of *Hans Hofmann: Walls of Color*, a trailblazing exhibition focusing on Hofmann's transition from easel to mural painting, as well as Breakfast in the Park with guest speaker Alice Aycock, whose insightful comments on the trajectory of her life's work lent an especially meaningful conclusion to Art Basel. We also organized the first-ever museum benefactors' trip with fifteen art enthusiasts traveling to New York City to meet FIU alumna Teresita Fernández.

In 2016 from Shakespeare to video games, the Frost Art Museum has offered an exhibition for every audience. With more than eight months in the year still to come, the Frost has already mounted four exciting exhibitions: *Predators and Prey: A Mosaic from Lod, Israel*; *The Art of Video Games*; *Danny Lyon: Memories of the Southern Civil Rights Movement*; and *First Folio! The Book That Gave Us Shakespeare*, none of which would have been possible without the support and efforts of our patrons and FIU colleagues. We are particularly grateful to Patricia and Phillip Frost for ensuring that the museum would host the Lod Mosaic on its world tour. More than 9,000 visitors came to see the folio, indisputably the foundation on which all English drama and literature have been built. The museum intends to maintain this upward trajectory as we build our exhibition schedule to include couture and global art production. This summer we have populated our galleries with digital and installation art borrowed from Carlos and Rosa de la Cruz's collection, as well as the dynamic, activist work of Sister Corita Kent.

Locally, we continue to work with Janet Olivera, the principal of Sweetwater Elementary School, to develop a curriculum that exposes art to her students, most of whom come from Spanish-speaking households under the poverty line. The Frost's role in providing these children's first foray into the art world has a powerful ability to shape their future understanding of art's importance in society and in the cultural life of their city specifically.

The Frost is also preparing for its future by developing new strategies to build the Benefactor level of giving. The museum's first-ever Benefactor Drive resulted in 28 new memberships, the clearest evidence yet of the museum's burgeoning reputation as the pre-eminent arts institution in Miami-Dade County. A future Benefactor member benefit will be art-oriented trips in the US and abroad.

My sincere gratitude goes to FIU which displays an increasing commitment to the arts on campus. I am grateful to the museum's new Leadership Advisory Board, whose support ensures the Frost Art Museum's engagement inside and outside the FIU community. I have a staff whose dedication, steadfastness, and creativity inspire me every day.

Jordana Pomeroy, Ph.D.

Exhibitions

Carlos Estévez: Celestial Traveler

September 12, 2015 - January 03, 2016

Organized by Frost Art Museum Curator Klaudio Rodríguez.

This exhibition is made possible by Bacardi, Sawgrass Infinity, and the generosity of Tony Ulloa, Casa Serena.

Jim Couper: There Are No Other Everglades in the World

September 12, 2015 - November 01, 2015

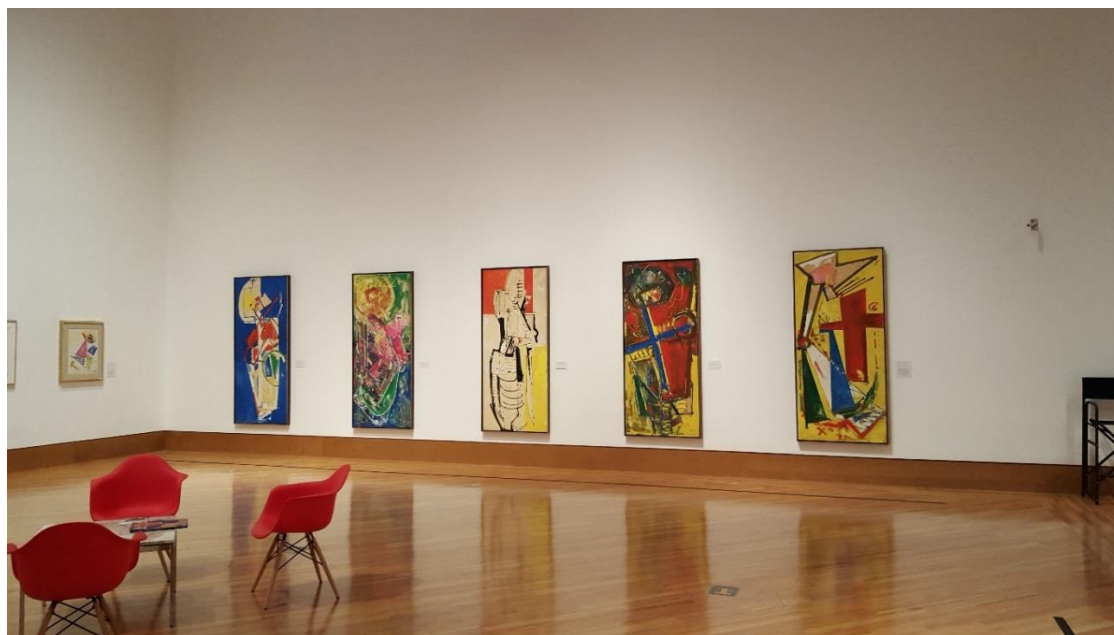
Organized by Frost Art Museum Curator Klaudio Rodríguez, in collaboration with the Department of Art + Art History FIU.

Rufina Santana: Cartographies of Water (Cartografias del Agua)

September 12, 2015 - December 13, 2015

Organized by Frost Art Museum Curator Klaudio Rodríguez.

In collaboration with the Steven J. Green School of International and Public Affairs FIU, the Spanish Mediterranean Studies Program and the Delegation of the Government of the Canary Islands in Miami. Additional support was provided by TotalBank.



Walls of Color: The Murals of Hans Hofmann

October 10, 2015 - January 03, 2016

Organized by the Bruce Museum, Greenwich, Connecticut.

Curated by Dr. Kenneth E. Silver

Generously underwritten by Renate, Hans & Maria Hofmann Trust.

Weird, Wild, and Wonderful: The Second New York Botanical Garden Triennial Exhibition Curated by the American Society of Botanical Artists

October 10, 2015 - January 03, 2016

Curated by the American Society of Botanical Artists.

This exhibition was made possible by Covanta.

Carola Bravo: Blurred Borders

November 21, 2015 - February 28, 2016

Organized by Frost Art Museum Curator Klaudio Rodríguez.

Ramón Espantaleón: The Temptation

November 21, 2015 - February 28, 2016

Organized by Frost Art Museum Curator Klaudio Rodríguez.

Danny Lyon: Memories of the Southern Civil Rights Movement

January 12, 2016 - March 20, 2016

This exhibition was sponsored by Multicultural Programs & Services, Division of Student Affairs, College of Architecture & the Arts, College of Business, College of Law, Herbert Wertheim College of Medicine, University Graduate School and the African and African Diaspora Studies. ©Danny Lyon, New York & Magnum Photos, New York Exhibition was organized by art2art Circulating Exhibitions.

