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

Children learn about Sol LeWitt’s Wall Drawing #601, Forms Derived from the Cube (25 Variations), 1989, on a docent-led tour in the Cowles Sculpture Court in the I. M. Pei building.

ON THE COVER: A Bad Dreams Ball participant studies Anna Gaskell’s Untitled #60, from the “by Proxy” series, 1999, in the Bad Dreams exhibition.
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.

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

The Bad Dreams exhibition drew a diverse and engaged audience.
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
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)
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 (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 Leary with funds provided by their Des Moines friends, 2010.114

**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 x 9 inches
Des Moines Art Center Permanent Collections;
Gift of the Des Moines Art Center Print Club, 2010.120
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; Iowa 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 Jacelyn 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, Subsance 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 Iowa artists and this year was no exception. Six of the 15 exhibiting artists spoke candidly about their work and techniques, and answered audience questions.

EDWARD HOPPER’S ART; INGMAR BERGMAN’S “The Trilogy” was selected by Robyn 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.
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.”

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.
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.

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.

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

**CULTURAL LIFE PROGRAMS AND FACILITY RENTAL**

In keeping with the Art Center’s newly-introduced 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 record-breaking 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 Pappajohn 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 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 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
Principle 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
Dane 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
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Farm Bureau Financial Services
Cynthia O’Brien and Mike Fitzpatrick
Jon and Faith Gamaas
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
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Margaret and Warren May
Randy E. McMullin
Michael H. and Gina K. Miller
Judith Milligan
Anastasia Polydorans
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
Weltmark Blue Cross and Blue Shield
Steven and Kathy Zumback

$2,500–$4,999
American Enterprise Group, Inc.
American Equity Investment Life Insurance Company
Bank of the West
Belin McCormick, P.C.
Margo and Donald Blumenthal
Nicola L. Pohl and Volker Brendel
Mrs. William H. Brenton
Saulene Richer and Roger Brocks
Greg and Suzie Glazer Burt
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Community Foundation of Greater Des Moines
Kaye C. Condon
Jamie Constantine
Patty and Jim Cowie Charitable Fund
Joseph M. Dorgan Trust
Eileen Conroy and John Eckert
Essex Meadows, Inc.
Fleming Family Foundation
Allison and James W. Fleming
Carrie Marshall-Fleming and Jeff Fleming
Barbara and Michael Gartner
Mary Gottschalk
Virginia Trager and Wes Graham
Ralph and Sylvia G. Green
Charitable Foundation
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Harriett Hubbell
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Neumann Brothers, Inc.
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Henry G. and Norma A. Peterson
Charitable Trust
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Zanzibar's Coffee Adventure
Kent Zimmerman
Edmundson Art Foundation  
Year ended December 31, 2010

**REVENUE**

<table>
<thead>
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<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Endowment income</td>
<td>$2,348,771</td>
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<tr>
<td>Memberships, contributions, and grants</td>
<td>1,316,673</td>
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<tr>
<td>Studio programs</td>
<td>261,921</td>
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<tr>
<td>Audience engagement</td>
<td>238,017</td>
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<tr>
<td>Retail operations</td>
<td>157,676</td>
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<tr>
<td>Other</td>
<td>158,546</td>
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<tr>
<td><strong>Total revenues</strong></td>
<td><strong>$4,481,604</strong></td>
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**EXPENSES**

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<th>Description</th>
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<td>Personnel</td>
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<tr>
<td>Facilities and security</td>
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<tr>
<td>Collections, exhibitions, and works of art</td>
<td>400,082</td>
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<tr>
<td>Audience engagement</td>
<td>218,539</td>
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<tr>
<td>Administration</td>
<td>142,083</td>
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<td>Retail operations</td>
<td>116,756</td>
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<tr>
<td>Education</td>
<td>108,445</td>
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<tr>
<td>Membership and development</td>
<td>90,463</td>
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<td>Information technology</td>
<td>54,550</td>
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<tr>
<td>Other</td>
<td>20,547</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$4,375,635</strong></td>
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**ATTENDANCE**

<table>
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<th>Description</th>
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<td>Galleries</td>
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<tr>
<td>Audience engagement (events)</td>
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<td>Tours</td>
<td>18,303</td>
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<tr>
<td>Classes and Workshops</td>
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<td>Museum programs</td>
<td>9,869</td>
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<tr>
<td>Outreach projects</td>
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<tr>
<td>Rental events</td>
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<tr>
<td>Pappajohn Sculpture Park</td>
<td>53,339</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>184,182</strong></td>
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<tr>
<td>Des Moines Arts Festival</td>
<td>200,000</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>384,182</strong></td>
</tr>
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