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DIRECTOR'S MESSAGE

David B. Walker
Executive Director | CEO

2012 marked significant refinement to the Museum's strategic collecting activities. Recognizing that we are not an encyclopedic museum, rather a museum of note, we further focused our collections as the following five areas: The Altered Landscape photography collection; Art of the Greater West; Contemporary Art collection; Work Ethic in American Art; and Center for Art + Environment Archives.

Collecting art of our time was underscored by the hiring of JoAnne Northrup as Director of Contemporary Art Initiatives. Further, \$540,000 was raised in 2012 toward our goal to establish a \$1 million Contemporary Art Acquisitions Fund.

Expanding our founding Sierra Nevada/Great Basin collection to the new and more comprehensive Art of the Greater West collection attempts to acknowledge our relationship to an area that stretches from Alaska to Patagonia, and from Australia to the western edge of the Rocky Mountains. Themes such as land use, extraction of natural resources, native peoples, and beauty are unifying ingredients of shared histories within this larger context.

One of the year's signature exhibitions was **EDWARD BURTYNSKY:OIL**, a series of 54 large-scale photographic works that examine one of the most important natural resources of our time. The images dramatically chronicle the production, distribution and use of this critical fuel. I am happy to report that the Museum has acquired this extraordinary set of photographs to be added to our growing Altered Landscape collection. These works will join other Burtynsky works from previous series already in the collection.



Members at the launch of Venue

During the summer, the Museum's **Center for Art + Environment** launched a two-year project by Geoff Manaugh and Nicola Twilley called **Venue**. Described as "an event platform, mobile interview studio and forward-operating landscape research base," Venue travels through 2013 to cities, parks, labs, offices, farms, wildlife corridors and malls across the continent to "paint" a portrait of a vibrant and innovative America. This unique project will culminate at the Museum with an exhibition during the 2014 Art + Environment Conference. The Venue archive will

be acquired by the Center for Art + Environment and made available for public access. A very special thanks to the Western States Arts Federation (WESTAF) for underwriting this important project.

Building community and deepening engagement with diverse audiences was achieved on multiple fronts, and perhaps most evident on the second Saturday of each month. Free admission on Second Saturdays thanks to the Nightingale Family Foundation combined with our hands/ON! Family program activated the Museum each month with a varied mix of cultural programming and studio art experiences designed for families. Attendance regularly topped 1,000 visitors on Second Saturdays.

With new leadership in place, the E. L. Cord Museum School has dramatically increased course offerings, including classes and workshops created for teens and young adults wishing to build portfolios to apply to national art and design colleges. This is a service to our community that Museum School Director Claire Munoz believes is critically important. As a long-time partner and administrator of the national *Scholastic Art Awards* program, hundreds of talented middle and high school students are recognized each year at an awards ceremony at the Museum and exhibition at the nearby Holland Project gallery. We are honored to have the opportunity to work with these special students, their parents, and art teachers to help identify next steps in their journey toward a fulfilling life in the applied and fine arts.

The Museum was extremely active with public programming that featured renowned artists, designers, architects, composers, scientists, anthropologists, scholars and activists who provided interdisciplinary perspectives to the more than 30 exhibitions we present each year in the galleries. The Nevada Museum



Public programming included a live performance by DJ Spooky

of Art is truly a lifelong learning institution and continued to maintain its role as Northern Nevada's vital "public square."

As always, the Museum's strongest asset continues to be the depth and reliability of our membership support, and the contributions of our donors and corporate sponsors. The Museum is deeply grateful to the many people and organizations that worked in partnership with us in 2012 to deliver the highest quality programming to our regional and international audiences. I look forward to seeing you at the Museum!

EXHIBITIONS AND COLLECTIONS

Following on the heels of an incredibly aggressive exhibition and publication programming agenda in 2011, the Curatorial Department strategically decided to refocus its efforts on the restructuring of its permanent collections and the development of its contemporary art initiatives.

The most significant development was the hiring of JoAnne Northrup as the Museum's Director of Contemporary Art Initiatives in January 2012. In this role, Northrup began to originate future contemporary exhibitions and new scholarship with an emphasis on art that broadly intersects with natural, built, and virtual environments. She will also guide strategic contemporary acquisitions and sources of support for contemporary collections.