First Folio! The Book That Gave Us Shakespeare: on tour from the Folger Shakespeare Library

February 02, 2016 - February 28, 2016

Organized by the Folger Shakespeare Library in Washington, DC. Produced in association with the American Library Association and the Cincinnati Museum Center. *First Folio! The Book that Gave Us Shakespeare*, on tour from the Folger Shakespeare Library, was also made possible in part by a major grant from the National Endowment for the Humanities: Exploring the human endeavor, and by the support of Google.org, Vinton and Sigrid Cerf, and other generous donors.

This exhibition was a collaboration between The Frost Art Museum, The FIU English Department and the University Libraries.



Smithsonian American Art Museum: Art of Video Games

Jan. 23, 2016 – April 17, 2016

Curated by Chris Melissinos.

The Art of Video Games was organized by the Smithsonian American Art Museum with generous support from the Entertainment Software Association Foundation; Sheila Duignan and Mike Wilkins; Mark Lamia, Ray Muzyka and Greg Zeschuk; Rose Family Foundation; Betty and Lloyd Schermer; and Neil Young. Promotional support was provided by the Entertainment Consumers Association. The C.F. Foundation in Atlanta supports the museum's traveling exhibition program, Treasures to Go.

Presentation at the Frost Art Museum was made possible with generous support from Alienware, Killer Network, Arcade Odyssey and Mercedes-Benz of Coral Gables.



Predators and Prey: A Roman Mosaic from Lod, Israel

February 10th-May 29, 2016

The Lod Mosaic is courtesy of the Israel Antiquities Authority and the Shelby White and Leon Levy Lod Mosaic Center.

This exhibition was made possible by the generosity of Patricia & Phillip Frost.

Aesthetics and Values: The Honors College

April 4-29, 2016

Organized by students in the Honors College at FIU. Presentation at the Frost Art Museum was made possible with generous support from Bacardi, Perrier, Koko Designs, LiveAnswer, Gramps, and the FIU Alumni Association.

In the Beginning was the Word: The Works of Corita Kent

May 14 – September 18, 2016

Organized by the Patricia and Phillip Frost Art Museum

Suddenly Last Summer

May 14- September 25, 2016

Organized by the Patricia and Phillip Frost Art Museum

Curated by AdrienneRose Gionta.



Resonance/Dissonance: Video works by Women Artists

June 18 -September 11, 2016

Curated by Klaudio Rodriguez in collaboration with Ibett Yanez, Director of the de la Cruz Collection.

Changes to the Collections

Outgoing Loans from the Permanent Collection

Perez Art Museum

Carlos Alfonzo: Clay Works and Painted Ceramics, November 5, 2015—April 24, 2016

Carlos Alfonzo
Study for *Brainstorm*, 990
Mixed media drawing on paper
17 x 104 inches
Gift of the Artist

Acquisitions to the Permanent Collections

Jeannie Spring Chatmonmart

Red Marks, 2015
Ink on paper
49 ½ x 42 inches
Betty Laird Perry Purchase Award
BFA, Spring 2015
FIU 2015.5

Robert Rauschenberg

Quorum (Bones and Unions), Ed. 9/13,
1975
Published by Gemini G.E.L, Los Angeles
Rag-mud, rope, bamboo
64 x 45 x 4 ½ inches
Gift of Robert Fontaine Gallery, Miami, FL
FIU 2015.9

Karen Thomson

Mad Dog (Adolescent Nightmare Series),
1998
Color cibachrome photograph
60 x 48 inches
Gift of Bernice Steinbaum
FIU 2015.11

Ken Aptekar

How Could You Believe Me?, 1992
Four panels, oil on wood, sandblasted
glass, bolts
60 x 60 inches
Gift of Bernice Steinbaum
FIU 2015.7

Pol Bury

Disque carré bleu jaune, Ed. 40/50, 1972
Aquatint and etching on paper
25 x 21 ½ inches
Gift of Serg J. Rioux (in Memory of
Huguette Rioux Olson, 1945-1990)
FIU 2015.10

John Sanchez

Thank you for Making Noise
Acrylic on canvas
17 x 17 inches
Gift of William J. Burke
FIU 2015.13.1

Mette Tommerup

Landscape, 2010
Oil on linen mounted on panel
8 x 10 inches
Gift of William J. Burke
FIU 2015.13.2

Isabel Bishop

Young People (from Walking Series)
Ed. 20/25, 1974
Etching and aquatint on paper
7-3/8 x 8-1/2 inches
Gift of Serg J. Rioux
FIU 2016.2

Lorna Ruth Galloway

Limited Gasoline, Grove Street, Davis,
from the series Twentysix Gas Stations,
(GTA V), 2016
Unique charcoal print on paper
18 x 24 inches
Betty Laird Perry Purchase Award
MFA, 2016
FIU 2016.8.1

Lorna Ruth Galloway

Xero, La Puerta, Los Santos, from the
Series Twentysix Gasoline Stations (GTA
V), 2016
Unique charcoal print on paper
18 x 24 inches
Betty Laird Perry Purchase Award
MFA, 2016
FIU 2016.8.2

Lorna Ruth Galloway

Ron, La Mesa, from the Series Twentysix
Gasoline Stations (GTA V), 2016
Unique charcoal print on paper
18 x 24 inches
Betty Laird Perry Purchase Award, MFA,
2016
FIU 2016.8.3

The following list of gifts were donated this past year by Susan M. Yecies:

Collection Number	Artist	Title	Media, size
FIU 2000.010.055	Donna	<i>Watermelon Birdhouse</i> , 1993	wood, paint, wire 9 ¾ x 8 ¾ x 3 7/8 inches
FIU 2000.010.012	Reverend Anderson Johnson	<i>Untitled</i> , 1995	Painted wood 8 x 6 3/8 x 4 inches
FIU 2000.010.073	M.C. Jones	<i>Jonah and the Whale</i> , 20 th century	Mixed media on paper 19 ½ x 23 ½ inches
FIU 1999.015.001	Asiru Olatunde	<i>Adam and Eve</i> , 1972	Repoussé aluminum panel 34 ½ x 20 ¼ inches
FIU 2011.9.1 *	Sepik Culture, Ethnographic arts	<i>Sepik Mask</i> , 20 th Century	Shell, human hair, wood 21 x 4 x inches
FIU 2000.010.051	Unknown	<i>Necklace</i> , n. d.	“wicker” and feathers 19 x 8 ½ x 2 inches
FIU 2000.010.071	Unknown	<i>Dogon Figure</i> , n. d.	Wood, 14 ¾ x 1 ¾ 3 ¾ inches
FIU 2000.010.070	Unknown	<i>Dogon Figure</i> , n. d.	Wood, 15 ½ x 2 x 2 ½ inches
FIU 2000.010.050	Unknown	<i>African Heddle Pulley</i> , 20 th century	Wood, steel nail, cord 8 ¾ x 2 1/8 x 2 1/8 inches
FIU 2000.010.001	Unknown	<i>Buddha</i> , n. d.	Clay, paint, gilt (papier maché) 28x 18 ¼ x 15 inches
FIU 1999.015.048.7	Unknown	<i>Jewelry: Metal Cuff Bracelet</i> n. d.	Bronze, 3 x 3 ¼ x ½ inches
FIU 1999.015.048.4	Unknown	<i>Jewelry: Bronze Anklet</i> , n. d.	Bronze, 2 ½ x 4 ½ inches
FIU 1999.015.048.1	Unknown	<i>Jewelry: Metal Anklet</i> , n. d.	Bronze, 1 ½ x 5 ½ x 3 ¾ inches
FIU 1999.015.048.1	Unknown	<i>Israeli Silver Doumbek Drum</i> n. d.	Silver, metal 13 ¾ x 8 ¾ x 8 ¾ inches
FIU 2000.010.064a,b	Unknown	<i>Japanese Bronze Brazier</i> n. d.	Bronze, 5 ¼ x 4 ¾ x 4 ¼ inches
FIU 2000.010.074	Unknown	<i>Mali Mud Cloth</i> , n. d.	Cloth, dye, 36 x 48 inches
FIU 2000.010.066	Unknown Pacific Oceanic	<i>Aboriginal Necklace-Shell</i> n. d.	Yarn, shells
SC 2011.9.8*	Unknown Peruvian	<i>Village Scene</i> , n. d.	Stone, 7 7/8 x 7 3/8 inches
SC 2011.9.7*	Unknown Peruvian	<i>Village Scene</i> , n. d.	Stone, 7 5/8 x 7 ¼ inches
FIU 2000.010.068	Unknown, Senufo	<i>Senufo Female Figure</i> , n. d.	Wood, beads 21 ½ x 5 ¼ x 4 ½ inches
FIU 2000.010.016	Unknown, Teke	<i>Mask</i> , n. d.	Wood, burlap, paint 16 ¼ x 15 x 5 inches
FIU 2000.010.054	Unknown, Yoruba	<i>Ibeji Female Figure</i> , n. d.	Wood, beads 10 3/8 x 3 ½ x 2 ½ inches
FIU 2000.010.053	Unknown, Yoruba	<i>Ibeji Female Figure</i> , n. d.	Wood, beads 10 7/8 4 1/8 inches
FIU 2000.010.053	Unknown, Yoruba	<i>Ibeji Female Figure</i> , n. d.	Wood, beads 8 ¾ x 3 x 3 inches
FIU 1999.015.004.2a,b	Unknown, Yoruba	<i>Yoruba Ibeji Twins</i> , n. d.	Mixed media, wood, beads 10 1/8 x 6 ¾ x 3 inches
FIU 1999.015.004.2a,b	Unknown, Yoruba	<i>Yoruba Ibeji Twins</i> , n. d.	Mixed media, wood, beads 10 1/8 x 6 ¾ x 3 inches

FIU 2011.9.2*	Reverend Anderson Johnson	<i>Untitled (lady wearing a blue blouse)</i> , 1993	Acrylic on cardboard 9 $\frac{3}{4}$ x 8 $\frac{13}{16}$ in
FIU 2011.9.3*	Reverend Anderson Johnson	<i>Untitled (collage of photographs)</i> , n. d.	Acrylic and colored photos on cardboard 21 $\frac{7}{8}$ x 5 $\frac{1}{2}$ in
FIU 2011.9.4*	Reverend Anderson Johnson	<i>Untitled (Lady wearing a green blouse)</i> , 1993	Oil on cardboard 9 $\frac{3}{8}$ x 6 $\frac{5}{8}$ in
FIU 2011.9.5*	Reverend Anderson Johnson	<i>Untitled (lady wearing a red top)</i> , 1993	Acrylic on cardboard painting 9 $\frac{1}{8}$ x 7 $\frac{1}{8}$ inches
FIU 2014.2.1	Hunt Slonem	<i>Tricolor Parrot Finches</i> , 1996	oil on board with folk frame and engraved markings 8 x 14 inches
FIU 2014.2.2	Hunt Slonem	<i>For Peggy, Love Hunt</i> , Aug. 1, 1997	oil on board and elaborate wood frame, 3 $\frac{3}{4}$ x 2 $\frac{1}{2}$ inches / with frame 7 $\frac{1}{2}$ x 6 inches
FIU 2014.2.3	Hunt Slonem	<i>Self-Portrait</i> , 1998	watercolor on paper with elaborate frame, 4 $\frac{1}{4}$ x 6 inches / framed 8 x 12 inches
FIU 2014.2.4	Hunt Slonem	<i>Finches</i> , 1997	oil on board, 5 x 7 inches
FIU 2014.2.5	Hunt Slonem	<i>Terrace</i> , 1998	oil on board with elaborate wood frame, 3 $\frac{1}{2}$ x 5 $\frac{5}{8}$ inches
FIU 2014.2.6	Hunt Slonem	<i>Pansy</i> , 1998	oil on board with wooden oval frame 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ inches; with frame 4 $\frac{3}{4}$ x 5 $\frac{3}{4}$
FIU 2011.9.6	Unknown	<i>Yei Rug</i> , Contemporary	wool, 45 $\frac{5}{8}$ x 64 $\frac{1}{4}$ inches

Collection Research

Ancient American Collection

Outside expert: John Scott, PhD, Professor Emeritus, University of Florida.
Dr. Scott identified and provided detailed information for numerous important objects within the collection. He also recommended objects to be de-accessioned or reclassified.

African Collection

Outside expert: Robin Poynor, PhD, Professor Emeritus, University of Florida.
Dr. Poynor began research on the Frost Art Museum African collection in April, 2016. He will complete his research in September, 2016.

Collections Care/Conservation

Conservation Survey: A complete conservation survey of 66 works of public art at both FIU campuses was conducted by Rosa Lowinger and Associates.

Conservation Treatments:

Alexander Liberman
Argosy, 1980
Painted steel
Gift of the Martin Z. Margulies Family Collection
UC 2008.9

Restoration of vandalism (eggs thrown at sculpture) completed by Rosa Lowinger and Associates

Restoration Project:

Ilan Averbuch
Journey's End, 2016 (formerly 1985)
Steel, Corten steel, paint, granite
Gift of Martin Z. Margulies Family Collection

Journey's End will be reconstructed of new, more durable materials and will be reinstalled in front of WPAC.



Sculpture restoration in progress

Installation completed by the end of August, 2016.

Public Art Advisory Task Force

In March, 2016 the first meeting of the Public Art Advisory Task Force (PAATF), chaired by Dennis Scholl, was held at the Frost Art Museum. Consisting of representatives from departments across FIU, this working group came together to strategize on:

- policies and procedures to acquire, care for, install and fund public art across FIU campuses.
- create inviting spaces filled with well-maintained public art that helps to make FIU a cultural destination.
- develop a model program that can be shared with and implemented by other institutions.

The conservation survey will help in creating strategies for care of the public art.

Digital Collections

In FY 2015-2016 we continued our collaboration with Academic Imaging Services to create high-resolution scans of 2-D works. An additional 360 works were digitalized with a total of 1206 artworks completed (about 20% of total collection).

Collaborating with FIU Libraries the digitization of museum lecture series is completed. Lecture archives of 119 videos have been completely digitized and are accessible to the FIU community. http://digitalcommons.fiu.edu/frost_video/

Frost Art Museum exhibition catalogs included in Digital Commons have been accessed over 653 times in the past year, and 1,385 over the course of the past two years.

