LETTER FROM THE DIRECTOR

BY THE NUMBERS

FINANCIALS

EXHIBITIONS

THE COLLECTION

PUBLIC PROGRAMS

EXPERIENTIAL LEARNING FOR STUDENTS

YOUNG MINDS AT THE MUSEUM

MUSEUM AS A TEACHING RESOURCE

LATOYA RUBY FRAZIER: FLINT IS FAMILY IN THREE PARTS

CELEBRATING TEN YEARS

WHO WE ARE

ACKNOWLEDGMENTS
A MESSAGE FROM THE DIRECTOR

Fiscal year 2023 ushered in a major milestone for the Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum). On November 10, 2022, the museum celebrated its tenth anniversary, and what a remarkable ten years it has been! Milestones like these often prompt both reflection on how far we have come and vision for the future—there is a great deal to build upon as we look towards the next ten years. Most importantly, we continue to bring world-class art and educational programs to our campus and off-campus communities, enriching the lives of all who join us in the transformational experience of art.

The past year was marked by many key accomplishments. In celebrating a decade of activity, special initiatives were planned and brought to fruition. In terms of exhibitions and programs, the year was especially punctuated by the mounting of the largest and most comprehensive exhibition of Zaha Hadid’s design work to date with Zaha Hadid Design: Untold (Sep. 10, 2022–Feb. 12, 2023). This incredible feat shone a spotlight on the unparalleled career and legacy of the late Zaha Hadid and the design studio she founded in 2006. Further cementing Hadid (also the architect of our magnificent building) as a critical source of inspiration for us, the museum also brought over 150 artworks by Zaha Hadid Design into the collection, creating the largest single repository of her design work in North America.

In fiscal year 2023 the museum also forged several new partnerships while expanding others, significantly growing our educational outreach and impact on campus and in the region. With increased support from the Park West Foundation, the program In the Making: Young Minds at the MSU Broad Art Museum grew its capacity to both bring art to Greater Lansing-area K-12 students and to train the next generation of educators currently enrolled at MSU. The Teacher Fellowship: Global DEI Through Art program also broadened its reach, further connecting units across campus to support regional teachers in their efforts to incorporate arts education in their classrooms. A new partnership with the Flint Institute of Arts and University of Michigan’s Stamps Gallery developed around the work of artist LaToya Ruby Frazier, resulting in coordinated exhibitions and programs to build new audiences and expand institutional networks.

Finally, thanks to all the groundwork laid over the past year, we were able to celebrate the grand opening of The Center for Object Research and Engagement (The CORE) in fall 2023. Like all the work we do, The CORE centers the role of art in creating stronger communities, and thoughtful, ethically oriented global citizens. Through education and creative, artistic expression, we contribute to making the world a better place, and this report illustrates both myriad successes and the extraordinary potential to which we will continue to strive. As you peruse these pages, know they reflect your support and engagement. Thank you for taking the time to learn more about the MSU Broad Art Museum. We are excited to have you along for the journey!

Warm regards,

Steven L. Bridges
Interim Director &
Senior Curator and Director of Curatorial Affairs
BY THE NUMBERS

OVER THE PAST TEN YEARS, MEMBERSHIP HAS STEADILY INCREASED.

3,083 
TOTAL MEMBERS

THERE’S ALWAYS SOMETHING NEW TO SEE.

100%
OF SOLO EXHIBITIONS ON VIEW WERE BY WOMEN-IDENTIFYING ARTISTS OF COLOR

50%
OF ALL EXHIBITIONS ON VIEW FEATURED THE COLLECTION

THERE’S MORE TO US THAN JUST THE GALLERIES AND PROGRAMS.

2,408
PEOPLE EXPERIENCED THE MUSEUM THROUGH FACILITY RENTALS.

THE MUSEUM IS A SPACE FOR EVERYONE.

4,887
TOTAL FAMILY PROGRAM ATTENDEES

MSU undergraduate students led family programs as part of their training in the program In the Making: Young Minds at the MSU Broad Art Museum, sponsored by the Park West Foundation.

WE BELIEVE THAT LEARNING EXTENDS BEYOND THE CLASSROOM.

