

# 2010 ANNUAL REPORT



2010 was another banner year for the Des Moines Art Center. Major projects included the groundbreaking for the Museum Services Center, a new 10,000 square-foot facility that will house storage and office space and an enlarged loading dock. The Art Center also created and initiated a new brand — the Art Center is an *entirely unexpected* experience. This attitude now infuses all of our activities, from acquisitions to programs to customer service to Cultural Life events. In 2010, exhibitions balanced an examination of artworks in our permanent collections through focused presentations with investigations of the art of our time through one-person and group exhibitions. Outreach projects grew and reached out to youth at risk; the studio programs offered fun and challenging avenues for hands-on art making experiences; and education programs engaged thousands of participants through tours, lectures, films, and workshops. The John and Mary Pappajohn Sculpture Park continued to change the character of the Des Moines metro in positive ways, receiving thousands of visitors throughout the year. In addition, the Art Center added 120 works of art in all media to the permanent collections through gifts and purchases.

Through all of these endeavors, the Art Center continues to be a positive catalyst for the cultural, educational, social, and economic development of our community and state. Please join us for new *entirely unexpected* experiences as we continue to grow and evolve.

Jeff Fleming Director Woody Brenton President, Board of Trustees / 2010 – 2011 The Art Center continued to present a significant and timely exhibition program in 2010. Projects investigated and shed new light on works of art in our permanent collections as well as examined the art of today in engaging formats. These included major one-person exhibitions as well as thematic group shows incorporating artwork in all media.



Jeanne Mammen (German, 1896–1976). Zeebrücke, 1920s. Watercolor and pencil on paper. 15 1/2 x 13 1/2 inches Des Moines Art Center Permanent Collections; Gift of Dr. Joseph H. Seipp, Baltimore, MD, 1974.95



# Edward Hopper: Images and Influence

December 8, 2009 – April 24, 2010 Blank One Gallery Organized by the Des Moines Art Center

# News & Nightmares:

Homer, Ernst, and Wood Engraving January 8 – May 30, 2010 Print Gallery Organized by the Des Moines Art Center

# Robin O'Neil: The world has won.

A final bow was taken. February 26 – May 23, 2010 Anna K. Meredith Gallery Organized by the Des Moines Art Center

### Danny Lyon:

Selections From The Bikeriders April 30 – August 29, 2010 Blank One Gallery Organized by the Des Moines Art Center

# Iowa Artists 2010 June 11 – September 19, 2010 Anna K. Meredith Gallery Organized by the Des Moines Art Center

**Kill Them Before They Multiply** June 18 – September 26, 2010 Print Gallery Organized by the Des Moines Art Center

# Jeanne Mammen: City of Women

September 10 – December 12, 2010 Blank One Gallery Organized by the Des Moines Art Center

#### Another Dimension:

Sculpture Park Artists' Prints, Drawings, and Small Objects October 1, 2010 – January 23, 2011

Print Gallery Organized by the Des Moines Art Center

# **Bad Dreams**

October 8, 2010 – January 9, 2011 Anna K. Meredith Gallery Organized by the Des Moines Art Center

# Henry Ossawa Tanner

and his Contemporaries December 17, 2010 – February 27, 2011 Blank One Gallery Organized by the Des Moines Art Center

# Single-channel 1:

Elements of Displacement Throughout 2010 Video gallery Organized by the Des Moines Art Center

Miguel Angel Ríos (Argentinian, born 1943). Matambre, 2008. Courtesy of the artist



The Art Center accessioned 120 works of art into the permanent collections in 2010. Major gifts came from John and Mary Pappajohn, Richard and Kay Ward, the Sam Francis Foundation, Peg Buckley, and the Des Moines Art Center Print Club. The Art Center is grateful to these, and other individuals and organizations that generously gave works of art. In addition, the Art Center purchased artwork in various media, including video, sculpture, and works on paper.