The Frost Art Museum's new website has recently gone live. A searchable collection module is scheduled to be accessible at the beginning of the Fall 2016 semester.

Grants

FY 2016 Successful Grant Proposals

Total Awarded: \$341,129.50

American Alliance of Museums, Museum Assessment Programs

Museums supported the undertaking of a Museum Assessment Program.

FIU Tech Fee

\$71,166.50

Support for classroom 107 technology upgrades and refresh.

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

\$159,205

Support for the Frost Art Museum's 2015-2016 exhibition programs, administrative expenses, and marketing and advertising costs.

Miami-Dade County Department of Cultural Affairs, Tourist Development Council

\$13,500

For support of the educational programming and an integrated marketing campaign to promote a variety of programs to enhance the visitor experience of the presentation of *The Art of Video Games*, including lectures workshops, three related video game film screenings and art making opportunities.

Renate, Hans & Maria Hofmann Trust

\$30,000

Exhibition support for *Walls of Color: The Murals of Hans Hofmann*.

State of Florida Division of Cultural Affairs

\$67,258

For support of public programming designed to engage new audiences and maintain existing networks, both within and outside of the museum's community.

2016-2017 Grants

Total Anticipated: \$367,753.20

FIU Tech Fee

\$5,837.20

Status: Funded

Knight Challenge Grant

\$75,000

Status: Declined

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

\$159,205

Status: Pending

Miami-Dade County Department of Cultural Affairs, Tourist Development Council

\$12,000

Status: Pending

National Endowment for the Arts, Art Works

\$100,000

Status: Pending

State of Florida Division of Cultural Affairs

\$90,711

Status: Funded

Education and Outreach



The 2015- 16 year has been a year of strategic planning, transition, and reflection on our program goals and objectives focused on the value of community engagement.

The support of our new director and the opportunities created for us to dialogue as a team, to re-evaluate our programs, and to work more efficiently towards our vision and mission, has led us to increased communication and productivity for the educational team.

Education Programs

Museum School Partnerships with Miami Dade County Schools Art Education Program continues.

Museum visits significantly increased during the year due to the exhibitions on view. The exhibition *First Folio! The Book That Gave Us Shakespeare* welcomed 300 students from middle to high school daily to the museum and overall 9000 visitors to the extended programs including a spectacular family day recreating an afternoon with the Bard.

Total tour attendance increased from last year and the participants for *First Folio!* were 7058 plus 2500 other students = 9558 total

Revenue increased last year from \$3500.00 to \$5500.00, considering that all Folio tours and FIU tours were free of charge.

FIU Dual Enrollment guided tours increased with new audiences (Seminoles and Miccosukee)

- Cultural Passport's Program with Miami Dade Schools

- The program continues to face budgeting challenges but we were able to serve the 300 students assigned to receive one cultural experience per year. Subsequent meetings have allowed us to provide feedback to the program director in order to maximize use of the funds.
- During the past year several schools could not visit the museum because students are underperforming greatly and are not allowed on field trips. We are currently developing a program to take the museum to them.

- Sculpture Park

The year began with developing an app for visitors to explore the park on their own. We continue to develop curricula that aligns with STEAM (Science, Technology, Engineering, Arts and Math). Our workbook was put on hold while our web page was designed and is now back on the calendar.

The Art of Video Games exhibit inspired our educator to explore the possibilities of recreating the sculpture park in Minecraft. This special project was developed in collaboration with FIU Computer Science professors Steve Luis and Mario Eraso along with Mr. Rene Barge from Itech Academy High School. His students were tasked with recreating the sculpture park and working with our FIU team as mentors. They supported students while creating the simulation and the students learned how to overcome many issues, as well as how to integrate the program into the I cave VR at FIU. They were successful in documenting the process and recreating the University campus as their capstone project. This year they will complete the Minecraft project as originally designed and develop a new game that combines with Art History.

The Smithsonian American Museum Affiliate Director was thrilled at the extent of the collaboration and the impact on the students. Here's a short video:

http://miamispringshawks.org/apps/pages/index.jsp?uREC_ID=218013&type=d&pREC_ID=video&showMore=1&titleREC_ID=10008805

- Kenan Flagler Family Discovery Gallery
Artful Playdates



Feedback from surveys and observation of families during the past year revealed that a staff person was needed to support activities in the space to ensure positive learning experiences.

The programs for KFFDG are aligned with STEAM and encourage parental involvement as much as possible. The placement of a trained educator with additional certification in special education has increased the number of visitors and led to the development of Artful Saturdays, a program for Pre-School children that explores STEAM through storytelling for all abilities and takes place every second Saturday of the month for free. This program has impacted many students from visiting schools and our targeted outreach.

The interactions with parents and children have led to larger following creating groups of parents who count on the program as part of their daily activities and come in regularly. They have established wonderful relationships with our new educator, Yvette Cotera who has developed the programs fully, has also created stronger partnerships with our FIU Children's Learning Center increasing visits to the museum. We are currently developing a partnership with the FIU College of Education Early Childhood Department.

We continue our partnership with Waving Hands and the Doral Arts Conservatory. We have added a new partner Bricks for Kids who will provide special sessions on engineering and art for all of the participants.

We have also seen an increase in visitors with special needs and approximately 100 homeschooled children.

The next step is to add more program dates and seek funding for the full time educator.

- Sweetwater Neighborhood Project

The Sweetwater Neighborhood project is comprised of the City of Sweetwater officials, the Sweetwater Elementary School and the Frost Education team.

The office of the Miami Dade County Public Schools (Educational Compact) Superintendent gave a mandate that requires the City to engage with partners to provide increased educational programs for children and adults in the community.

Senior visits take place monthly with transportation provided by the city. Our docents have trained to facilitate tours and engage them with hands-on art activities.

Bus Transportation funds have been promised by the City of Sweetwater and support for Professional Development and other community programs.

Recently, the commissioners for the City of Sweetwater met and approved a Memo of Understanding confirming their support.

The City has proposed a community pass to promote the museum at their town hall meetings. The pass will allow them to visit with a short tour and will help them know how many community members are actually visiting.

The most significant project completed in the past year is the Hofmann Mural created by students inspired by the Hofmann traveling exhibition, *Walls of Color*. The mural was intended to enhance the art education class at the school that offers one hour of art per week to each student.

In collaboration with museum staff and artists, the mural was designed and transferred onto clay tiles, fired and installed over a period of four months.

Our museum educator organized and launched the project in August when school began. The unveiling took place in December with President Rosenberg and City officials present as well as the students, faculty and Frost Director and Staff. President Rosenberg generously purchased and installed a bronze plaque to commemorate the event stressing the importance of partnerships and education.

The mural project supported multiple ways of learning. All staff and faculty at the school embraced the project and, as a result, a school wide arts integrated curriculum developed.

STEAMworks is a program recognized by the Dade County School Board and MDCPS STEAM directors.