6,880
K-12 STUDENTS VISITED

1,893
MSU STUDENTS VISITED

FROM 15 MSU COLLEGES THROUGH 82 FACULTY ENGAGEMENTS!
FINANCIALS

UNIVERSITY ALLOCATION: $2,007,471.00
ENDOWMENT INTEREST: $755,797.54
ANNUAL GIVING: $701,696.60
GRANTS: $160,000.00
EARNED REVENUE: $118,694.53

TOTAL: $3,743,659.67

GIFTS + PLEDGE PAYMENTS
IN FISCAL YEAR 2023, 313 DONORS MADE GIFTS TO THE MUSEUM.

OPERATING EXPENSES
EMPLOYEE PAY + BENEFITS: $1,353,969.60
OPERATIONS + ADMINISTRATION: $1,241,077.04
EXHIBITIONS: $620,285.93
EDUCATION: $144,640.63
TOTAL: $3,359,973.20

OPERATING INCOME
UNIVERSITY ALLOCATION: $2,007,471.00
ENDOWMENT INTEREST: $755,797.54
ANNUAL GIVING: $701,696.60
GRANTS: $160,000.00
EARNED REVENUE: $118,694.53

TOTAL: $3,743,659.67

BY THE NUMBERS

TOTAL SOCIAL MEDIA FOLLOWERS
25,392
ACROSS FACEBOOK, TWITTER, AND INSTAGRAM

INSTAGRAM
653,982
TOTAL REACH
Zaha Hadid Design: Untold helped us to reach new audiences. During the run of the exhibition, we partnered with Zaha Hadid Design on Instagram posts, reaching 544,642 accounts.

30,434
TOTAL ENGAGEMENT
You like what we do, and we like that a lot. This fiscal year, the museum received a 211.7% increase in engagements per post.

PRESS OUTREACH
1.4K
MENTIONS
LAT OYA RUBY FRAZIER: FLINT IS FAMILY IN THREE ACTS  
Aug. 6, 2022–Jan. 29, 2023  
For five years, Frazier researched and collaborated with two poets, activists, mothers and residents of Flint, Michigan, Shea Cobb and Amber Hasan, as they endured one of the most devastating ecological crises in U.S. history. Resulting in a monumental body of photographs, video, and texts, Frazier developed *Flint Is Family in Three Acts* (2016–2021) to advocate for access to clean and safe drinking water for all.

ZAHA HADID DESIGN: UNTOLD  
Sep. 10, 2022–Feb. 12, 2023  
This design-focused retrospective explored Hadid’s pioneering vision and showcased the incredible range of her work and relentless pursuit of perfection. From furniture to dinnerware, fashion, jewelry, lighting, and even a prototype for an electric car, the exhibition delved into Hadid’s philosophy and approach to redefining the built environment—and our experience therein.

BLIND SPOT: STEPHANIE SYJUCO  
Feb. 4–July 23, 2023  
Through photography, video, sculpture, and installation, this major exhibition of Syjuco’s work questioned the ways that objects and collections are used by institutions—like museums and archives—to narrate history. By researching and uncovering hidden or erased histories, Syjuco prompted us to think more deeply about our own blind spots. *Blind Spot* was the first exhibition by a Filipino-American artist at the museum.

THE NIGHTLY NEWS  
Mar. 4–May 28, 2023  
This participatory installation compiled anonymous descriptions of real dreams and translated them to the screen. The project by Candy Chang and James A. Reeves was developed directly from contributions from the Michigan State University community. Visitors were invited to share their dreams, hopes, desires—and so much more—with the artists who then distilled the psychological landscape of this community.
EXHIBITIONS

DIGEST
Mar. 4–July 9, 2023
In this unprecedented collaboration, art, music, and spoken word poetry came together to share Keith LaMar’s story through this exhibition. LaMar is a writer, poet, and activist who has spent almost 30 years in solitary confinement on death row in Ohio for a crime he says he did not commit. This story is one about how jazz, writing, and contemplation guided him to find self-liberation within the most difficult of circumstances.