After the Museum's exhibitions received heightened national and international attention in 2011, exhibition priorities shifted slightly in 2012 to focus more on the general interest of the Museum's regional audiences. Feature exhibitions included **OUT OF THE FOREST: ART NOUVEAU LAMPS, IN COMPANY WITH ANGELS: SEVEN REDISCOVERED TIFFANY WINDOW, AND TIFFANY & CO. ARMS FROM THE ROBERT M. LEE COLLECTION**. Together these exhibitions highlighted exquisite stained glass lamps and windows made by Louis Comfort Tiffany and Tiffany Studios, alongside fine firearms produced by **TIFFANY & CO. ARTHUR AND LUCIA MATHEWS: HIGHLIGHTS OF THE CALIFORNIA DECORATIVE STYLE** featured paintings and decorative items made by Arthur and



Vreeland lamps from of the Forest: Art Nouveau Lamps, In Company with Angels: Seven Rediscovered Tiffany Window, and Tiffany & Co. Arms from the Robert M. Lee Collection

Lucia Mathews who are widely acknowledged as two of California's most prolific artists working in what is widely known as the California Decorative Style during the early twentieth century. **THE LIGHT CIRCUS: ART OF NEVADA NEON SIGNS** presented vintage neon signs from the personal collection of Will Durham that once graced some of Nevada's most iconic restaurants, casinos, hotels, and business establishments. **SOUTHWEST POTTERY: ANASAZI TO ZUNI** featured the personal collection of Brenda and John Blom that included over 100 pieces of Southwestern pottery produced by some of the most active pottery-producing Native American tribal groups in the Southwest region of Utah, Colorado, Arizona, and New Mexico. The exhibition **RICHARD ROSS: JUVENILE-IN-JUSTICE** brought new awareness to a social issue impacting towns and communities across America—juvenile incarceration. Ross' searing images encouraged conversations about this pressing contemporary issue. Finally, the exhibition **THE WAY WE LIVE: AMERICAN INDIAN ART OF THE GREAT BASIN** brought together new work made by 25 artists working in our region. This multi-year project reflects the Museum's commitment to facilitating the creation of new work by artists in our own community.

At the same time, the Museum originated number of exhibitions highlighting the work of national and international contemporary artists whose creative output reflects their creative interactions with natural, built, and virtual environments. Among the highlights were: **GAIL WIGHT: HYDRAPHILIA**, **REBECA MÉNDEZ: AT ANY GIVEN MOMENT**, **HOOR AL QASIMI: OFF ROAD**, **ANNE LINDBERG: MODAL LINES**, **JORINDE VOIGT: SYSTEMATIC NOTATIONS**, **GREGORY EUCLIDE: NATURE OUT THERE**, AND **BOVEY LEE: UNDERCURRENTS**.



Richard Ross: Juvenile-in-Justice

and virtual environments. This thematic, rather than historical or stylistic specialization is a natural outgrowth of the institution's collecting practices over the years and offers varied perspectives on the ways in which humans interact with the environments.

The Curatorial Department's primary focus in 2012 was the restructuring of the Museum's permanent collection categories. The permanent collection, which consists of more than 2,000 works of 19th through 21st century art, is divided into four focus areas that are unified by an overarching focus on natural, built



Anne Lindberg: Modal Lines

The Museum's rapidly expanding Contemporary Collection is devoted primarily to work by national and international artists and includes works in a variety of media. The Altered Landscape: Carol Franc Buck Collection, the museum's largest focus collection featuring contemporary landscape photographs. The E.L. Wiegand Collection was founded with a generous gift to support acquisitions around the theme of the work ethic in American art. The largest change to the collection organization was the transformation of the Sierra Nevada/Great Basin Collection to the Art of the Greater West Collection. Art of the Greater West broadens conventional definitions of the West by expanding the scope of the collection's geographic emphasis to encompass a region generally bounded from Alaska to Patagonia and from Australia to the United States Intermountain West.

While this collection's roots are grounded in the Sierra Nevada/Great Basin region, new acquisitions aim to make connections between the diverse cultures and artistic practices of this super-region.

In 2012, the Museum acquired 14 objects for its permanent collection and also continued the deaccessioning process. The Collections Committee approved the deaccession of 44 items and began to seek appropriate venues for public sale of these items that would begin in 2013.

2012 ACQUISITIONS

Jenny Holzer

INFLAMMATORY ESSAYS 2 – English

Text date 1979-1982

mini LED sign

4 x 5 x 1 ½ inches

Collection of the Nevada Museum of Art,

Anonymous gift

Chris Jordan

CF000668, from the series Midway:

Message from the Gyre

2009

ultrachrome inkjet print on aluminum

27 x 32 inches

Collection of the Nevada Museum of Art,

Gift of the artist

Chris Jordan

CF000719, from the series Midway:

Message from the Gyre

2009

ultrachrome inkjet print on aluminum

27 x 32 inches

Collection of the Nevada Museum of Art,

Gift of the artist

Chris Jordan

CF000700, from the series Midway:

Message from the Gyre

2009

ultrachrome inkjet print on aluminum

27 x 32 inches

Collection of the Nevada Museum of Art,

Gift of the artist

Anne Lindberg

motion drawing 25

2012

graphite and colored pencil on mat board

35 x 29 inches

Collection of the Nevada Museum of Art,

Gift of the Artist

The Living, David Benjamin and Soo-in Yang

Gray Rush

2011

5 photos, 1 tube, 50 test strips

photos: 20 x 16 inches each

tube: 40 x 4 inches

Collection of the Nevada Museum of Art,

Gift of the Artists

Smout Allen, Mark Smout and Laura Allen

Surface Tension Installation

Interaction Plan

2011

graphite and colored pencil on paper

30 x 21 ¾ inches

Collection of the Nevada Museum of Art,

Gift of the Artists

Helen and Newton Harrison

8 Yuba Mappings:

A Disagreement in All Cases

2012

digitally enhanced mapping on heavy

banner vinyl photography, ink and hand

in Tuscan pencil with acrylic fixative

98 ½ x 78 inches

Collection of the Nevada Museum of

Art, Purchased with funds from the Elke

Hoppe Youth Advancement Trust

Tim Hawkinson

Totem

2007

bronze fountain

12 x 1 x 5 feet

Collection of the Nevada Museum of Art,

Purchased with funds provided by VIA

(Volunteers in Art), The City of Reno and

Martha Durney



Rosemary Laing, *Jim*

Rosemary Laing

Jim

2010

C-type, edition 2/8

43 3/4 x 93 3/4 inches

Collection of the Nevada Museum of Art,
The Altered Landscape, Carol Franc Buck
Collection

Dunbar Dyson Beck

Shadow Boxing, The Fighter Builds Skill

not dated

oil on canvas

30 x 40 inches

Collection of the Nevada Museum of Art,
Purchased with funds provided by the
E.L. Wiegand Foundation

Jamey Stillings

Upstream View

2009

archival pigment print

31x 44 inches

Collection of the Nevada Museum of Art,
The Altered Landscape, purchased with
funds provided by Dorothy Lemelson

Jamey Stillings

Arch to Arizona

2011

archival pigment print

31 x 44 inches

Collection of the Nevada Museum of Art,
The Altered Landscape, purchased with
funds provided by Dorothy Lemelson

Jamey Stillings

Arizona Pylon View

2009

archival pigment print

31 x 44 inches

Collection of the Nevada Museum of Art,
The Altered Landscape, purchased with
funds provided by Dorothy Lemelson

Grandma Moses

Watering the Horses

1949

tempera on masonite

20 x 24 inches

Collection of the Nevada Museum of Art,
Purchased with funds provided by the
E.L. Wiegand Foundation



Dunbar Dyson Beck, *Shadow Boxing, The Fighter Builds Skill*.

CENTER FOR ART + ENVIROMENT

The Center for Art + Environment continued to expand its Archive Collections, acquiring two dozen new archives and processing eighteen during 2012. Major acquisitions included *The Book of the Lagoons* by Helen and Newton Harrison and a large archive from Los Angeles community-based artist Kim Abeles. Smaller project archives processed included materials

from American photographers Kim Stringfellow, Mark Klett, and Stuart Klipper, French photographer Jean de Pomereu, British sculptor Stuart Ian Frost, and the British architectural firm Smout Allen. Ephemera purchased for the Archive Collections were augmented by exhibition announcements from the first Earthworks exhibition, early Robert Smithson shows, and other Land Arts events.



Helen and Newton Harrison, *The Book of the Lagoons*

The Research Library acquired 300 new books and rare items. The most notable additions were in the Special Collections area, in particular catalogs from exhibitions by the Boyle Family, Christo, Walter De Maria, Michael Heizer, Richard Long and Alan Sonfist.

Center exhibitions were mounted in several locations. The CA+E Gallery presented **THE CANARY PROJECT: LANDSCAPES OF CLIMATE CHANGE, PAUL D. MILLER AKA DJ SPOOKY: ICE MUSIC, AND KIM ABELES: FROM STUDIO TO STREET**. Exhibitions in the Research Library included **HELEN AND NEWTON HARRISON: THE BOOK OF THE LAGOONS, JEAN-PIERRE BONFORT: TRAVELLING, CIEL BERGMAN: SEA OF CLOUDS WHAT CAN I DO AND ANDREW ROGERS: CONTEMPORARY GEOGLYPHS**.



Installation of Kim Abeles: *From Studio to Street*

The Small Works Gallery presented **THIS IS NOT A TROJAN HORSE: A PROJECT BY AMY FRANCESCHINI AND MICHAEL TAUSSIG**, as well as **JEAN-PIERRE BONFORT: TRAVELLING**. As an adjunct exhibition to the Library's annual book sale, *For Your Eyes Only* was a small collection of artists' books from the Special Collections at the University of Nevada Knowledge Center installed in the Theatre Lobby Gallery.