A short documentary was created documenting the museum school partnership and collaboration; considered an ideal STEAM model by Miami Dade County School Board officials. The STEAM directors selected the school to receive one of three STEM labs in the county after learning of our collaboration.

The impact gave rise to the school's first play and the school's invitation to perform at the Bakehouse Complex during the Miami Dade County School Wide Student exhibition for the first time.

- President Rosenberg invited the students to perform during his State of the University address.
- STEAMworks Initiative and Pilot Program
STEAMworks is a museum/school arts integration partnership program between the Patricia & Phillip Frost Art Museum at FIU and Miami Dade County Public Schools. The restructured pilot program was implemented in Sweetwater Elementary School, a Title 1 school located in an underserved, predominantly Hispanic population on August 22 2016.

For the 2016-17 academic year the Patricia & Phillip Frost Art Museum will collaborate and work closely with:

- Sweetwater Elementary Students from Pre K- 5th grade
- Miami Dade County Public School system, administrators, supervisors
- FIU faculty from various Colleges
- FIU Honors College Students /Interns
- FIU Teach
- City of Sweetwater officials
- STEAM District supervisors to create a sustainable, replicable model for other schools to adopt.
- Sweetwater Principal and Teachers

- Local Artists
- Museum Educator and education staff
- Florida Everglades Foundation
- City Year volunteers



Next project is an Everglades Interactive Learning Garden at the school inspired by the LOD floor Mosaic at the Frost, which will begin in August 2016. This project based learning activity will allow children to learn through play and attain necessary skills and knowledge that support 21st century skills development.

The space will serve as a playground and a life size game board.

Volunteer and Professional Development programs

Field trips to other cultural Institutions take place every year and include staff.



During the academic term, the Docent and Volunteer Program recruits retired and active MDCPS teachers in addition to high school volunteers during the summer.

Museum Newsletter focuses on a different docent or volunteer each publication.

Museum accepts internships for credit or for experience during the academic term. We worked with more high school students and university students seeking community service this year.

The Panther Life Job shadowing program provides one student per academic year experiential learning opportunities for enrolled students. The work closely with the museum educator.

The Panther Life Art Program continues to engage students over a four week period each May with art activities aligned with the Panther LIFE program goals executed by our museum educator.

The museum educator present the program to incoming parents and students during orientation each year as one of the Panther Life highlights.

New professional development program – Train the trainer model for Sweetwater Elementary teachers in particular to facilitate mentoring of younger faculty and sustain the STEAMworks program and its growth.

Professional summer and workshops will be scheduled and others during the year that will address relevant themes.

Last year, in collaboration with CRI, MDCPS and LACC a Cuban Summer Institute took place at the Frost and our educator and curator participated as presenters.

All Kids Included inclusion workshops for teachers takes place each year, supporting teachers to develop skills to teach children with disabilities through art.

STEAM workshop for administrators aligned with upcoming exhibitions continue. Each administrator or departmental directors are challenged in a day-long session to develop lessons with our exhibitions as inspiration. The workshops include a guided tour, resources and a presentation by our educator. They will distribute the exhibition information to faculty as sample lessons for STEAM teaching in the coming academic year.

Three full day Shakespeare's First Folio Workshops were hosted at the Frost.

National Everglades Foundation First school wide Collaborative Teacher Workshop. This train –the –trainer model allows for lead teachers to serve as mentors to less experienced teachers. This creates a sustainable model for teaching that incorporates new STEM and Art teaching strategies effectively focused on the everglades.

Other Community Programs

Education Committee – a new committee was formed to support the fundraising and development of programs.

Teacher appreciation night has been moved to later in the year.

City of Sweetwater and City of Doral Senior residents visit once a month transportation provided by the cities. Each visitor receives a one hour guided tour in English or Spanish and they work on an art activity which they take home.

Art after Dark four sessions - an after-hours visit to the museum and exhibition related art activity for the City of Doral residents and community sponsored by the Arts and Cultural Council of Doral.

Art and Health Brunch Series -four sessions / 5 years - a program to educate the community on the ways that art and health intersect and the benefits the arts offer to overall wellness. Presented by Community Partner: West Kendall Baptist Hospital

Lunch and learn LOD inspired mosaic making and demo featured the president of the Society for Mosaic artists, Jacki Gran.

Frost Family Day and FIU Picnic



- Shakespeare inspired Frost Family Day, performances throughout the day of sword fighting, comedy and stilt walking. The support of the Renaissance Festival, IKEA, Roxy Theater Productions and our staff created an amazing day with art opportunities such as making your own folio, witches brew, fairy wings , readings and headdresses all inspired by Shakespeare's plays.
- FIU Picnic was inspired by the *Art of Video Games* with performances, and game kiosks provided by Rick Medina, Arcade Odyssey and Alienware Game Truck.



- Game Jam 3 day Hackathon Frost Art Museum and Computer Science collaboration challenged participants to create a game in 72 hours.
- National Video Game Challenge Workshops One week of two free sessions per day. Participants learned how to create video games using Gamestar mechanics followed by a guided tour of the *Art of Video Games*. Steve Luis, FIU Director of Tech and Business Relations, Mario Eraso, FIU Professor and STEM Coordinator and E-line Media supported the event.
- Zelda Concert -First Collaboration with Adrienne Arsht Center, FIU School of Music and Jason Michael Paul, producer who sponsored a mini Zelda Concert at the Frost Art Museum



- The Annual Zotz Arts for All event provide families with or without disabilities opportunities to create and express themselves through art with adaptive tools invented by the artist Dwayne Zots. This year the event took place at the Mas Canosa Youth Center in Sweetwater. Filmmaker Daniel Godoy captured the day's events for PBS.org
- Miami Dade Cultural Affairs supported the event.

Exhibition Resources

- Special you tube Sessions with Local and visiting artists
- Large Print Guides
- Workshops for students
- Study Collection
- Lessons for Teachers

Lectures

- Kenneth Silver, PhD
Steven & Dorothea Green Critics' Lecture Series
October 10, 2015
- Eli Sudbrack
Helen Venero Artist Lecture Series
November 12, 2015
- Alice Aycock
Breakfast in the Park
December 6, 2016
- Chris Melissinos
Lecture for *The Art of Video Games*
January 23, 2016
- Carl Juste
Lecture for *Danny Lyon: Memories of the Southern Civil Rights Movement*
February 23, 2016
- Michael Maunder, PhD
Lecture Series for *Predators and Prey: A Roman Mosaic from Lod, Israel*
March 23, 2016
- Lisa Ackerman
Lecture Series for *Predators and Prey: A Roman Mosaic from Lod, Israel*
April 9, 2016
- Jorge Zamanillo
Lecture Series for *Predators and Prey: A Roman Mosaic from Lod, Israel*
April 20, 2016
- Lucille A. Roussin, PhD, Attorney-At-Law
Lecture Series for *Predators and Prey: A Roman Mosaic from Lod, Israel*
April 30, 2016

Public Relations

Earned Media:

- The museum achieved more than 1.8 billion reachable impressions via news strategies, strategic media pitching and relationships with journalists.
- More than 538 news stories and mentions for the Frost Art Museum and FIU.
- The value of publicity exceeds \$2,798,736 in advertising/editorial-equivalent.

