





FISCAL YEAR 2024

Jul. 1, 2023–Jun. 30, 2024

ANNUAL REPORT

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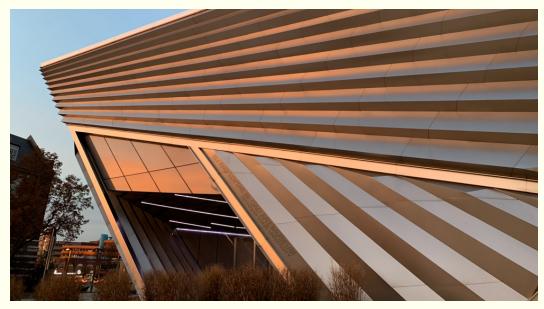


Photo: Alysia LaBonte/MSU Broad Art Museum

A MESSAGE FROM THE DIRECTOR

It's always a joy to look back and revel in the museum's many accomplishments, and fiscal year 2024 was certainly no exception. In our charge to bring world-class artistic engagements to our communities here in the Greater Lansing region, the Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) continues to deliver incredible opportunities for connecting and learning through the arts. This past fiscal year was truly a year of growth in multiple directions. We expanded our reach by welcoming in visitors near and far, deepened our many relationships and partnerships through shared work, and continued to chart our collective vision forward. In this, we are committed to serving our truly diverse audiences, which are reflected in the stories outlined in the following pages.

One such story was the creation of the museum's new Center for Object Research and Engagement (The CORE). This major accomplishment was a truly remarkable feat, involving a wide range of partners and supporters to bring this important project to fruition. The CORE opened to the public on November 10, 2023, to much fanfare and significant acclaim. The new center fulfills an ambitious and longstanding vision for the museum to have a space that is primarily dedicated to the display and interpretation of its collection. With approximately 300 works on view, The CORE continues to be an active site of learning and discovery. And as many of us know from our own experiences in the places we dwell, you learn much more about a space