The Center commissioned the building of a new book display area in the front of the Library in order to display *The Book of Lagoons* and books from the founding collection of Charles Cutts. Because of increased scholar demand, a matching two-person desk was installed at the same time. Scholars working in the library included visitors from New York, Connecticut, Australia, and New Zealand. The Center also hosted several classes from the California College of Art, the University of Nevada Reno, Pasadena's Art Center College, and the Unknown Fields Division from London's Architecture Association/School of Architecture.

CA+E staff also gave presentations about the Center's work to several groups, ranging from the University of Nevada Reno to the University of Tasmania in Hobart, and published essays in publications appearing in New York, Melbourne, Barcelona, and Berkeley.

2012 ARCHIVE ACQUISITIONS

Dennis Parks: **International Ceramics**

Travel records, journals, maps, and photo documentation of Parks' travels in Europe, Asia, South America, and Australia. Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Dennis Parks.

Kim Stringfellow: Greeting from the Salton Sea

Photography, installation, and book project about the lake, 2002-2006 Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Kim Stringfellow.

Stuart Ian Frost: Outdoor Sculpture Projects

Ephemera relating to works and exhibitions, 1986-2011 Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Stuart Frost.

Cedra Wood: Land Arts and Riverland Biosphere in Australia

Journal from University of New Mexico/ Australia National University exchange program, June 2011 Nevada Museum of Art, Center for Art + Environment Archive Collections Purchased with Museum funds.

Kim Abeles

Community-based art projects in Los Angeles Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Kim Abeles.

S.O.S. (Save Outdoor Sculpture)

Records of the State of Nevada participation in national program documenting outdoor sculpture, 1992-2000 Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Nevada Arts Council.

Jean de Pomereu: Antarctic Photographs

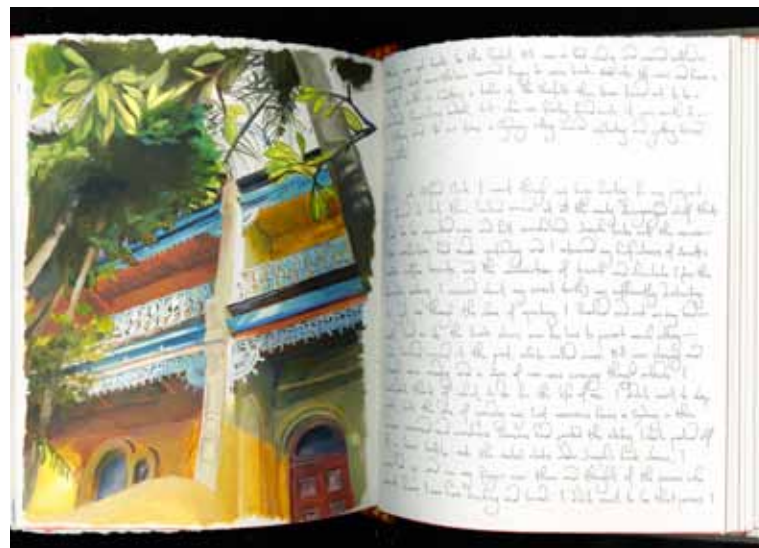
Photographs, publications, Master's thesis Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Jean de Pomereau.

Mark Klett and William L. Fox: The Half Life of History

5-year photography and text project at CLUI Wendover on Enola Gay and |airbase, 2000-2011 Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Mark Klett and William L. Fox.

Stuart Klipper: The Antarctic: From the Circle to the Pole

Photographs in the Antarctic from 1987-2000; work prints and related materials from the book of the same title. Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Stuart Klipper.



Cedra Wood, *Land Arts and Riverland Biosphere in Australia*

David Rosenthal: Paintings of the North and South Polar Regions

Journals, watercolor sketches, oil studies from southern and northern polar landscapes

Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of David Rosenthal.

Fred N. Sigman, Bottomlands: Photographs of the Las Vegas Wash Portfolio

Fred Sigman photographic portfolio and limited edition book of the Las Vegas Wash project, 2008
Collection of Nevada Museum of Art, Center for Art + Environment, Gift of Arthur H. Wolf and Holly M. Chaffee

Smout Allen: 2011 Projects for Landscape Futures

Materials compiled by the architects into an artist book documenting projects culminating in the Museum exhibition of Landscape Futures
Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of the Mark Smout and Laura Allen.

Ulrike Arnold: Meteorite Paintings

Journals, press materials, paintings
Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Ulrike Arnild

Ciel Bergman: Sea of Clouds What Can I Do

1987 installation at UCSB based on marine plastic trash that led to invention of new paving material
Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Ciel Bergman.

Helen Lessick: House of Summer

Documentation of installation and photography projects throughout the U.S, 1999-2009, culminating in the House for Summer project

Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Helen Lessick.