Share-of-Voice among the Competitive Landscape:

- Media-monitoring services rank the Frost Art Museum FIU as leading the pack in share-of-voice among the competitive landscape in Miami: coming in second place just below PAMM (and significantly ahead of other museums for share-of-voice).

Major News Placements Include:

Coverage and interviews in national and international media include:

- The Wall Street Journal, The New York Times, CNN, The Huffington Post, BBC News Worldwide, Paper Magazine of New York, The Knight Arts Foundation, NPR National Public Radio and EFE International Newswire.
- ArtNet, HyperAllergic Art News, The Art Newspaper, Blouin ArtInfo, ArtDaily, Smithsonian Affiliations, Palm Beach Illustrated, AFAR Magazine, PBS Television and The Art Basel Magazine.
- The Miami Herald, SocialMiami, El Nuevo Herald, Miami New Times, Ms. Magazine, Ocean Drive Magazine, Naples Illustrated, Indulge Magazine, The South Florida Sun-Sentinel, Palm Beach Arts Paper, Archaeology News, Preservation Magazine, The Chicago Tribune, The Jewish Journal and Trillionaire Magazine.

Public Relations Fosters Goodwill with the Museum's Partners:

- The museum worked successfully with artists, sponsors and partners for the museum's exhibitions and programming – effectively positioning these partners in the resulting news coverage. Some of the supporters who were very pleased this year with the press coverage they received as a result of their partnership with the Frost include: West Kendall Baptist Hospital for Breakfast in the Park; The Smithsonian American Art Museum, Dell, Alienware, and Killer Networking for The Art of Video Games; The Israel Antiquities Authority, Patricia and Phillip Frost, and the World Monuments Fund for the Lod Mosaic; BNY Mellon Wealth Management; The Kimberly Green Latin American Caribbean Center at FIU for the mission to Brazil; and the Corita Art Center and de la Cruz Collection for The Summer of Women.
- Community outreach this year delivered valuable exposure to the museum, featuring speaking engagements for the Director that included: Diaspora Vibe Gallery (attended by several community leaders at their Sunday Caribbean tea to promote the Creole World exhibition); a reception and lecture sponsored by the Sagamore Hotel For the Hans Hofmann "Walls of Color" exhibition (attended by philanthropists and cultural leaders from Miami and Miami Beach); and meetings with community leaders including George Neary of the Greater Miami Convention & Visitors Bureau, Miami Beach artist Mira Lehr, plus other ongoing introductions to prominent philanthropists, gallerists, arts leaders and local influencers.

Marketing

The museum developed a marketing model based off budget and intended audience. We ran marketing campaigns for all of our exhibitions that spanned digital, print, and radio advertising.

Three of our most successful campaigns demonstrate our approach to different audiences.

- 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 exhibition, Walls of Color: The Mural of Hans Hofmann. We placed full page ads in Cultured Magazine, Miami Herald's INDULGE, and digital event calendars. We welcomed hundreds to the event, and there was standing room only in the lecture room.

- In January, we opened the exhibition, *The Art of Video Games*. We identified our target audience as university students. We developed an on-campus marketing campaign, including a banner between the blue and gold parking garage, electronic displays around campus, and pavement stickers. We launched Facebook and Instagram competitions to encourage student engagement. Opening night was one of highest attended events of the year, and the lecture prior to the opening was filled to capacity.
- For our spring exhibition, *Predators and Prey: A Roman Mosaic from Lod, Israel*, we focused our marketing on South Florida residents. We advertised heavily on WLRN, and purchased print and digital advertisements with the *Miami New Times*, *Miami Herald*, and *Art Circuits*. In addition, we purchased a digital mailer through a third party. We did not feel that the return on investment was worth the cost, and will look to other strategies for reaching new audiences for future shows.

Communications

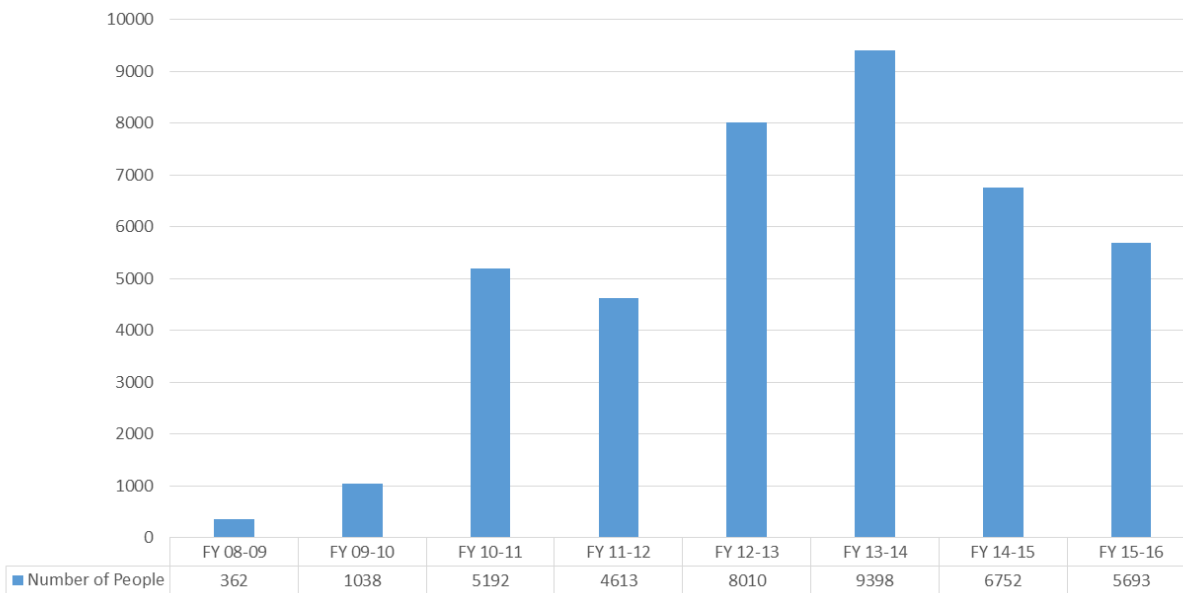
The museum produced a weekly newsletter highlighting stories and events at the museum. In addition, stand-alone e-blasts were sent to our constituency to promote select events.

Social media engagement has increased across all three platforms.

- The museum's Facebook page is the third most followed museum page in Miami-Dade, and we hold the largest Facebook following among university museums in South Florida. Our Facebook following increased to 17,109 followers, and we reached over 4.4 million unique users through organic and paid advertising.
- Our Twitter account following increased by 15.4% to 6,628, and our Instagram following increased 61% to 1,182.