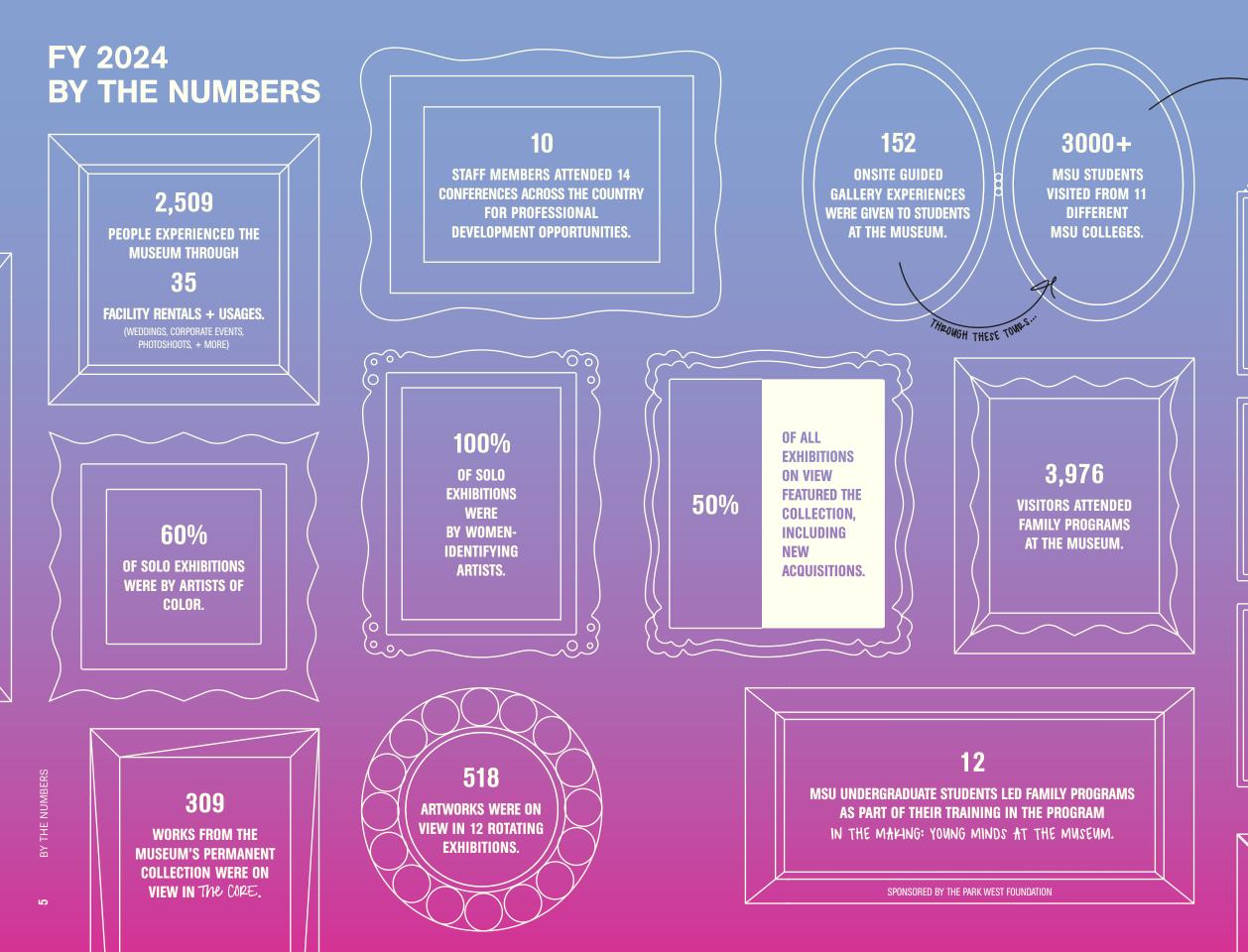
once you have lived with it for a period of time! There remains great potential for The CORE to continue to not only present the collection, but to also evolve and function in different ways over time, always with the goal of connecting people to art, the world of ideas, and each other.

While the museum sits on the campus of MSU, and is dedicated to serving its MSU community, we also design much of our work to speak to audiences of all ages and backgrounds. The museum is a multifaceted resource, supporting the university's outreach mission in significant and tangible ways. Whether students, educators, families, community members, MSU-affiliated or not, the museum provides points of access to the arts that support life-long learning and enjoyment. One area of special significance is the work we do in K-12 education. Through these efforts we engage with young people locally and across the state, while also supporting teachers in their classrooms and beyond. In providing these services, the museum not only uplifts the importance of arts education for all but also helps create a culture of care and personal growth—efforts that help advance the common good.

In the following pages you will find further insights into the many achievements of the past fiscal year and the magnitude of the impact that is part and parcel with these success stories. It's important to also note that here at the MSU Broad Art Museum, we pride ourselves on always working in community, bringing people together as a place for exploration, wonder, curiosity, and dialogue, often towards shifting perspectives and developing new knowledge and ways of understanding. To do this valuable work, both on campus and in the wider communities to which we belong, we are grateful for the many people and organizations that join us in these adventures. We simply would not be able to do it without all of you. In signing off, I would like to do so with a note of gratitude to all those acknowledged in these pages. Thank you for your trust, your friendship, and your belief in the power of art and us here at the MSU Broad Art Museum.

Warm regards,

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



1,550

K-12 STUDENTS VISITED THE MUSEUM FROM SCHOOLS IN MICHIGAN.

12

MSU UNDERGRADS VISITED SCHOOLS IN THE GREATER LANSING REGION 24 TIMES AS PART OF THE K-12 TOUR EXPERIENCE.

THROUGH THIS WE MADE ART WITH

991

K-12 STUDENTS.