Mary Cassatt (American, active France, 1844–1926) **Looking into the Hand Mirror, No. 2**, n.d. Drypoint on paper, 8 1/4 x 6 1/8 inches Des Moines Art Center; Richard and Kay Ward Collections, 2010.1

Rembrandt van Rijn (Dutch, 1606–1669) **Christ at Emmaus (The Smaller Plate)**, 1634 Etching and drypoint on paper, 4 x 2 13/16 inches Des Moines Art Center; Richard and Kay Ward Collections, 2010.33

Annibale Carracci (Italian, 1560–1609) **Madonna and Child with SS. Elizabeth and John the Baptist (La Madonna della Scodella)**, 1606 Etching and engraving on paper 5 1/2 x 6 7/8 inches Des Moines Art Center; Richard and Kay Ward Collections, 2010.34

Claude Gellée Lorrain (French, active Italy, 1604–1682) Shepherd and Shepherdess Conversing (Berger et bergere conversant), c.1651 Etching on paper, 7 9/16 x 10 1/8 inches Des Moines Art Center; Richard and Kay Ward Collections, 2010.39

Adriaen van Ostade (Dutch, 1610–1685) **The Peasant Settling his Debt**, 1646 Etching on paper, 4 1/4 x 3 5/8 inches Des Moines Art Center; Richard and Kay Ward Collections, 2010.42

Sam Francis (American, 1923–1994) **Untitled**, from "the Edge" series, 1965 Acrylic on paper, 38 1/4 x 71 1/2 inches Des Moines Art Center Permanent Collections; Gift of the Sam Francis Foundation, 2010.89

Rebecca Horn (German, born 1944) **Lapis Press Project - LP 23**, 1998 Soft-ground etching and chine collé on paper 19 x 16 inches Des Moines Art Center Permanent Collections;

Gift of the Sam Francis Foundation, 2010.92

Anish Kapoor (Indian, active London, born 1954) Untitled Triptych (Lapis Press Project -LP 44), 2001

Etching on paper, 24 x 68 inches Panel (3 total): 24 x 22 5/8 inches Des Moines Art Center Permanent Collections; Gift of the Sam Francis Foundation, 2010.93.a-.c

Tony Cragg (British, born 1949) **Suburbs (Spitbite Series) I**, 1990 Aquatint with spitbite aquatint, 10 x 8 inches Des Moines Art Center Permanent Collections; Purchased with funds given in honor of Lou Fingerman's 75th birthday, 2010.94

Joel Shapiro (American, born 1941) **untitled**, 2005 Wood, casein, and wire 14 1/2 x 16 x 11 1/2 inches Des Moines Art Center Permanent Collections; Gift of the artist in honor of the Martin Bucksbaum Family, 2010.95

Chuck Close (American, born 1940) **Small Self-Portrait**, 1999 Relief print on paper, 14 x 11 1/2 inches Des Moines Art Center Permanent Collections; Gift of Peg Buckley, 2010.97





Richard Serra Paths and Edges #13



HIGH

BIRD SOARS TOO

Gary Hume Angel C

Jaume Plensa Thinking on Blake



Ragnar Kjartansson Me and My Mother 1

Eric Fischl (American, born 1948) **Untitled**, 1988 Color woodcut on paper 9 7/16 x 10 7/16 inches Des Moines Art Center Permanent Collections; Gift of Peg Buckley, 2010.100

#### Ellsworth Kelly (American, born 1923)

Red Curve (Black State), 2000 Lithograph on paper 10 x 7 1/2 inches Des Moines Art Center Permanent Collections; Gift of Peg Buckley, 2010.101

Edward Ruscha (American, born 1937) **Brews**, from the series "News, Mews, Pews, Brews, Stews & Dues," 1970 Silkscreen and vegetable dyes on paper 18 x 27 inches Des Moines Art Center Permanent Collections; Gift of Peg Buckley, 2010.107

Richard Serra (American, born 1939) **Paths and Edges #13**, 2007 Etching on paper, 23 1/4 x 35 1/4 inches Des Moines Art Center Permanent Collections; Gift of the Des Moines Art Center Print Club, 2010.111