Rental Attendance

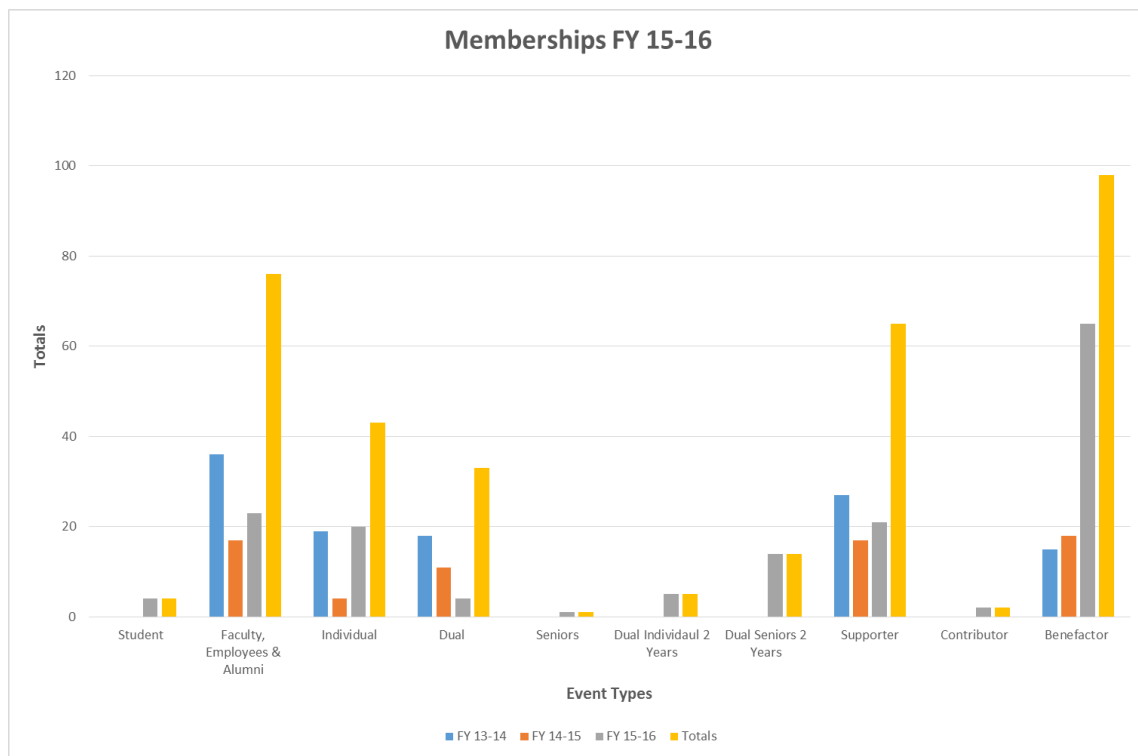


Development

2015-2016 Community Partners

Alienware
 Arcade Odyssey
 Bacardi
 BNY Mellon Wealth Management
 City of Doral Cultural Affairs
 City of Sweetwater
 Covanta
 Intercontinental Hotel of Doral
 Life's Next Steps
 Mercedes Benz of Coral Gables and Cutler Bay
 Perrier
 Sergio's Restaurant
 West Kendall Baptist Hospital

Membership



Membership levels

Benefactors

Ana M. Martinez and Lizzie Orizondo
Art Basel Miami Beach
Bernice Steinbaum
Carl-Philippe and Christine Denis
Cecil and Ana Milton
Chris and Suzanne Armstrong
Daniel G. Perron and Jonathan Hogg
Day Yacht USA Inc.
Denise H. Harris
Diane Cruz
Dora R. Valdes-Fauli
Dr. Gerardo and Lily Gonzalez
Dr. Hector and Angela Florentino
Dr. Jeffrey Horstmyer and Prof. Tilly Fox
Dr. Jordana Pomeroy and Edwin A. Penick
Dr. Luis G. Diaz Rangel
Drs. Mark and Elizabeth Rogers
Dr. Ricardo L. and Miriam Machado
Dr. Susan R. Jay
Fernando and Cheryl Lopez
Florel Fraser
Gabriel and Lorenza Abaroa
Gary and Jennifer Nader
Harry and Lisa Payton
Herbert Brito
Hilda Jacobson
Howard and Mary Frank
Jane Hurt
Javier Hernandez-Lichtl

Jennifer Williams
John and Gloria Zaldivar
José J. Valdés-Fauli and Shed Boren
Klaudio and Serena Rodriguez
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Linda Potash
Luciano C. Fontana
Muñeca Fuentes
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Neuroscience Centers of Florida-
Foundation, Inc
News Travels Fast
Ninoska Huerta
Patty Suarez
Peggy Olin Fucci
Ralph and Cookie Gazitua
Raul R. Rodriguez
Ronald and Marilyn Kohn
Sandi-Jo Gordon
Steven L. Schwartz & Cherry Oliver

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University Community

Amilcar A. Castellano Sanchez
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Devon Taylor
Dorothea F. LaFrieda
Edoardo Llovio
Elizabeth E. Ribao
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Gene Rosenberg

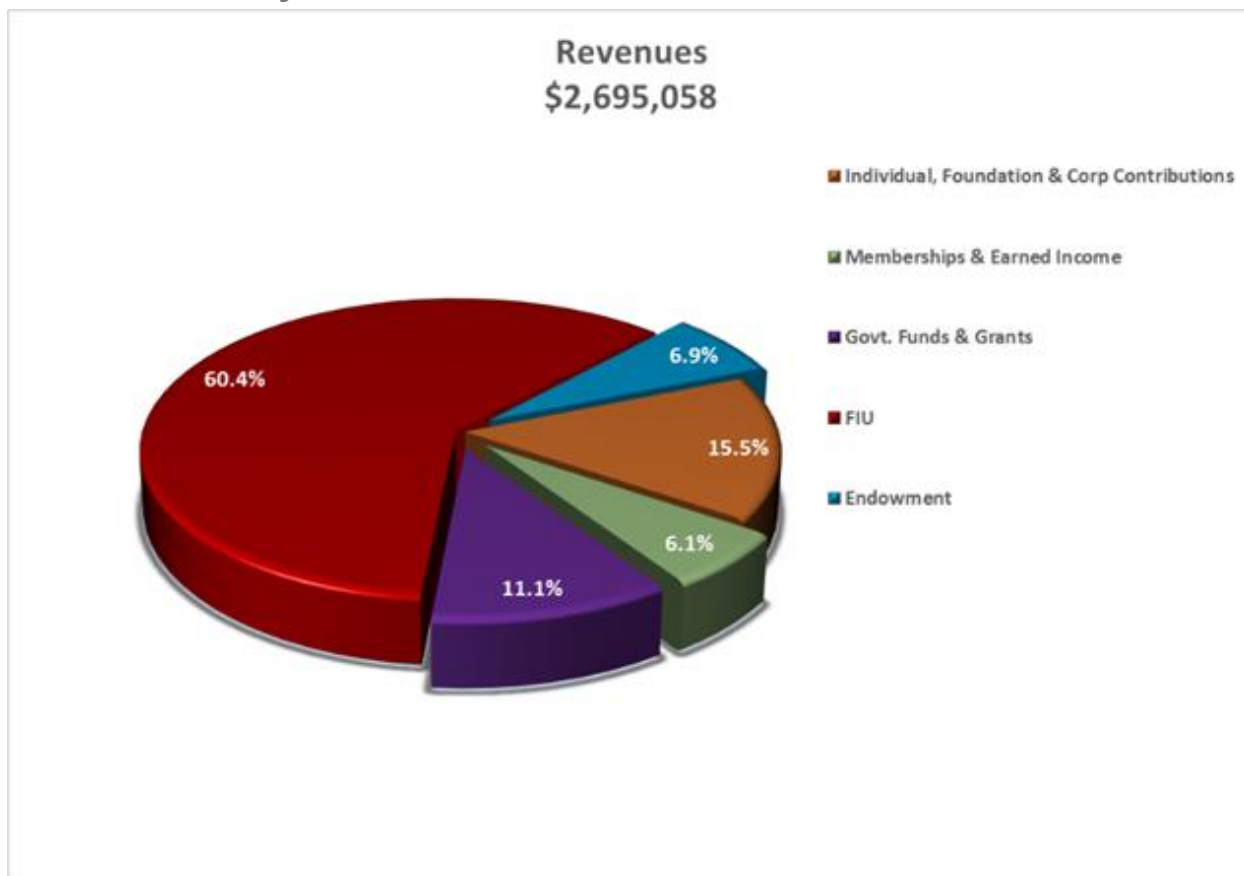
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Ivette G. Mora
Jean-Claude Garcia-Zamor
Jessica A. Lettsome
Jose M. Morcillo Gomez
Katherine M. Vasquez
Marilyn Hoder-Salmon
Maryanna G. Ramirez
Norene Monahan
Pedro Hernandez
Phong Vu
Rafael Prohias
Valory Greenfield
Zulma M. Berrios