871 Fine Arts: Land Arts Ephemera

Exhibition announcements, catalogs, and correspondence relating to Christo, Marcel Duchamp, Helen and Newton Harrison, David Ireland, Walter De Maria, Michael Heizer, Richard Long, Dennis Oppenheim, Charles Ross, Robert Smithson, Earthworks, Virginia Dwan

Nevada Museum of Art, Center for Art + Environment Archive Collections.
Purchased with Museum funds.

Helen and Newton Harrison: The Book of the Lagoons

Limited edition artist book
Nevada Museum of Art, Center for Art + Environment Archive Collections.
Purchased with funds from the Elke Hoppe Youth Advancement Trust.

Buster Simpson: Public Projects

Aluminum weathervane, catalogs, correspondence
Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of David Abel.

Judy Natal: Future Perfect

Photographs of technologized landscapes of the Las Vegas Desert Springs Preserve, the research lab Biosphere 2, and Iceland's geothermal landscapes, 2007-2010
Nevada Museum of Art, Center for Art + Environment Archive Collections. Gift of Judy Natal.



David Rosenthal, *Paintings of the North and South Polar Regions*

EDUCATION

Through a wide variety of programming, the Education Department creates opportunities and experiences through which the Museum’s audiences are introduced to the art and artists presented in the galleries—extending, deepening, and enhancing the understanding, knowledge, and appreciation of art already shared by our members and the public.

Popular public programs interpreting art included special exhibition lectures by art historian Martin Eidelberg on Clara Driscoll and the Tiffany Girls, renowned photographers Edward Burtynsky and Richard Ross, and anthropologist Robert Layton. A special appearance by the internationally recognized writer Mark Kurlansky, made possible by collaborations with the University of Nevada Reynolds School of Journalism and Nevada Humanities, explored themes of food, culture, and writing. Lasting partnerships were deepened with the Black Rock Design Institute, the Nevada Rock Art Foundation, and the Black Rock Arts Foundation.

The Museum’s perennially popular Art Bite program continued to engage, inspire, and teach new and returning audiences



Edward Burtynsky

about art in the Museum, and the contexts in which it was created. Art Bite presentations of particular note included those by Altered Landscape Collection photographer Todd Hido; artists Gregory Euclide, Gail Wight, Bovey Lee, and Edward Morris. Amanda Burden and Nicholle Alumbaugh made interesting presentations about the art of food and its local renaissance in Reno.

New partnerships were forged—and new audiences built through—collaborations with community organizations such as the National Judicial College and the National Council of Juvenile and Family Court Judges through a panel discussion addressing the photographs of Richard Ross. Nationally renowned speakers Betsy Bowers from the Smithsonian Early Enrichment Center and Lella Gandini from the North American Reggio Emilia Alliance headlined the Education Department’s fall symposium “More Than a Playground: Early Learning in Museums and Beyond.”

While continuing to offer diverse and wide-ranging art and design courses and experiences to the community, the E.L. Cord Museum School experienced significant change in 2012. Claire Muñoz, formerly the Nell J. Redfield School Services Manager, was promoted to the Director of the School, and she began implementing new policies, classes, and faculty experiences immediately. Highlights of the Museum School’s diverse offerings in 2012 included the artist workshops lead by Gregory Euclide, Rebeca Mendez, and Bovey Lee. In 2012, the E.L. Cord Museum School served 1035 students in 160 courses. These numbers represent a significant increase in both the number of courses offered and the number of students served in 2011. Architect, contemporary artist and designer Gordon Magnin joined the core faculty of the School, as did ceramicist Casey Clark. The Museum School continued to offer a blend of traditional media courses and design courses for students of all ages and skill levels.

The Museum provided stimulating and engaging gallery-based educational experiences for more than 6,245 students in the School Tours Program in 2012, representing 272 classes and 241 teachers. Important growth this year occurred in reaching students in schools located in the Museum’s neighborhood, for which school tours are possible without transportation. Supported by generous sponsorship from the William G. McGowan Charitable Trust, the Education Department also offered numerous professional development opportunities for area teachers, including educational premieres specifically for area teachers called Educator Evenings and an in-service workshop for area art teachers. For the thirteenth consecutive year, US Bank sponsored The Scholastic Art Awards at the Museum. Highlighting the Scholastic exhibition season were 1,323 submissions, 565 regional award winners, and four national award winners. The Museum continues to offer community and

youth-based programming designed for visitors of all ages. In 2012 the Museum partnered with the Holland Project to present Teen Art Night, a 3-Minute Film Competition, Forage: A Roaming Gallery, Indie Rock Night and the 4x4x48 Music Video Challenge.

The Museum partnered once again with the

Holland Project and Hug High School to present “The Stanger Show” a mentor program partnering 20 local artists with 20



students from Hug High School and enjoy working sessions and free Museum access over a month-long period with their mentor. The artists/student team created original artworks for a finale exhibition at the Holland Project. The opening was attended by over 200 people.