FY 2024 CONTINUED BY THE NUMBERS

23,113 **FOLLOWERS** ACROSS INSTAGRAM **AND FACEBOOK** INSTAGRAM:

11,660 FOLLOWERS

626,692 TOTAL REACH

The grand opening of The CORE helped us to reach new audiences! **599,020** accounts were reached on Instagram through organic posts about The CORE.

23,250 TOTAL ENGAGEMENTS

You like what we do, and we like that a lot. This fiscal year, the museum received approximately 160 engagements per post.

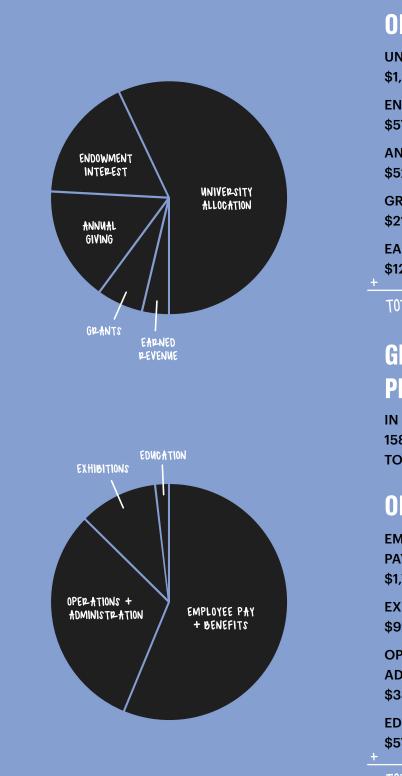
PRESS OUTREACH:

14 PRESS RELEASES

700 "BROAD ART MUSEUM" MENTIONS

In the press and news media, including: Architectural Digest, Art Currently, Detroit Art Review, Detroit Design, Dwell, FOX 47, Lansing City Pulse, Lansing State Journal, Michigan Public, MidwestLiving, Newcity, SiriusXM, The New York Times, The State News, WILX, WKAR, WLNS, and 517 Magazine.

FINANCIALS



OPERATING INCOME

UNIVERSITY ALLOCATION: \$1,888,183.16

ENDOWMENT INTEREST: \$570,628.00

ANNUAL GIVING: \$525,928.73

GRANTS: \$212,197.00

EARNED REVENUE: \$120,800.00

TOTAL: \$3,317,736.89

GIFTS + **PLEDGE PAYMENTS**

IN FISCAL YEAR 2024, **158 HOUSEHOLDS MADE GIFTS** TO THE MUSEUM.

OPERATING EXPENSES

EMPLOYEE **PAY + BENEFITS:** \$1,797,371.00

EXHIBITIONS: \$998,050.00

OPERATIONS + ADMINISTRATION: \$344,171.00

EDUCATION: \$57,536.00



EXHIBITIONS

BLIND SPOT: STEPHANIE SYJUCO Feb. 4-Jul. 23, 2023 Gallery 201: Stanley and Selma Hollander Gallery + Gallery 203: Two South Gallery

Through photography, video, sculpture, and installation, this major exhibition of Syjuco's work questioned the ways that objects and collections are used by institutionslike 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.



This exhibition was made possible through support from the Terra Foundation for American Art and the Eli and Edythe Broad Endowed Exhibition Fund.

DIGEST

Mar. 4-Jul. 9, 2023 Gallery 103: John and Susan Berding Family Foundation Gallery

In this unprecedented collaboration, art, music, and spoken word poetry came together to share Keith LaMar's story. 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.

∥msufcu.

Support for the Artist Project Series is provided by the MSU Federal Credit Union.

DOING DOMESTIC WORK May 6-Aug. 20, 2023 West Entrance

During the 2023 spring semester, MSU 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 Gallery 101: Julie and Edward J. Minskoff Gallery Gallery 102: William and Linda Demmer Gallery

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.

Lead funding for this exhibition was provided by the Alan and Rebecca Ross Endowed Exhibition Fund.