#### Mona Hatoum

WINGS

ARS WITH HIS ON

(Palestinian, born 1952, active in England) **Hair Grids with Knots (5)**, 2010 Human hair, hair spray, 11 3/4 x 7 1/2 inches Des Moines Art Center Permanent Collections; Purchased with funds from William and Edith King Pearson, Lewis Galantiere, Massey Ferguson Company, and Byron Ben Boyd by exchange, 2010.112

Ragnar Kjartansson (Icelandic, born 1976) **Me and My Mother 1**, 2001 Video DVD (10 minutes)

Des Moines Art Center Permanent Collections; Purchased with funds from Kenneth E. Hartman by exchange, 2010.113

#### Ugo Rondinone (Swiss, born 1963)

I don't live here anymore, 2003 Digitally altered C-print, 29 1/4 x 19 3/4 inches Des Moines Art Center Permanent Collections; Purchased in honor of Melva Bucksbaum and Ray Learsy with funds provided by their Des Moines friends, 2010.114

#### Keith Haring (American, 1958–1990) Untitled (Three Dancing Figures, version C), 1989. fabricated 2009

Painted aluminum, 120 x 135 x 125 inches Des Moines Art Center Permanent Collections; Purchased with funds from John and Mary Pappajohn, 2010.116

#### Gary Hume (British, born 1962)

Angel C, from "Spring Angels" portfolio, 2000 Screenprint on paper, 42 1/2 x 34 inches Des Moines Art Center Permanent Collections; Purchased with funds given in memory of Mark Grgurich and with funds from Rose F. Rosenfield and Mrs. K. A. Chittick by exchange, 2010.118

Jaume Plensa (Spanish, born 1955) Thinking on Blake, 2010

Etching using polymer plates, black ink and gauffrage on Capellades handmade abaca fiber paper 12  $\times$  9 inches

Des Moines Art Center Permanent Collections; Gift of the Des Moines Art Center Print Club, 2010.120

Keith Haring Untitled (Three Dancing Figures, version C)





Michael Lasser, music historian, presented the program "But Oh What Those Five Feet Could Do": Women in American Songs of the Roaring '20s to a group of seniors.

TOURS

The Art Center is proud to announce that 20,887 people were served by the tour program in 2010. This is due to the exciting exhibitions *Robyn O'Neil: The world has won. A final bow was taken.; lowa Artists 2010*; and *Bad Dreams*. As part of the total, more than 6,700 people took guided tours of the Pappajohn Sculpture Park which was opened for the first full year.

Guided tours engage people of all ages in conversations about the collections, exhibitions, and architecture, and empower visitors by teaching them strategies to interpret art objects on their own. Guided tours were led by 45 active, specially trained volunteer docents. The Art Center's team of volunteer docents collectively donated more than 3,700 hours of service in 2010, including touring and training.

Included among the thousands of people participating in guided tours were more than 4,680 fourth grade students from Des Moines, Indianola, Saydel, Southeast Polk, Waukee, and West Des Moines Public School Districts. The Art Center covered the cost of transportation for these districts through the generous support of MetLife Foundation, John and Jacolyn Bucksbaum, John Deere Des Moines Works, Farm Bureau Financial Services, Bankers Trust, Wells Fargo, West Bank, and Target.

# LECTURES AND GALLERY TALKS

Twelve lectures were presented at the Art Center in 2010 serving 1,307 people. The most popular lectures of the year focused on works in the permanent collection and architecture. "Tables for Ladies: Edward Hopper and the Modern Woman" was delivered in March by Patricia Junker, Ann M. Barwick Curator of American Art at the Seattle Art Museum. Junker's lecture discussed the Art Center's 1927 painting Automat, and Seattle's Chop Suey (1929), and described not only how provocative these pictures were in the late 1920s, but also established the pivotal place the paintings occupy in the development of Hopper's career.