In 2012, the hands/ON! on Second Saturdays program transitioned to a new “open house” style format. With longer hours, added staff and added activities and performance, the program was able to serve 8,777 individuals. This free, family-focused monthly program features community collaborations, exhibition themed programming and culturally based projects and performances. This year hands/ON! reached diverse audiences through culturally themed programming around the Latin American celebration of Carnival, the Mexican holiday Día de los Muertos, and a special presentation of Rhythms of the Great Basin, highlighting our region’s Native heritage. The Museum’s Art Afternoon: Workshop and Social for Seniors continued to receive support from the Leonette Foundation. This program provides a docent-guided tour of the Museum’s featured exhibitions and a monthly art project designed for seniors ages 60 and up of all skill levels.

COMMUNICATIONS AND MARKETING

The three Tiffany-themed feature exhibitions that launched 2012, *Out of the Forest: Art Nouveau Lamps*, *In Company with Angels: Seven Rediscovered Tiffany Windows*, and *Tiffany & Co. Arms from the Robert M. Lee Collection*, secured wide-spread awareness and coverage for the Museum. Local advertising agency R&R Partners worked with the Museum to develop a creative campaign encompassing all three shows that appeared across the greater Reno, Sparks, Carson City and Lake Tahoe region through print, online, and radio. The exhibition earned local media coverage in *Reno Magazine*, the *Reno Gazette Journal* and *edible Reno-Tahoe* magazine, and national coverage through the *Wall Street Journal's* Real Clear Arts blog, *AntiquesandtheArts.com*, *ArtDaily.org*, and *ArtKnowledgeNews.com*. Specialty magazines including *AmmoLand* and UK-based *Shooting Gazette* both mentioned the arms exhibition.

As the sole west coast location for **EDWARD BURTYNSKY: OIL**, the Museum developed a targeted campaign that appeared the Sacramento, San Francisco, and Bay Area regions including the San Francisco Chronicle, SF Weekly, the San Jose Mercury News and Art Ltd. magazine. Media sponsorship, advertising, and a social media campaign was secured through online arts magazine *ArtPractical.com* targeting California audiences. News coverage appeared in



Edward Burtynsky interviewed by Geoff Manaugh and Nicola Twilley of Venue

the *Reno Gazette Journal*, *Reno News & Review*, and *ArtDaily.org*. An interview with online arts magazine *DailyServing.com* was picked up by the *HuffingtonPost.com* and online magazine *Beautiful/Decay.com*.

2012 marked the launch of Venue during the Members' Premiere of *Oil*. Venue collaborators Geoff Manaugh and Nicola Twilley interviewed Edward Burtynsky resulting in coverage of the Museum, the exhibition, and the launch of Venue in a number of national online magazines including *Atlantic.com* and *WIRED.com*. In the summer, the Museum gained further national coverage resulting from an Associated Press story on **JUVENILE-IN-JUSTICE: PHOTOGRAPHS BY RICHARD ROSS**.

The story appeared in over 200 print and online outlets including the *New York Times*, the *Washington Post*, and *HuffingtonPost.com*.

The Museum worked with local advertising agency The Glenn Group to create a comprehensive advertising and marketing campaign for the fall exhibition **THE LIGHT CIRCUS: ART OF NEVADA NEON SIGNS**. The campaign included print and online ads in local publications, billboards, promotional banners at the Reno-Tahoe Airport and RSCVA Visitors' Center, and a social media campaign, which included a photo-collection initiative via Instagram. The campaign earned the Museum several gold and silver awards for creative direction and design at the 2012 AAF Reno ADDYs. The exhibition earned media coverage in a number of local and regional outlets including the *Reno Gazette Journal*, the *Reno News & Review*, *TravelNevada.com*, *Architectmagazine.com*, and the *Sacramento Bee*.



ADVANCEMENT

The 2012 exhibition season at the Nevada Museum of Art received overwhelming support from our local donors and museum patrons. Our feature exhibitions, **CELEBRATING THE ART OF THE TIFFANY ERA**, **EDWARD BURTYNSKI: OIL** and **THE LIGHT CIRCUS ART OF NEVADA NEON** were enjoyed by over 80,000 visitors and positively contributed to the vitality of our region. Lead and major sponsors include The Bretzlaff Foundation, Carol Franc Buck Foundation, Earl and Wanda Casazza, Casazza S.L.V., E.L Cord Foundation, George and Irene Drews, I. Heidi Loeb Hegerich, IGT, Wayne L. Prim Foundation and the Phil and Jennifer Satre Family Fund of the Community Foundation of Western Nevada.

