



DETROIT INSTITUTE OF ARTS

COMMUNITY ENGAGEMENT REPORT

JAN-DEC 2015

FREE GENERAL ADMISSION

for residents of Wayne, Oakland, and Macomb Counties

MUSEUM HOURS

Tuesday, Wednesday, Thursday:
9 a.m.–4 p.m.
Friday: 9 a.m.–10 p.m.
Saturday: 10 a.m.–5 p.m.
Sunday: 10 a.m.–5 p.m.

BOX OFFICE

FARNSWORTH LOBBY
Sunday through Saturday: 9 a.m.–5 p.m.
For general information: 313.833.4005
For information on group tours:
313.833.1292

2015 COUNTY ARTS AUTHORITIES

Wayne County Arts Authority:

Amy DeBrunner
Jan Hiller
Rudy Hobbs
Tim Killeen
Maria Lambert
Hubert Massey
Barbara Miller
Bettye Misuraca
Renata C. Seals

Oakland County Arts Authority:

Alan Ackerman
Barbara Dobb
Jennifer Fischer
Thomas Guastello
David Roberson

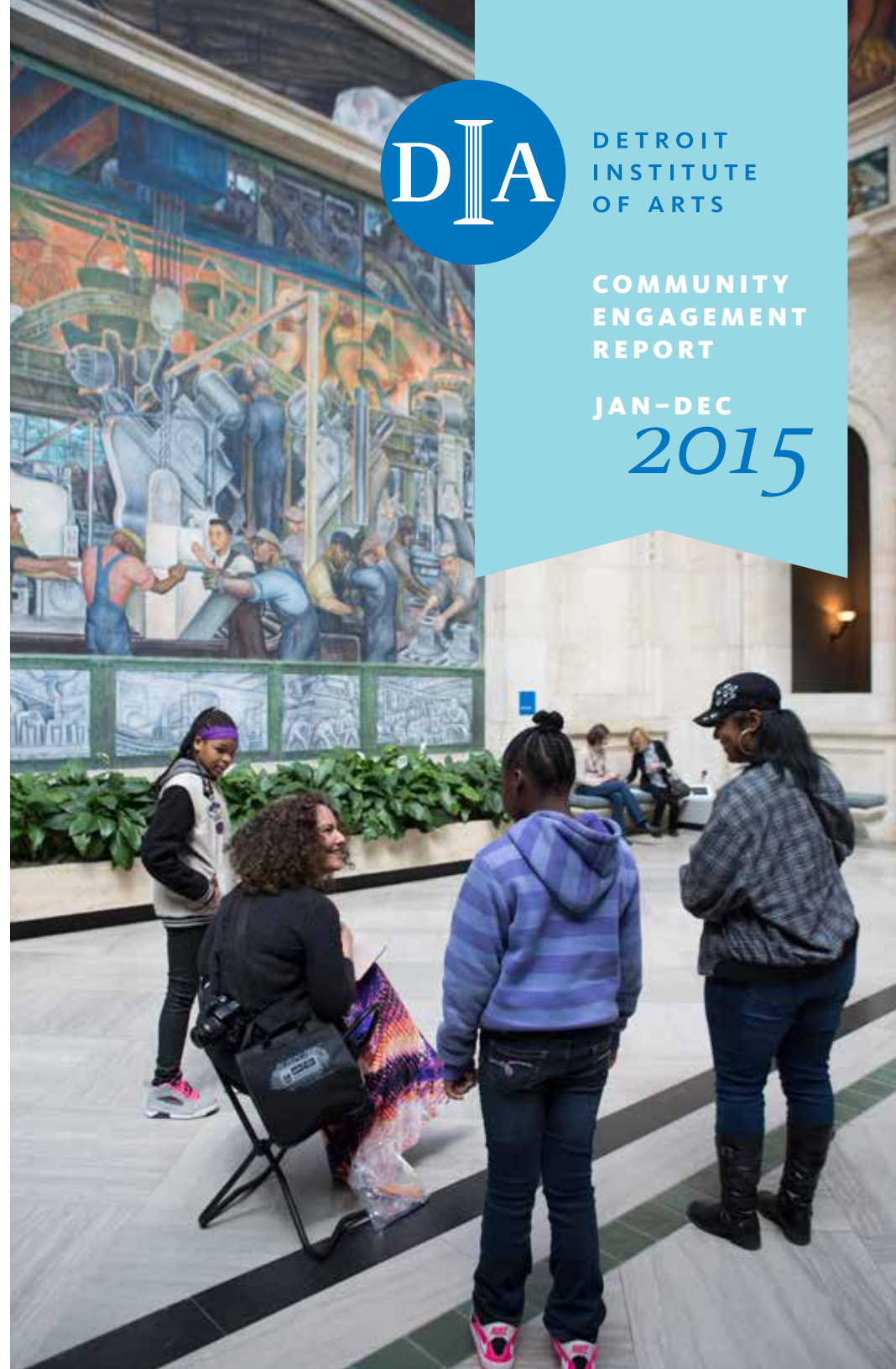
Macomb County Arts Authority:

Dan Acciavatti
Ed Bruley
Jenny Callans
Kathy Grenda
Jennifer Miller
Diane Pellerin
Stan Simek

DETROIT INSTITUTE OF ARTS

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LEARN MORE at DIA.ORG



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DETROIT
INSTITUTE
OF ARTS

Thanks to YOUR millage support, the DIA has provided these benefits for the residents of Wayne, Oakland and Macomb counties since 2013.

Our traveling classroom, *DIA Away*, has logged

6 3 2 2

miles throughout Wayne, Oakland and Macomb counties—nearly the distance from **DETROIT TO TOKYO, JAPAN.**

WELCOMED
193,459
STUDENTS
on free
field trips.

That's
enough to fill
3,869
SCHOOL
BUSES!

FREE ADMISSION for
1,000,000
VISITORS

Senior citizen groups made
606 VISITS
to the museum, all with complimentary door-to-door bus transportation.

Inside/Out has surprised and delighted **65 COMMUNITIES** with high-quality reproductions each Spring & Summer.



COME CELEBRATE an important regional milestone with us at the Detroit Institute of Arts: more than one million visitors from Wayne, Oakland and Macomb counties have enjoyed free general admission to the DIA since our tri-county partnerships began with this world-class museum.

The DIA is so much more than European masters, such as Van Gogh, Caravaggio, Renoir and Rembrandt. It presents an encounter with global cultures with its collections that include African, Oceania and the Indigenous Americas; the Arts of Asia and the Islamic World; and the General Motors Center for African American Art, among others.

Of course, the heart of the museum is Rivera Court with its striking *Detroit Industry* murals that attract visitors from all over the world. Indeed, the special exhibition *Diego Rivera and Frida Kahlo in Detroit* and the more recent *30 Americans* exhibition were well attended by individuals from throughout the United States.

The DIA also presents high-quality special events, programs and feature films throughout the year.

As we work together to improve and strengthen Southeast Michigan, we invite you and your family to see why we consider the DIA one of the great cultural treasures of our region.

We love the DIA. So will you.



Warren Evans
Wayne County Executive

Mark Hackel
Macomb County Executive

L. Brooks Patterson
Oakland County Executive

Each spring and summer, the DIA installs high-quality reproductions of museum works of art in communities throughout the region.

INSIDE|OUT not only exposes bicyclists to portions of the DIA's fantastic collection, but the installations themselves also beautify our community. Thanks in part to the *Inside|Out* Program, the Detroit Institute of Arts has



become **OUR** museum. We support —indeed love—the DIA as it nurtures our entire community.”



Tom Page
Inside|Out Bike Tour Organizer

The DIA partners with arts organizations to bring programs to their facilities and help expand their audiences.

“Opportunities to partner with major cultural institutions are often difficult to come by for small, community-based organizations like the Anton Art Center, and the DIA's support and willingness to work with us has helped reach more of our community and connect more of our community with an important cultural resource.”

Phil Gilchrist, MPA
Executive Director, Anton Art Center

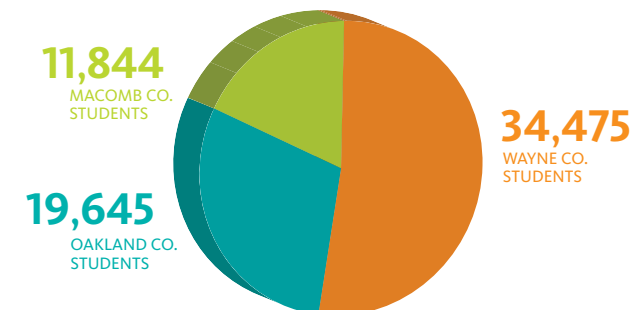


The DIA provides free bus transportation and free field trips for tri-county schools. The museum also provides a wide range of resources and professional development opportunities for teachers to bring back to the classroom.