The Art Center's Levitt Auditorium was filled to capacity in late August for a unique program that pitted Iowa State University Architecture Professors Jason Alread and Thomas Leslie against each other as they debated the pros and cons of the Richard Meier addition. Each had 20 minutes to present their respective positions, followed by 20 minutes of debate moderated by Tim Hickman, Substance Architecture Interiors Design. A champagne and dessert reception followed on the Meier plaza.

The 2010 Fingerman lecture featured Tony Cragg, whose sculptures figure prominently at both the Art Center and the Pappajohn Sculpture Park. Cragg presented a philosophical talk about his approach to art and the transformation of materials.

Additionally, ten gallery talks were offered throughout the year serving 343 visitors. Highlights each year are the gallery talks that feature lowa artists and this year was no exception. Six of the 15 exhibiting artists spoke candidly about their work and techniques, and answered audience questions.

# FILMS

Eighteen film events attracted 2,286 people to the Art Center in 2010. Making its inaugural appearance to a standing-room only theater was the MANHATTAN SHORT Film Festival. This festival presents ten short films to audiences around the world for one week only. Audiences vote on their favorite films at the conclusion of each screening, votes are tabulated, and finally a grand prize winner is announced. Des Moines' pick matched the overall favorite, "War"—a lighthearted WWII entry by Italian filmmakers.

We also offered four interpretative film series in concert with exhibitions: a threepart film series that drew inspiration from Edward Hopper's art; Ingmar Bergman's "The Trilogy" was selected by Robin O'Neil to accompany her solo exhibition; a pair of films examining motorcycle culture in connection with the Danny Lyon photography show was screened; and three classic horror films known for their surreal, dreamlike imagery were shown to further explore the theme of the *Bad Dreams* exhibition.

# OUTREACH

The Des Moines Art Center organizes and participates in numerous community partnerships with metropolitan area school systems, social service and community centers, corporate entities, and other cultural institutions. These efforts are designed to build participation with the Art Center by broadening and diversifying our audience base as well as strengthening our existing relationships.

Michael Lasser, music historian, presented the program "*But Oh What Those Five Feet Could Do": Women in American Songs of the Roaring '20s* at The Lodge of Ashworth and Wesley Acres Retirement Living, serving 140 seniors.

Stan Miller, Art Center docent, delivered 13 lectures at seven area senior living facilities and social organizations reaching more than 500 people. An additional 16 off-site presentations were made around the metro by Museum Education staff serving over 400 people.

DES 1

MOINES ART CENTER



Kathryn Duffy's poem, "The League of Middle Aged Men" was written and shared during the workshop. It is printed here with her permission.

The League of Middle Aged Men

They've erected the Buffalo, whose black graphite fur forebodes their attention, whose half slit eye

surveys men in the middle of their existence travelling in groups divided by virtue, who know no pleasure but the exhibition of their longing.

The landscape is their woman and she is vast and ever changing.

They've offered her the owl whose face is theirs, who with cocooning feathers is prostrated against the sawed off

bark of her platform. Though they are drawn to her center, she will not play the victim of their humility.

The landscape is their woman and she is vast and ever changing.

They've erupted the volcano. There is no measurable depth to the pit that collects them, and she does not offer her pity.

The landscape: they cannot escape and there is no belonging in a selection against their asking; this is not invitational.

There is only the suspension between two unattainable lands drafted on the expanse of her mercy, no rise nor fall, only her committed competition.

The landscape is their woman and she is vast and ever changing.

Alone, they may yet stand with a shepherd's staff, lamenting the void of space arched over her sky where she withholds emotion.

On the top of a mountain, having conquered for once the fight, he might whisper to her: *Please don't tell me how the story ends,* 

for fear that on the rope against the torment of her final test, too far from the beginning to see the end, he might volunteer his own loss of grip into her grasp. Additionally, O'Neil personally toured 22 students from the University of Nebraska, Omaha, through her exhibition and talked with them about making the leap from student to independent artist.