ANDREA CANEPA: AS WE DWELL IN THE FOLD

Jul. 29, 2023–Jan. 21, 2024 Gallery 103: John and Susan Berding Family Foundation Gallery

As an immersive, large-scale installation of metal and fabric sculptures, Canepa's exhibition was designed to be an experiential work that encouraged visitors to play. The artwork both protected and exposed people in the gallery, prompting visitors to consider what it means to hide oneself from the gaze of others. *As we dwell in the fold was the first solo exhibition of Canepa in the United States.*



Support for the Artist Project Series is provided by the MSU Federal Credit Union. This exhibition was further supported by ifa Institut für Auslandsbeziehungen, Germany, and Lansing Welding, Inc.

RESISTANCE TRAINING: ARTS, SPORTS, AND CIVIL RIGHTS Aug. 19, 2023–Feb. 18, 2024

Gallery 201: Stanley and Selma Hollander Gallery + Gallery 203: Two South Gallery

Resistance Training explored the shared values between artists and athletes in the advancement of social justice-related issues at MSU and beyond. This exhibition highlighted the many victories in the struggle for civil rights, specifically through the unique relationship between the arts and sports, while also learning from the past and the ongoing struggle for social justice.



Major funding for this exhibition was provided by the Alan and Rebecca Ross Endowed Exhibitions Fund, the MSU Federal Credit Union, and the Eli and Edythe Broad Endowed Exhibitions Fund, with additional support from Professor Charles Gliozzo.





BEAL BOTANICAL GARDEN: CELEBRATING 150 YEARS OF PEOPLE, PLANTS, AND PLACE Sep. 2-Dec. 17, 2023 West Entrance

This exhibition featured photographs from the MSU Beal Botanical Garden's 150 years of people, plants, and place. Visitors were invited to reflect on the historic moment and help define the next chapter of this living laboratory.

Support was provided by the Alfred and Jean Goldner Beal Botanical Garden Excellence Fund and the Eli and Edythe Broad Endowed Exhibitions Fund.

SEEING IN 360 DEGREES: THE ZAHA HADID COLLECTION Sep. 8, 2023-ongoing Gallery 202: Two East Gallery

The MSU Broad Art Museum holds the largest collection of work by Zaha Hadid Design in North America. Totaling more than 150 objects, every work exemplifies the way Hadid and her studio experimented with materials, visual features, and function to create something that would improve the user experience. Seeing in 360 Degrees displays the Zaha Hadid Design collection in conversation with Hadid's architecture to generate an innovative and exciting experience that challenges us to see the world differently.

Major support for the exhibition was provided by Hari Kern.

2024 ART, ART HISTORY, AND DESIGN FACULTY TRIENNIAL Jan. 20-Jul. 21, 2024

Gallery 101: Julie and Edward J. Minskoff Gallery Gallery 102: William and Linda Demmer Gallery

The 2024 Faculty Triennial presented an inclusive survey of recent works produced by internationally recognized faculty in the Art, Art History, and Design Department at MSU. The exhibition celebrated their diverse, experimental, and interdisciplinary practices.

Support for this exhibition was provided by the John and Susan Berding Family Endowment.

EXHIBITIONS

KAYLA MATTES: DOOMSCROLLING Feb. 3-Aug. 18, 2024 Gallery 103: John and Susan Berding Family Foundation Gallery

DOOMSCROLLING unraveled our addiction to digital culture through Mattes's handmade weavings. The exhibition explored the ephemeral concepts that keep us attached to the web-memes, gifs, TikToks, and the quest for information to our most burning, often personal, questions-while asking us to stop doomscrolling, look closely, and rethink the way the digital sphere shapes our daily life.

Imsufcu. Support for the Artist Project Series is provided by the MSU Federal Credit Union.

2024 MASTER OF FINE ARTS EXHIBITION

Mar. 9-May 26, 2024

Gallery 201: Stanley and Selma Hollander Gallery + Gallery 203: Two South Gallery

The 2024 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 Shirin Abedinirad, Gustavo Uriel Ayala, Emily J. Burkhead, Adeline Newmann, and Patrick N. Taylor as evidence of their achievement and continuing artistic and scholarly promise.