A remarkable gift of property, Martin and Nancy Cohen donated their Montreux home to the Museum. Proceeds from the sale were invested in the Museum's endowment as well as strategic priorities and capital improvements. This extraordinary gesture proved to be the largest gift of 2012 and one of the most significant donations in the Museum's history. We are also pleased to report that the Donald W. Reynolds Foundation, who provided the majority of funding to build our Museum facility, made a surprise \$1 million donation in support of ongoing exhibition programs. This generous grant from the Foundation is a vote of confidence that we have responsibly adhered to our mission since the building opened in 2003 presenting dynamic and world-class programming. The Museum trustees and

staff extend deeply felt appreciation to Martin and Nancy Cohen, and to Fred W. Smith and all the trustees of the Donald W. Reynolds Foundation.

"Simply put, the Nevada Museum of Art is well run, and has the broadest appeal and outreach of the area's cultural organizations. We gifted our home to the Museum knowing that the resources this provides will help to ensure that that the Museum remains vital for generations to come."

- MARTIN AND NANCY COHEN

Foundations, corporations, individuals and government entities also gave generously, awarding more than 70 grants worth more than \$1.5 million dollars. The Charles N. Mathewson Foundation, as well as the Nell J. Redfield Foundation, Odyssey Foundation, and Arthur and Mae Orvis Foundation continued their commitments to fund critical staff positions in the education department, school tours, and art conservation for the Museum's permanent collection. The Museum was also awarded generous



Children's Storytelling with Kathleen Durham in the Altered Landscape Gallery

grants from the City of Reno Arts and Culture Commission that were directed toward exhibitions, public programming and a purchase of public artwork. The National Endowment for the Arts (NEA) also awarded the Museum a grant to fund the acclaimed exhibition titled **THE WAY WE LIVE**, a survey of the artwork created by the Native American Indians of the Great Basin. Lastly, Goldcorp USA underwrote the Museum's traveling exhibition titled *Explorer, Naturalist, Artist: John James Audubon and The Birds of America*. This exhibition was shown in the rural areas of Nevada including Ely, Elko and Winnemucca in 2012.

The Center for Art + Environment continued to grow its national and international reputation and welcomed Los Angeles-based Metabolic Studio as a new donor in 2012. Additional support was provided by the John Ben Snow Foundation. The Western States Arts Federation (WESTAF) granted a gift to support VENUE, a Center project involving a traveling

interview studio and whose mission is to capture the latest ideas set forth by our nation's leading innovators, thinkers and trendsetters.

The outreach and education programs of the Nevada Museum of Art also enjoyed robust support. The Museum's popular hands/ON! program was merged with Second Saturdays are Free thanks to the Nightingale Family Foundation and was renamed hands/ON! on Second Saturday. This new format enabled the Museum to increase the number of families who enjoyed intergenerational art experiences, Museum tours, storytelling and live performances. In 2012, over 8,000 participants enjoyed hands/ON on Second Saturday thanks to the generosity of the Charles N. Mathewson Foundation CLAT #5, Terry Lee Wells Foundation, Leonette Foundation, Sato Foundation, City of Reno Arts and Culture Commission, Art4More, Western Nevada Supply Company and the Nightingale Family Foundation, who continued to underwrite free admission on every Second Saturday.

The E.L. Cord Foundation continued its generous sponsorship of the E.L. Cord Museum School, which provides high quality



art classes to adults and children around northern Nevada. The Museum's School Tour Program also enjoyed wide community support both from educators and funders. Including the Museum's Free High School Admission Program, over 7,000 local students, from elementary to college age, were able to experience the Museum's exhibitions and other educational programs through the School Tour Program. Donors to the School Tour Program/Free High School Admission in 2012 included The Elke Hoppe Youth Advancement Trust, Arthur and Mae Orvis Foundation, Sato Foundation, Odyssey Foundation, Roxie and Azad Joseph Foundation, IGT, Fairweather Foundation, Charles & Ruth Hopping Trust, Bank of America Foundation, Confidence Foundation, Charles H. Stout Foundation, Marie Crowley Foundation, Edgewood Companies,