# **High School Days**

In conjunction with the *Robyn O'Neil: The world has won. A final bow was taken.* and *Bad Dreams* exhibitions, 13 area high schools participated in High School Days. This program involves an interactive tour of the exhibition and the Art Center's permanent collections, and an art project related to the exhibition. The students created large-scale personalized landscapes and worst nightmare self-portraits in connection to the Robyn O'Neil and *Bad Dreams* exhibitions, respectively.

### 4-H Students Experience Iowa Artists 2010

Students attending the annual 4-H Youth Conference in Ames traveled to Des Moines to take part in a tour and art project presented in conjunction with the *Iowa Artists* 2010 exhibition. The students toured the exhibition and the permanent collections and then created an art project related to one of the paintings in the exhibition.



Robyn O'Neil working with University of Iowa students.

# Robyn O'Neil Residency with Stilwell Junior High: Populated Landscapes

Twenty-one eighth-grade students from Ed Wong's art class at Stilwell Junior High School participated in an artist residency program with artist Robyn O'Neil in February 2010. O'Neil began the program by introducing her drawings and artists that influence her, such as Henry Darger and Pieter Bruegel the Elder; she then asked the students to produce multiple thumbnail sketches to generate ideas for the final product, a populated landscape. For the final large-scale drawings, the students drew inspiration from their families, friends, and hobbies, as well as from the natural environment. And like O'Neil, the students wrote titles that reflected the message of their artwork. Wong affirmed, "The eighth-graders had a fun, meaningful, and memorable experience meeting and working with a professional artist."



These fortunate eighth-graders participated in a workshop with artist Robyn O'Neil.

# Artistic Exchange: University of Iowa + Robyn O'Neil

In March, six University of Iowa writing students traveled to Des Moines to meet Robyn O'Neil and spend time developing ekphrastic texts inspired by O'Neil's exhibition, *The world has won. A final bow was taken.* and various works in the museum. (Ekphrasis is a literary description of, or commentary on a visual work of art.)





Visitors learn about John Singer Sargent's Portrait of Edouard and Marie-Louise Pailleron through the new free iPod tours.

### FAMILY PROGRAMS

#### smART Second Saturdays

On the second Saturday of each month the Art Center offers the free smART program to families with children of various ages. The program aims to create experiences that engage families through various museum related topics, such as treasure hunts, sketching in the galleries, and learning about specific artists. More than 140 children and adults participated in this program in 2010, which was supported by Mediacom.

### **Family Fun Time**

Introduced in 2010, the Family Fun Time station encourages family interaction while learning about the Art Center. There are games, books, and creative opportunities to enjoy in the lobby as well as activities to guide families through the galleries. The Family Fun Time station is available in the museum lobby during public hours. This project has been funded in part by a Connecting Kids and Culture grant through the Community Foundation of Greater Des Moines.

# **TECHNOLOGY INITIATIVES**

# Pappajohn Sculpture Park Cell Phone Tours

In late August the Art Center launched free cell phone tours of the Pappajohn Sculpture Park to great success. Laura Burkhalter, associate curator; Jill Featherstone, museum education director; Jeff Fleming, director; and Gilbert Vicario, senior curator, recorded the 21 entries that are each roughly one to four minutes in length. By far, the stop most frequently listened to is Jaume Plensa's Nomade (2007). Tour participants may also interact with the Art Center by leaving a message about their park experience. Cell phone tour funding was provided by the Community Foundation of Greater Des Moines, and audio was produced by Aquarium Digital Engagement.

# Visual Thinking Strategies Professional Development

Together with the Des Moines Public Schools, the Art Center co-organized a series of classes for Des Moines metro school teachers on visual thinking strategies and how these techniques can be incorporated in all areas of teaching. The multi-day classes were offered three times throughout the year and 227 teachers participated.

# Kerry James Marshall lecture, presented in partnership with the National Bar Association and the Greater Des Moines Public Art Foundation

Renowned artist Kerry James Marshall delivered a public lecture about his work and gave audiences a sneak preview of *A Monumental Journey*, a proposed public sculpture commission that commemorates Des Moines as the origin of the National Bar Association, the oldest and largest national association of predominately African-American lawyers and judges.