2023 MASTER OF FINE ARTS EXHIBITION
Mar. 13–May 21, 2023
The 2023 Master of Fine Arts Exhibition was the culmination of a three-year program in which artists explored their creative practice with the support of their faculty committee. The exhibition celebrated the creative research of Kelsey Blacklock, Ursula Heder, Lewis, and Christian Olid-Ramirez as evidence of their achievement and continuing artistic and scholarly promise.

DOING DOMESTIC WORK
May 6–Aug. 20, 2023
During the 2023 spring semester, Michigan State University students explored what modern-day domestic work looks like in and around Michigan. Students captured the essence of what working from home means to members of their community in this photojournalism exhibition.

SHOULDN’T YOU BE WORKING? 100 YEARS OF WORKING FROM HOME
Jun. 10–Dec. 17, 2023
Shouldn’t You Be Working? explored the increasingly blurred boundaries between labor and leisure. Computers, the Internet, and mobile phones have enabled a variety of new labor practices. The exhibition contrasted images from the MSU Broad Art Museum’s extensive photographic collection on traditional domestic labor with current digital and photographic work. Ultimately, the exhibition pointed to the domestic sphere as an ever-changing site of labor.
THE COLLECTION

The MSU Broad Art Museum is committed to amplifying perspectives and stories by underrepresented and oppressed communities through the arts and creating an inclusive environment for meaningful dialogue about equity and social justice.

IN FISCAL YEAR 2023, THE MUSEUM MADE 156 TOTAL ACQUISITIONS.

107% WERE BY ARTISTS OF COLOR.

16% WERE BY WOMEN.

100% OF THE WORKS PURCHASED WERE BY ARTISTS OF COLOR.

83% OF THEM BY WOMEN—IDENTIFYING ARTISTS OF COLOR.

This commitment is part of the museum’s ongoing efforts to rewrite our collecting practices and priorities to focus primarily on artists of color, women artists, and other groups historically underrepresented in and undervalued by the study of art history in western countries. Broadening the representation within the permanent collection underscores the significance we place on forwarding DEAI (diversity, equity, accessibility, and inclusion) values.

80 OF THE ACQUIRED WORKS WERE BY ZAHA HADID AND HER FIRM ZAHA HADID DESIGN.

THE MUSEUM IS NOW THE LARGEST SINGLE REPOSITORY OF ZAHA HADID’S DESIGN WORK IN NORTH AMERICA—AT HOME WITHIN HADID’S OWN ARCHITECTURE.
The MSU Broad Art Museum values people-centered experiences that stimulate dialogue through art.

Through the museum’s free public programming, visitors are invited to actively participate while connecting with others and reflecting on their own lived experiences. The museum encourages social learning, empowering visitors to have important conversations relevant to our local and global communities while de-centering the museum voice and inviting a plurality of perspectives into the space. In fiscal year 2023, the museum’s programming prioritized artist voices, campus connections, gallery experiences, and art making through 107 public events.

PUBLIC PROGRAMS

FLINT IS FAMILY OPENING RECEPTION
Sep. 16, 2022
Attendees from 8 different counties visited the museum for the opening of LaToya Ruby Frazier: Flint Is Family In Three Acts with the artist, LaToya Ruby Frazier, and her collaborators: Shea Cobb, Amber Hasan, and Mr. Douglas R. Smiley.

AN EVENING WITH CRAIG KINER OF ZAHA HADID ARCHITECTS | STANLEY AND SELMA HOLLANDER DISTINGUISHED LECTURE SERIES
Nov. 16, 2022
Craig Kiner, Associate Director at Zaha Hadid Architects, visited the museum for the first time since its opening in 2012, sharing his admiration for the building and experiences working with Dame Zaha.

SPARTAN WELLNESS
In fiscal year 2023, we introduced SpARtan Wellness to our campus community. Over 330 people attended the new monthly series to destress and refresh with art-making activities.
The MSU Broad Art Museum’s day-to-day operations would not be possible without the help of our student employees. We prioritize the experiential learning journey of students and offer paid opportunities for undergraduate and graduate students interested in learning more about how a museum functions.

In fiscal year 2023, the museum employed over 60 students across 6 museum departments, including communications, curatorial, education, exhibitions and collections, operations, and security, totaling 13,074 hours of student work.