Support for this exhibition was provided by the Graduate School at MSU and the John and Susan Berding Family Endowment.

SAMIA HALABY: EYE WITNESS

Jun. 29-Dec. 15, 2024 Gallery 201: Stanley and Selma Hollander Gallery + Gallery 203: Two South Gallery

This first-ever American survey of Halaby's work followed her creative journey to experiment with the ways painting conveys her experiences and reflects how she sees the world around her. The origins of Halaby's painterly trajectory are rooted at MSU, where she earned her Master of Arts in 1960, and where she began painting in earnest with oil on canvas.



This exhibition was made possible through support from the Terra Foundation for American Art and the Eli and Edythe Broad Endowed Exhibitions Fund.



THE COLLECTION

The MSU Broad Art Museum's collection of over 10,000 works represents an inclusive array of artistic productions from the ancient to the present. This living collection continues to grow and diversify, with an emphasis on collecting the art of our time.

IN FISCAL YEAR 2024 THE MUSEUM MADE 49 TOTAL ACQUISITIONS.

27 BY ARTIST OF COLOR (55%)

- 40 BY WOMEN ARTISTS (82%)
- **15 WORKS PURCHASED WERE BY ARTISTS OF COLOR**

10 OF THESE WERE 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. This fiscal year:

Gio Swaby (2023.19) was the first Bahamian artist to enter the collection.

Andrea Canepa (2023.20.1-10) was the first Peruvian artist to enter the collection.

Alia Farid (2023.21), Brenda Torres-Figueroa (2024.7.1-4), and Edra Soto (2024.8) were the first Puerto Rican women to enter the collection.

Samia Halaby (2024.16) was the first Palestinian artist to enter the collection.





PUBLIC PROGRAMS

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 2024, the museum's programming prioritized artist voices, campus connections, public tours, and artmaking through **75 public events.**

LIVE PERFORMANCE AND ARTIST TALK: ANDREA CANEPA Sep. 20, 2023

Dancers Saul Beceiro-Novo, Sloan Lemberg, and Sophie Parks from the Department of Theatre, MSU College of Arts and Letters, explored the exhibition Andrea Canepa: As we dwell in the fold through a live performance where they activated the interactive, textile installation.

DEEP-ROOTED WITH THE BEAL BOTANICAL GARDEN

Oct. 22 + Nov. 19, 2023; Feb. 18, Mar. 24, May 5, Jun. 16, 2024

The museum partnered with the MSU Beal Botanical Garden for an ongoing, immersive tour series where 139 attendees unearthed the historical, social, and political narratives growing within works of art from the MSU Broad Art Museum's permanent collection.

STUDENT NIGHTS

Oct. 11, 2023; Jan. 17, Feb. 8, Mar. 19, Apr. 10, 2024

In fiscal year 2024, we introduced Student Nights to our MSU student community. Over 437 people attended these 5 events, where activities were designed just for students by students and focused on wellbeing, togetherness, art, and activism.

PUBLIC PROGRAMS

EXPERIENTIAL LEARNING FOR STUDENTS

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 2024, the museum employed **over 69 students** across 6 museum departments, including communications, curatorial, education, exhibitions and collections, operations, and security, totaling **over 14,900 hours of student work**.

These students came from **over 30 majors** representing the College of Agriculture and Natural Resources, College of Arts and Letters, College of Communication Arts and Sciences, College of Education, College of Engineering, College of Natural Science, College of Nursing, College of Social Science, Graduate School, James Madison College, and Residential College in the Arts and Humanities.