# Des Moines Summer Journalism Academy

The Art Center was a key partner in the Des Moines Public School's annual summer journalism program which had art as its 2010 focus. Thirty-three fifth-grade students learned first-hand about the Pappajohn Sculpture Park from the park's benefactor, Mary Pappajohn, as well as the Art Center's *Iowa Artists* exhibition from participating artists Larassa Kabel and Daniel Weiss. While each guest speaker first presented information, a large component of each meeting was devoted to interviews by the students. With assistance from their Academy mentors, students produced stories about their experiences.

One of the reports is as follows: "On June 22nd, 2010, the Summer Journalism Academy had the opportunity to meet Mary Pappajohn at the Des Moines Art Center. Mary and John Pappajohn donated 16 sculptures that were in their backyard. The sculpture that started them off collecting was *In the Morning*, which was placed in their living room.

When they started collecting sculptures, they had more sculptures than furniture. Pappajohn said, 'I miss *Seating for Eight* because I don't have anything to sit on in the backyard anymore.' They donated the sculptures because they wanted to give them away for other people to enjoy.



Fifth-grade students learned about the Pappajohn Sculpture Park from the park's benefactor, Mary Pappajohn.

When the sculptures were still with them, cars that drove by would slow down and look at the artwork. Every now and then there would be people who wondered what would be in their backyard, would pull in, and drive back there to look.

Whenever they got a new sculpture, neighbors would call and ask what the name of the sculpture was so they could look it up to learn more about the sculptures. 'We like Des Moines and love the Art Center,' said Pappajohn.

The sculptures they liked, they just decided to buy. They started their collection almost 49 years ago. They also have a daughter who collects sculptures too. Thanks to the Pappajohns, everyone can enjoy beautiful artwork."



Nurturing a Child's Vision artist with his work installed at the Des Moines Arts Festival.



At the time of his lecture, Kerry James Marshall's painting, *Lost Boys*, was on view at the Art Center. Collection of the Principal Financial Group, Des Moines, Iowa

#### **Des Moines Arts Festival**

Founded by the Art Center, each year the museum has three distinct sites within the Arts Festival: the Nuturing a Students Vision exhibition, an interactive art activities tent, and an information booth. The art activities for 2010 focused on the Pappajohn Sculpture Park. Three easy and fun projects provided mementos of artworks in the park. Additionally, free docent guided tours of the park were offered during the weekend.

# Family-friendly lecture, "Art and Magic," presented in partnership with the Des Moines Public Library

The Art Center and the Des Moines Public Library presented a family-friendly lecture inspired by the Art Center's *Bad Dreams* exhibition and J. K. Rowling's enormously popular *Harry Potter* novels. "Art and Magic" was conceived and delivered by Michael Cassin, director of the Center for Education in the Visual Arts, Sterling and Francine Clark Art Institute, and included images of art that dealt with magic tricks, magical apparitions, and some of the paintings that hang on the walls of Hogwarts School.

# More than Words: The Art Center partners with the Iowa Department for the Blind and Iowa State University

Twenty students from Iowa State University sought to deepen their understanding of the sensory world through a joint project with the Iowa Department for the Blind and the Art Center. The students, as part of their coursework for an undergraduate poetry class taught by Iowa Poet Laureate and Iowa State University distinguished professor Mary Swander, embarked on a journey to understand blindness and experience art through senses other than sight. With help from Art Center docents, the students touched pre-approved sculptures at the Pappajohn Sculpture Park while wearing blindfolds. Each student's non-visual perceptions of the sculptures, plus insights into blindness learned from discussions with blind employees from the Iowa Department for the Blind, were integrated into unique poems. The Iowa Department for the Blind created tactile representations of the sculptures at the Pappajohn Sculpture Park to accompany the poetry. Through this project, the students presented a different perspective on art, demonstrating that art truly is for everyone.

A visitor to the *More Than Words* exhibition touches a maquette of Judith Shea's *Post Balzac*.