Our students come from all backgrounds—many of them are majoring in something other than art.

**EXPERIENTIAL LEARNING FOR STUDENTS**

EMMA NEWMAN | EDUCATION INTERN  
Residential College for the Arts and Humanities major, class of 2024  
“On tours we often say the MSU Broad Art Museum is a home for art but it’s also a home for students and the community. I love that they take this role to heart, it makes me proud to be a Spartan and an employee.”

BRENNAN SPEAR | GALLERY GUIDE  
French major, class of 2024  
“I like working at the museum because I get to see different exhibitions and work with a great group of coworkers.”

REBECCA SUN | STUDENT SUPERVISOR  
Art History and Visual Culture major, class of 2024  
“In addition to just getting to work in a pretty building space and be around art all the time, I like the opportunities to see the inner workings of museums and the steps that go into what the public sees.”
Art plays a vital role in the wellness and social-emotional learning of our communities. Throughout the 2022–23 school year, the program *In the Making: Young Minds at the MSU Broad Art Museum* connected undergraduate students with K-12 classrooms across the mid-Michigan region.

Thanks to the generous support of the Park West Foundation, the program has received a new, 3-year pledge through 2025 of $270,000, tripling the gift from previous years. This ensures that In the Making remains free for all K-12 groups, and bus funding support continues to be provided for Title 1 schools.

MSU Broad Art Museum student educators, mentored and managed by the museum’s education team, invited classes to tour the museum and engage in a variety of interactive discussions and hands-on activities. After an in-person visit, asynchronous lesson videos with corresponding pages in design journals were mailed to participating schools for further art interactions.

**TEACHER | LANSING, MICHIGAN**

“I loved the attention that the MSU undergraduates paid to the students. They took genuine interest in their thoughts and answers. This experience was priceless and made the kids feel special and heard.”

**THROUGH THE PROGRAM:**

- **6,794** K-12 STUDENTS ENGAGED
- **54** K-12 SCHOOLS SERVED
- **74** TEACHERS SUPPORTED
- **12** MSU UNDERGRADUATE STUDENTS MENTORED BY MUSEUM EDUCATORS
In fiscal year 2023, the MSU Broad Art Museum’s program Teacher Fellowship: Global DEI Through Art continued for a second year in collaboration with MSU’s African Studies Center, Latin American and Caribbean Studies Center, Asian Studies Center, and LATTICE: Linking All Types of Teachers to International Cross-Cultural Education.

This three-month K-12 educator fellowship is anchored in works of art from the museum’s collection and designed to broaden understanding of global diversity, equity, and inclusion. With the success of the inaugural year, the MSU Broad Art Museum and our collaborative partners have secured an additional three years of funding through the MSU Department of Education’s grant funding.

Global DEI Through Art resulted in over 8,500 youth interactions, broadening students’ understanding of global diversity, equity, and inclusion, deepening their critical thinking and curiosity about people and the world, and building their skills of observation, imagination, and creativity.

TEACHER FELLOW | 2023 SESSION
“I loved working with the cohort of educators. These were creative, passionate people that I would’ve never connected with had it not been for this program. I was challenged and inspired by them.”
No matter how dark a situation may be, a camera can extract the light and turn a negative into a positive.” —LaToya Ruby Frazier

Stamps Gallery, part of the Penny W. Stamps School of Art & Design at the University of Michigan, initiated a partnership with the Flint Institute of Arts and the MSU Broad Art Museum to bring this important exhibition—created in and about Flint, Michigan to advocate for access to clean and safe drinking water for all regardless of race, religion, and economic status—together for the first time in Michigan. The multi-part exhibition offered state-wide collaboration between the three institutions, serving as a catalyst to deepen our understanding of individual and institutional agency in advocating for equity, transparency and environmental justice in our respective communities, while also highlighting the role of the artist as an agent for enacting positive social change.

Engagement with LaToya Ruby Frazier’s work extended beyond the gallery walls. MSU Broad Art Museum Assistant Curator Rachel Winter cotaught the experiential learning course ENG 200 Writing Water with Divya Victor, Associate Professor of Creative Writing at MSU. Supported by the MSU College of Arts and Letters Engaged Pedagogy & Programming Grant, 12 undergraduate students studied our personal and societal relationships with water, environmental racism, climate changes, and Indigenous ways of understanding water. The curriculum included field trips across the mid-Michigan region to view all three acts, exploring water as both a conflicted site and life-sustaining force.