STUDENT CREATIVE COUNCIL

This year, the museum introduced the first MSU Broad Art Museum Student Creative Council cohort to our programming. Student Creatives work to amplify student voices and diverse perspectives within the museum, while cultivating a safe and welcoming space for students by creating programs designed for MSU students, by MSU students. **6 undergraduate Student Creatives** worked together to ideate **15 student-focused events**, like our Student Nights and SpARTan Wellness programs. Student Creatives also raised awareness of the museum among students on campus by participating in **23 outreach and welcome activities**, reaching approximately **2,160 MSU students**.

CHLOE KIRCHMEIER

BS Anthropology, Class of 2024

"Working as a member of the Student Creative Council helped expand my interpersonal skills and boost my confidence as a student leader. I genuinely felt like I was making a difference by connecting fellow Spartans to the art opportunities on our campus where everyone's voice is heard and respected. The Student Creative Council is an extremely supportive and imaginative space where members are given the chance to brainstorm, coordinate, and execute fun art events for other university students to enjoy!"



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INTERACTIVE FAMILY FUN

Every first Saturday of the month, families gather at the MSU Broad Art Museum to make creative connections with the exhibitions on view. Attendees of all ages participate in hands-on activities and conversations together, inspired by the themes in current exhibitions. Families are encouraged to imagine, build, and create at a variety of artmaking stations while exploring the endless possibilities of what art can be.

In fiscal year 2024, the Family Day program saw a total of **2,932 attendees** across **12** events. Thanks to the generous support of PNC over the last 2 years, Family Days have been able to remain free for all visitors.

- "I really love the children's art activities. Gets my family and I out to do something together." - Family Day participant
- "The Family Day events are such a wonderful art experience for the whole family and the staff is always kind." -Family Day participant

MSU Broad Art Museum student educators, mentored and managed by the museum's education team, lead Family Day events and provide support to attending families.

APRIL MONTOYE

Art education major + student employee

"The Family Day program at the MSU Broad Art Museum is a safe and joyful space for families. It is an opportunity for people of all ages to sit down and experiment through making with no expectations."

MUSEUM AS A TEACHING RESOURCE

In fiscal year 2024, the MSU Broad Art Museum's program *Teacher Fellowship*: *Global DEI Through Art* continued for a third 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.

THIS PROGRAM SERVED AS A RESOURCE FOR 17 K-12 EDUCATORS WHO RECEIVED:

A \$500 stipend

18 contact hours of instruction from 1 museum educator, 4 undergraduate education interns, 5 graduate students, and 4 teacher leaders from LATTICE

18 SCECH credits from the Michigan Department of Education

Access to 14 works of art from our permanent collection

Teacher fellows from the *Global DEI Through Art* program engaged **over 6,300 youth** in their school districts, 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.

"I continue to want to help my students in my very homogenous district to discover the diversity in the world and to make connections in our humanity. This program has offered the opportunity to use local resources (the MSU Broad Art Museum) to help students see connections between their lives and the lives of people of other cultures. It has been an eye-opening experience for both me and my students." —Teacher fellow



RESISTANCE TRAINING ARTS, SPORTS, AND CIVIL RIGHTS

Aug. 19, 2023-Feb. 18, 2024

Gallery 201: Stanley and Selma Hollander Gallery + Gallery 203: Two South Gallery

If you were a professional athlete, a world-renowned artist, or a public figure, how would you use your popular status to effect change? In what directions and to what ends?

This exhibition brought together a group of contemporary artists who investigate the intersection of sports and the advancement of civil rights in the United States. From their own personal love of athletics and relationship to sports, to the material and visual culture of athletics, and key moments in this subject's history, the artists employed a wide range of strategies to share their perspectives. Over 22,197 people visited the MSU Broad Art Museum while Resistance Training was on view.

Resistance Training also shared Spartan stories from MSU athletes over the years.

BETH MLYNAREK KAUFMAN

First female twirler in the Spartan Marching Band

"Every woman who has marched with the Spartan Marching Band has stories and memories to share. I wish I could hear them all. To the former and current, feature twirlers: I am so proud of you and honored that you continue to pass on the series routine and pregame traditions started in the seventies."