Lifetime Members

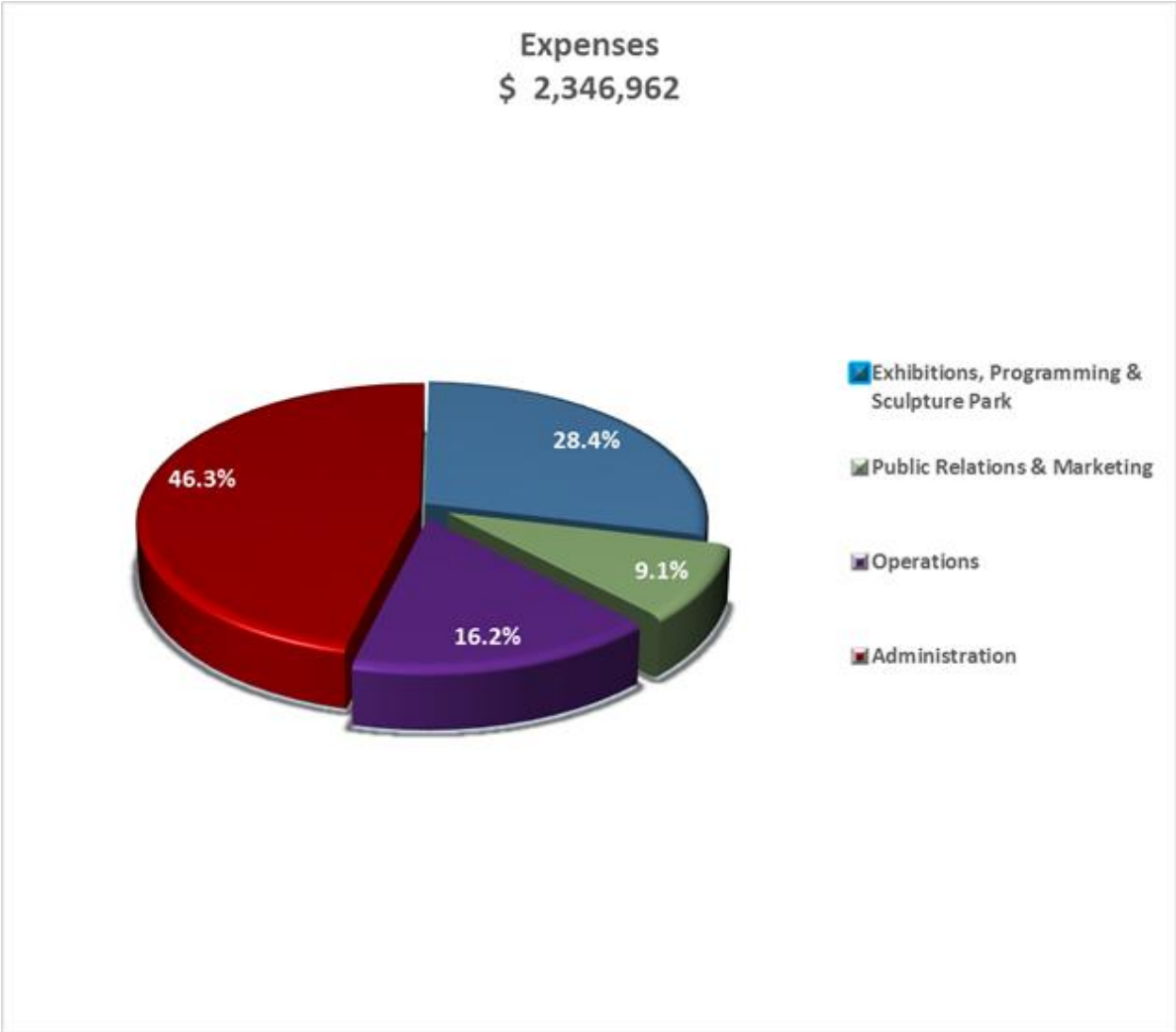
Patricia and Phillip Frost
Betty Laird Perry
Martin Z. Margulies
Ideal Gladstone

Statement of Operations

Financial Goals for 2016-17



Individual, Foundation & Corp Contributions	\$ 416,911.70
Memberships & Earned Income	\$ 165,073.71
Govt. Funds & Grants	\$ 299,523.78
FIU	\$ 1,626,879.66
Endowment	\$ 186,669.00
Total Revenues	\$ 2,695,057.85



Exhibitions, Programming & Sculpture Park	\$ 657,771.34
Public Relations & Marketing	\$ 211,267.09
Operations	\$ 390,195.78
Administration	\$ 1,087,728.17
Total Expenses	\$ 2,346,962.39

Frost Art Museum Staff Members

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*

Adam Drewke
Preparator

Jeancarlos Fernandez
Social Media Specialist

Florel Fraser
Finance & HR Manager

Grace Frawley
Education Assistant

Alex Garcia
Loans & Exhibitions Coordinator

Kelly Gutierrez
Visitors' Services Assistant

Tamara Hervera
Museum Education Coordinator

Debbye Kirschtel-Taylor
Chief Registrar

Jorge Lima
Security Guard

Miriam Machado
Curator of Education

Ana Martinez
Director of Development

Maryanna Ramirez
Manager of Strategic Initiatives

Klaudio Rodriguez
Curator

Luis Tabares
Security Guard

Ashlye Valines
Curatorial Assistant

Jacquelyne Velken
Finance & HR Assistant

Frantz Williams
Manager of Development Projects

Ragan Williams
Security Guard