The exhibition was part of the MSUFCU Artist Project Series, which approaches art as a complex language that manifests in many forms and draws upon different disciplines. Support for the Artist Project Series is provided by the MSU Federal Credit Union.
On Sep. 17, 2022, visitors from across the region gathered to celebrate the MSU Broad Art Museum’s impact over the last decade at (B)road to Ten—a memorable evening full of laughter, friendship, art, and entertainment.

Thanks to the generous support of the MSU Federal Credit Union, Alan and Rebecca Ross, and Dr. Teresa K. Woodruff and Dr. Thomas V. O’Halloran, every dollar raised by the event went directly to support the new Center for Object Research and Engagement (The CORE).

Thank you to our (B)road to Ten sponsors:

- MSU Federal Credit Union
- Alan and Rebecca Ross
- Teresa K. Woodruff, Ph.D., and Thomas V. O’Halloran, Ph.D.
- Edwin H. and Wanda Hayes Eichler
- WLNS TV-6 and WLNS.COM
- Dr. Christopher Abood
- Bill and Mary Burdett
- Foster Swift Collins & Smith, PC
- Ian Stallings and Steven Scutt
- John and Ethel Anthony
- Michael and Paula Koppisch
- Judith (Stoddart) and A.C. Goodson
- Michigan Dance Council
- Susan Davis

(B)ROAD TO TEN

$58,000 RAISED FOR THE CORE

300+ ATTENDEES, AT LEAST 50 BEING FIRST TIME VISITORS

(B)ROAD TO TEN ATTENDEE

“Thank you for inviting us to be part of the (B)road to Ten celebration! What a wonderful event and crowd. And the exhibitions... spectacular is all I can say. As we wandered the museum, I heard several people say, ‘I didn’t know it was like this’—what a great way to continue to educate our community. Bravo!”

For ten years now, the museum has been sharing the transformative power of art with our campus and our communities. We look forward to the next ten years and beyond.
WHO WE ARE

BOARD
Alan Ross, Chair
Bill Trevarthen, Vice Chair
Dr. Christopher Abood
Dr. Carol Beals
Tom Berding
Susie Brewster
Bill Burdett
April Clobes
Ron Dooley
Linda Greene, Ex-officio
Dr. Deborah Johnson, Ex-officio
Hari Kern
Edward Minskoff
Ian Stallings
Dr. Judith Stoddart, Ex-officio
Jordan Sutton
David Young

ADMINISTRATION
Steven L. Bridges
Stephanie Kribs
Sean Davis

COMMUNICATIONS
Zoe Kissel
Molly Killingbeck
Vincent Morse

CURATORIAL
Steven L. Bridges
Teresa Farhánel
Dalina A. Perdomo Álvarez
Thais Wenstrom
Rachel Winter

DEVELOPMENT
Paul Andrews
Sandra Brown
Sean Davis

EDUCATION
Michelle Word
Ellie Anderson
Jessie Gott
Kristin McCool
Meghan Zanskas

EXHIBITIONS + COLLECTIONS
Brian Kirschensteiner
Jesse Amburgey
Amy Brown
Evan Christopherson
Molly Killingbeck
Morgan Sego
Rachel Vargas
Alex Vonhof

OPERATIONS
Stephanie Kribs
Kress O’Leary
Clarice Sheedie
Dana Steiner

SECURITY
Derek Coats
Harold Artis
Carl Barber
Samantha Corso
Lupe Dominguez
Brenda Gibson
Jerry Jupin
Danita Root
Vangie White

STUDENTS
Cristina Alcantar
Gabriel Alvarado
Jesse Amburgey
Haley Archambault
Annaleigh Barker
Rashad Bates
Marisa Beaudon
Alex Boma
Andrew Bracken
Abrielle Briske
Maileen Bugnaski
Laurny Campbell
Alicandra Castaneda
Sean Chapman
Emily Clark
Annie Cox
Catherine Dombrowski
Lee Ferris
Em Fisher