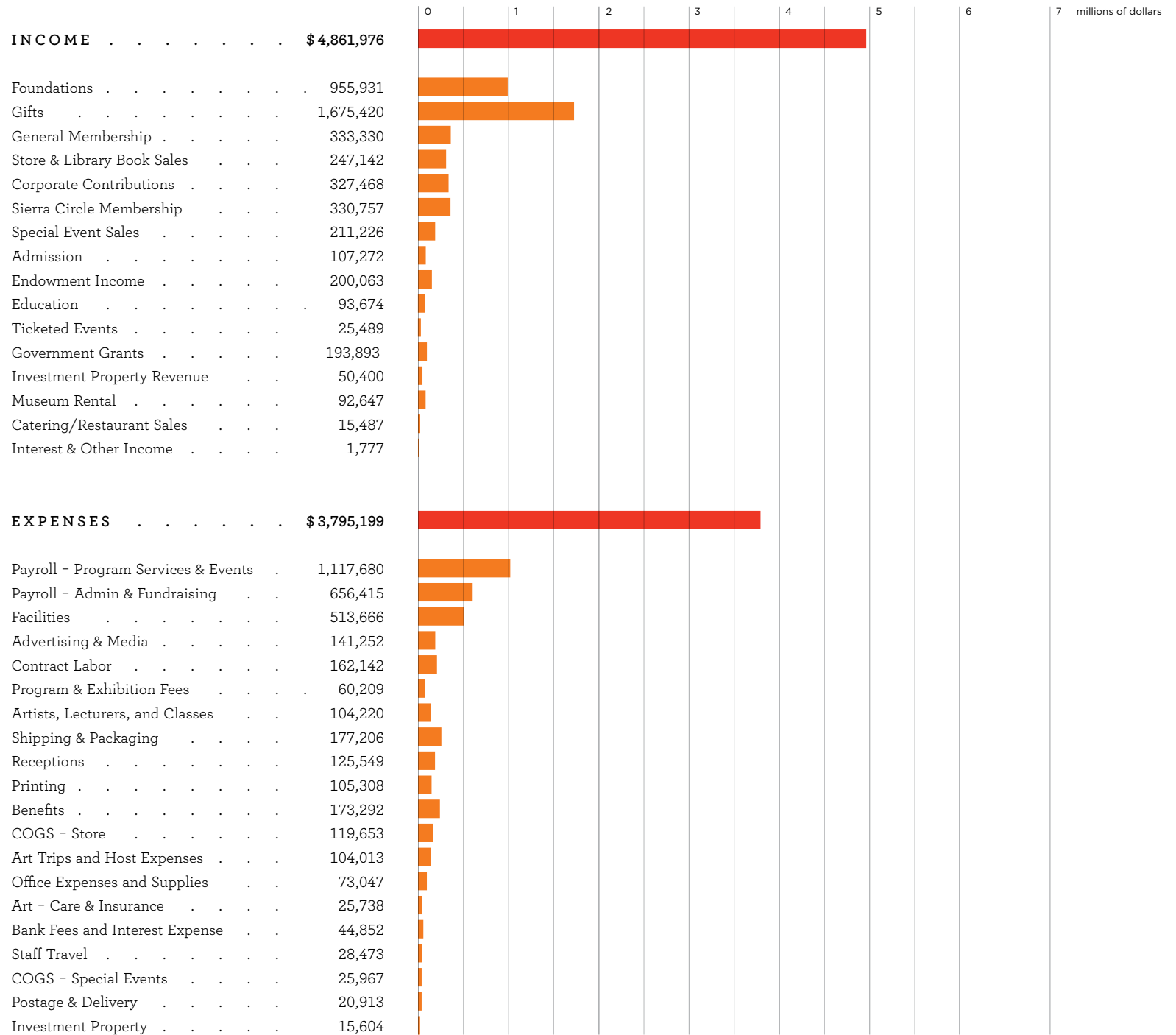


Savor 2012, an event to support the Contemporary Art Collections Acquisition Fund

Robert & Dorothy Keyser Foundation, Teichert Foundation, John Shaw Field Foundation and Nevada Humanities. ArtBites, the Museum's popular noon-time lecture series, was attended by over 900 Museum visitors and also enjoyed generous support from Nevada Humanities in 2012.

Throughout the year, the Museum presented many special opportunities for Members to enjoy a deeper experience. Exclusive Director's Circle events provided \$10,000+ donors access to unique experiences with artists and scholars. Free curator tours to select Feature Gallery exhibitions were extended to Sierra Circle members (\$1,000-plus). Premium donors were also invited to participate in special fundraising events, such as the Savor fundraising dinner. More than 150 friends and patrons attended the Savor 2012 summer gala at the home of Bill and Patty Sanford, raising over \$500,000 for the Museum's Contemporary Art Collections Acquisition Fund. Of special note was the \$430,000 pledge to this fund made by the Wilhelm and Elke Hoppe Family Trusts. The announcement was made at the gala by Hoppe Trusts trustee John Martz making the the event especially important and memorable. Our sincere appreciation is expressed for all those who invested in our exhibitions, collections and education programs.

Volunteers made an impact on Museum exhibitions, programs, events and operations by providing leadership and active contributions of over 9000 hours. Volunteer services are valued at \$22.14 per hour or approximately \$200,000 for 2012. Volunteer services support the staffs of the A + E Research Library, Curatorial Department, Hospitality and Special Events, Museum School and Children's Programs, Education Programs and the Gift Shop. The 31st Annual Arts & Flowers Luncheon, hosted by the Museum's volunteers, Volunteers In Art (VIA) welcomed approximately 470 attendees. The event, managed by members of the VIA Council, raised over \$25,000 in support of volunteer programs and special projects.



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