Classes, workshops, and day camps included in the three annual class schedules enriched the lives of 3,244 children and adults who took part in art instruction. A total of 351 classes, workshops, and day camps were offered during the year. Attendance for these programs totaled 16,312. Scholarships provided 200 children and adults with the opportunity to attend classes.

Additional studio classes engaged 148 participants from middle school students at St. Augustin Catholic School and elementary students who belong to Junior Council. The attendance for these programs totaled 1,662.

# VISITING ARTIST AND OUTREACH PROGRAMS

Visiting Artist Tracy Duran taught District Wide Classroom (Children & Families of Iowa) students for 26 weeks at the Art Center, serving students struggling with issues such as mental and behavioral disorders, domestic abuse, and substance abuse. The Art Center and Duran's work in the community was far-reaching: artists from middle schools Callanan and Merrill each met with Duran for eight sessions; she directed a mural project with residents of the Women's Correctional Facility over 14 weeks; Des Moines University students studied figure drawing with her for 13 weeks; and Youth Emergency Services & Shelter children enjoyed 16 weeks of art experiences under her direction. The attendance for these projects totaled 871.

Outreach instructors taught art to a total of 96 participants enrolled in the Johnston Community Education summer program, Traditions Children's Center, Central Campus raku workshop, Mercy College, and Mentor Iowa children and mentors. Attendance totaled 161.

Outreach programs were generously supported by the Meier Bernstein Foundation, the Lois H. and H. Dale Bright Foundation, Craig and Kimberly Shadur, the Bank of America Foundation, Farm Bureau Financial Services, Variety – The Children's Charity, Wellmark Blue Cross & Blue Shield, and Wells Fargo.



Visiting artist Tracy Duran works with a student.

# CULTURAL LIFE PROGRAMS AND FACILITY RENTAL

In keeping with the Art Center's newlyintroduced brand *entirely unexpected*, Cultural Life Programs, in concert with community partners and other Art Center departments, sought to bring new and exciting events to Des Moines and surrounding communities in 2010. Along with annual events such as the Art Center gala and *Día de los Muertos* (Day of the Dead), visitors responded to these new experiences with recordbreaking attendance.

Arts & Ends, a unique tag sale, was reintroduced at the end of April, after a hiatus of decades, and was a hugely successful off-site event. Nearly 2,000 people attended this three-day shopping affair. All proceeds benefited the Art Center's free admission policy.

In the summer, the Art Center, in conjunction with Des Moines Park and Recreation, introduced Free Flicks. A community event held in the evenings on the Art Center lawn the first Thursdays in June, July, and August, nearly 600 people attended the three films. The first film of the season, *Best in Show*, attracted more than 150 people and their canine companions.

In July, the fourth annual Art Inside Out highlighted the Art Center's collection and architecture, inside and out, as well as the first year of the John and Mary Pappjohn Sculpture Park and the 25th year of the Richard Meier building. This event attracted more than 1,600 people. In September, the Art Center's gala celebrated recent renovations and additions to the Art Center including a new glass and steel elevator, new gallery lighting, and new Museum Services Center, all thanks to the many generous donors to the *Hands On*, *Des Moines* campaign. Aptly named *In a Whole New Light* and held in the Anna K. Meredith Gallery, more than 200 people delighted in dining and dancing the night away.

The Art Center marked its 10th anniversary of hosting Day of the Dead, an annual event held at the Art Center in late October. Attendees enjoyed live music, family workshops, performances, film, artwork, art activities, and traditional refreshments. This event drew nearly 3,000 participants in three hours.

Rap/Wrap-It-Up, held in November, got participants in the holiday spirit featuring hip-hop artists, modern dancers, gift wrapping activities, and origami lessons. This event attracted more than 240 people.

Twelve-hundred visitors in early December attended an entirely unexpected event, Reindeer Round-Up. During that afternoon, visitors enjoyed music, refreshments, storytelling, art activities, and the stars of the show—real reindeer on the lawn.

Three exhibition preview parties drew nearly 1,000 visitors throughout the year. These events provide attendees with opportunities to meet the artists, join exhibition tours, and learn about the artists' philosophy, methods, and materials.