Lauren Fortunate
Ashley France
Ryan Freund
Hannah Frost
DeDe Oorkowski
Jessica Gott
Emma Helmarich
Chelsea Hunter
LaRone Johnson
Taylor Kaigler
Chloe Kirchmeier
Chloe Krupp
Jacob Lehtinen
LaNe Lord
Kathleen Mahoney
Laura Matthews
Nahlia Moncrief
Olivea Morea
Madeleine Myers
Emma Newman
Adriana Ortiz-Torres
Isabella Pinto
Lindsay Poole
Isabelle Ricard
Phoebe Schorer
Emily Sylman
Kennedy Smith
Brennan Spear
Emma Stoolmaker
Rebecca Sun
Emily Tremewan
Alex Vonhof
Megan Wachtel
Megan Wertz
Brandon White
Halle White
Jennifer Williams
Camden Workinger
Maximillian Yang
Lillian Young
Annelie Zissis
ACKNOWLEDGMENTS

A
Adam Cummins
Agnes Mocsy
Alan and Rebecca Ross
Alan Prather
Albert Margulies
Alessi
Alex Nichols
Alex Simonelli
Amber Hasan
Ammann Gallery
Amy Giordajew
Andy and Deborah Rappaport
Andy and Michelle Reynolds
Angela Vasquez-Giroux and Jacob Pechtel
Angela Washko
Anjum Chaudhary
Ann Lindley
Anna Strong
Anne Henricksen
Anthony I. Cognato
Anton Stuebner
Arab American National Museum
Audrey Geyer
Autumn Heddy-Reed

B
Ben Zink
Beth Peck
Bill and Mary Burdett
Bill Castanier
Bill Mason
Bitforms Gallery
Bluewater Technologies
Bonnie Ann Larson
Brady McDonough
BRD Printing
Bruce and Irene Thayer
Bulgari

C
Candace Keller
Candy Chang
Candy Parker
Capital Imaging
Carol Beals
Carole Steinberg
Carolyn White
Caspita
Catherine Clark Gallery
Charles Gluzo
Chris Collins
christian olid-ramirez
Christopher Abood
Christopher Howell
Christopher Long
Ciesa Design
Cisco
City of East Lansing Arts Commission
City Pulse
Claire Thelen
Clara Martinez
Clare Mackey
Connor Lewis
Constance Henslee
Cosette Szymczak
Courtney Millbrook
Craig Gunn
Craig Kiner

D
Dan Bollman
Dana Blaker
Daniel Trego
Dave Eggar
David Gill Gallery
Davide Giordano
Dean Rehberger
Deborah Johnson
Deborah L. Harrison
Denise Rhode
Divya Victor
Dong Feng
Doug Berch
Doug Kelly
Douglas Smiley

E
Edwin H. and Wanda Hayes Eichler
Edythe Broad
Elena Schultz
Eli and Edythe Broad Foundation
Elinor Holbrook
Elizabeth Chodos
Elizabeth Corr
Emi Callan
Emily Bates
Emily Henderson
Emily Hollay
Engineering Graphics, Inc.
Eric Olmscheid
Eric Shiner
Erm Stoddard
Established & Sons

F
Faith Holland
Filipa Gomes
Filippo Nassetti
Flint Institute of Arts
Foresight Group
Foster Swift Collins & Smith, PC
Francisco A. Villareal
Frank Sanborn
Friedrich Sauer

G
Gekyria Anderson
George H. Jenkins
George Jensen
Georgia Erger
Gladstone Gallery
Glen F. Brough and April M. Clobes
Greater Lansing Convention and Visitors Bureau
Greater Lansing Historical Society
Guy Jenkins

H
Hadley Brown
Hailey MacDonald
Hannah Calender
Hannah Calet
Happendance
Hari Kern
Harry Crigge
Heather Everheart
Heather Rindels
Heather Swain
Hélène Binet
HIVES

THANK YOU FOR MAKING OUR TENTH ANNIVERSARY SUCH A SPECIAL YEAR.
WE ARE SO APPRECIATIVE FOR ALL YOUR SUPPORT!