Visitors to Resistance Training were invited to share their own personal sports stories in the exhibition space, as well as 15 student athletes who contributed their own experiences to the collaborative pennant display.



eurosci me to pursue a PhD.

Engagement with Resistance Training extended beyond the gallery walls. 480 K-12 students had an offsite learning engagement with Resistance Training from schools in Lansing and East Lansing, MI. 9 public events were offered in connection with the exhibition, including artist talks, student nights, curator tours, and film screenings, and 2,320 visitors attended these events.

"... the exhibition on intersectionality between racial justice and sports was extremely important and impactful." -- Museum visitor

Major funding for this exhibition is provided by the Alan and Rebecca Ross Endowed Exhibitions Fund, the MSU Federal Credit Union, and the Eli and Edythe Broad Endowed Exhibitions Fund, with additional support from Professor Charles Gliozzo. *∥msufcu*.



THE CENTER FOR OBJECT

On November 10, 2023, **768 visitors** from across the region gathered to celebrate the grand opening of The CORE—the MSU Broad Art Museum's newest transformation and addition to the lower level of the museum. The **4,500-square-foot**, active, educational space features art from the museum's permanent collection of **over 10,000 works**, with artwork on view spanning **5,000 years** of history.

The first presentation in this space included 278 works of art from the collection. These works offer a portal to different time periods and cultures, and through their study and appreciation they help us to better understand the role of artists in capturing the great humanity that resides in all of us.

"The CORE is such an amazing use of space, arrangement of art, and a beautiful experience of meshing art from the entire existence of humanity. The contrast from the rest of the museum makes it a cool dark escape into art from everywhere and everywhen." —Museum visitor

OBJECT BASED LEARNING

In The CORE, we use object-based learning (OBL), an educational approach that places artworks at the center of the learning experience, to encourage visitors to slow down and look closely. OBL emphasizes up-close experiences with material objects and facilitates deep thinking with, through, and about art.

In fiscal year 2024, **962 K-12 students** and **741 university students** from **5 colleges** at MSU visited The CORE. An experience in The CORE is now a degree requirement for all teacher education majors at MSU!

JIAHANG LI

Associate professor in the Department of Teacher Education, outreach coordinator for the Asian Studies Center, and director of the Online Chinese Program in the College of Education, MSU

"Art is very personal. There's no right or wrong. You can understand from different perspectives, from different angles, and you can bring your own experiences and background, as well. I think it's very unique to the field of education for us to have The CORE and this space that encourages us to look at something from as many angles as possible." Thank you to those who contributed generously to this space and the communities we serve:

LEAD DONORS:

Dr. Errikos and Manya Constant Sam and Mary Austin Margaret Levy Mary and James Pingree Nelson

MSU Federal Credit Union *msufcu* Terra Foundation for American Art **TERRA**

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DONOR HONOR ROLL

WITH DEEPEST THANKS:

\$1,000,000+

Alan and Rebecca Ross

\$7.5M gift enables 'unparalleled engagements with art' at the MSU Broad Art Museum



"Words can hardly convey the magnitude and impact of this gift from Alan and Rebecca Ross and the ways it will shape an ever-brighter future for the MSU Broad Art Museum. Through the bolstering of their endowment, the museum's exhibition program will grow significantly in the years ahead to provide unique, unparalleled engagements with art here on MSU's campus. The museum stands to benefit greatly from this future gift, but the true beneficiaries are the many people whose lives will be enriched through the opportunities this gift will create." -Steven L. Bridges, Interim Director

Sharon L. Hall

\$50,000+

Dr. Errikos and Manya Constant **MSU Federal Credit Union** Park West Foundation

\$10.000+

John and Susan Berding Family Foundation Helyn Goldenberg and Michael Alper Hari E. Kern Mary and James Pingree Nelson PNC Douglas Smooke Constance R. Tilton

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\$1.000-\$4.999

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\$500-\$999

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