Facility rentals in 2010 ranged from corporate events to elegant wedding

receptions. Big Brothers Big Sisters; Iowa Health; Master Builders; Pella Corporation; Pioneer Hi-Bred, a DuPont Business; and The University of Iowa Foundation were among the corporate entities that held meetings, receptions, and took tours of the facility. Out-of-state rentals also saw a marked increase.

# **MUSEUM SHOP**

The Art Center Museum Shop continued to promote understanding and appreciation of the Art Center's exhibitions, collections, and architecture through the sale of contemporary design items. Retail Operations Director Sarah Jane Shimasaki and Art Center Board member Jeanne Levitt visited New York in August for the International Gift Fair, purchasing new and unique items for the shop. A notable accomplishment in 2010 was the total reorganization and overall change to the layout of the Museum Shop. The fourth quarter exceeded all sales goals.



A truly unexpected site at the Art Center-real reindeer on the lawn!

Ready for her wild and crazy performance in the lobby, Iowa artist Leslie Hall (in the fringe) joins her fans amidst her installation in Iowa Artists 2010.



2010 was another extraordinary year for fundraising thanks to the Art Center's generous donors.

#### \$100,000+

21st Century Endowment Bravo Greater Des Moines James D. Edmundson Endowment Anna K. Meredith Endowment Fund John and Mary Pappajohn

#### \$50,000-\$99,999

The Wallace Foundation Endowment

#### \$25,000-\$49,999

Jacqueline N. Blank Fund for Museum Education Des Moines Arts Festival Hands On, Des Moines Endowment Iowa Arts Council Jeanne and Richard Levitt Meier Bernstein Foundation MetLife Foundation Nationwide Foundation Pioneer Hi-Bred, a DuPont business

#### \$15,000-\$24,999

Aviva USA Lois L. and H. Dale Bright Foundation Cowles Charitable Trust Ellen and Jim Hubbell Mary K. and Daniel M. Kelly Ruth Anne and Edwin Meredith, IV Mid Meredith Zuendel Endowment Fund National Endowment for the Arts Principal Financial Group Foundation, Inc.

#### \$10,000-\$14,999

Sue and Buz Brenton Challenge for the On Stage Concert Series John and Jackie Bucksbaum Charles and Karin Edwards Dr. Louis and Lois Fingerman Elizabeth Firestone Graham Foundation Homesteaders Life Company Harriet S. Macomber Fund The Robert Mapplethorpe Foundation Meredith Corporation Foundation Mary and Stanley Seidler Craig and Kimberly Shadur Wells Fargo Diane and Dennis Young

#### \$5,000-\$9,999

Bank of America Foundation Bankers Trust Company Pamela Bass-Bookey and Harry Bookey Margaret Brennan Julia and Woody Brenton Gloria and Robert Burnett Pat McFarland and Jim Carney Citi Faegre & Benson LLP Farm Bureau Financial Services Cynthia O'Brien and Mike Fitzpatrick Jon and Faith Garnaas Marty Gross GuideOne Insurance The Hinson Family Foundation Charlotte and Fred Hubbell Helen Hubbell The Iles Family - Dunn's Funeral Home ING John Deere Des Moines Operations John Krantz and Penny Madsen Kyle and Sharon Krause Lauridsen Family Endowment Harriet S. Macomber Sara and Steven Marquardt Margaret and Warren May Randy E. McMullin Michael H. and Gina K. Miller Judith Milligan Anastasia Polydoran Dr. Mary and Mr. Suku Radia Lisa Rogers Patricia and Louis Schneider Substance Architecture Interiors Design Toni and Tim Urban Mary and Tom Urban Variety - The Children's Charity Mary Ann and James Wallace Wellmark Blue Cross and Blue Shield Steven and Kathy Zumbach

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Other

<b>184,182</b> 200,000
184,182
53,339
2,733
1,263
9,869
16,368
18,303
22,489
59,818

20

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