“Thompson K-8 has received coaching from the outstandingly patient and informative instructors from the DIA over the last two years in *Visual Thinking Strategies*. **The knowledge and skills that my staff has gained is demonstrated in their daily teaching.** Over 600 students are impacted by the VTS strategies, which have fortified their ability to share their thinking without judgment. We are also seeing evidence of improved writing skills.”

Paula Lightsey
*Principal, Thompson K-8 International Academy,
Southfield Public Schools*

TRI-COUNTY SCHOOL FIELD TRIPS, 2015



DIEGO RIVERA FRIDA KAHLO IN DETROIT

He was known for his murals and she for her macabre subject matter, but Diego Rivera and Frida Kahlo were also known for their controversial politics, passionate affairs and love of tequila. The impact they made on Detroit continues to this day.

The couple arrived in the city in 1932 so Rivera could fulfill a commission to transform the Detroit Institute of Arts' (DIA) Garden Court, which resulted in the now well-known Detroit Industry frescoes, unveiled to the public in March 1933. More than 80 years later, visitors from all backgrounds are drawn to the massive murals.

Nearly 180,000 visitors viewed the 66 works that were in the exhibition, *Diego Rivera and Frida Kahlo in Detroit*, on display from March 15 to July 12, 2015.

For the first time, the DIA issued an open invitation for cultural institutions and community organizations throughout the region to develop and produce their own programs related to the exhibition and its themes. More than 52 related events took place, ranging from bus tours to street performances and lectures.

"One of the most inspiring thing about the *Diego/Frida* community engagement programs was that they inspired our colleagues in the cultural community to create new partnerships for other projects," said Annmarie Erickson, chief operating officer and executive vice president of the DIA. "We didn't invent partnerships, but we did demonstrate the power of partnering and that's made a difference far beyond the DIA."

Maria Elena Rodriguez, who participated on the DIA advisory panel for the exhibition, said the programs enticed school groups, young adults and others to see the DIA exhibition; community exhibits, such as one at Café Con Leche in Detroit; and the Michigan Opera Theatre's (MOT) Michigan premiere of *Frida*. "We had people coming in from all over the state, and the word spread in the Latino community nationally as well," she said.

The exhibition provided the perfect opportunity for the MOT to stage *Frida*. "What was not necessarily designed to be a collaboration evolved into an incredible partnership," explained MOT President and CEO Wayne Brown.

The DIA provided speakers for talks prior to the nearly sold-out performances and open rehearsal at the Macomb Center for the Performing Arts in Clinton Township, the Berman Center for the Performing Arts



in West Bloomfield Township and at the DIA's Detroit Film Theatre. MOT also presented previews in Flint, Ann Arbor and southwest Detroit.

In conjunction with the performances and a related exhibition at the Lorenzo Cultural Center at Macomb Community College (MCC), Nancy Sojka, former curator of prints, drawings and photographs at the DIA, presented a preview of *Diego/Frida*. "We had about 9,000 people come to that exhibit," said Cassandra Ulbrich, vice president for college advancement and community relations at MCC.

Also involved was Matrix Theatre Company, which produced a staged reading of playwright Louis Aguilar's *Art as a Weapon*, a work using letters and news reports about the two artists to document their lives in Detroit. The DIA also commissioned Matrix to create a giant Diego Rivera puppet that was displayed during July's annual Concert of Colors.

At least 12 area restaurants created menu items with Diego and Frida in mind and talked up the exhibit, opera and other community programs. Jessica Sanches, co-owner of Rock City Eatery in Hamtramck, said her husband, Nikita Sanches, made a dish that played off "Kahlo's love of drinking and his love of food."

MOT's Brown said patrons would make a day of it by visiting the exhibit and then going to a restaurant — like El Asador or El Barzon — where they could dine on *Diego/Frida*-inspired fare and then head to the DFT to see *Frida*.

"It became a destination project," he said.



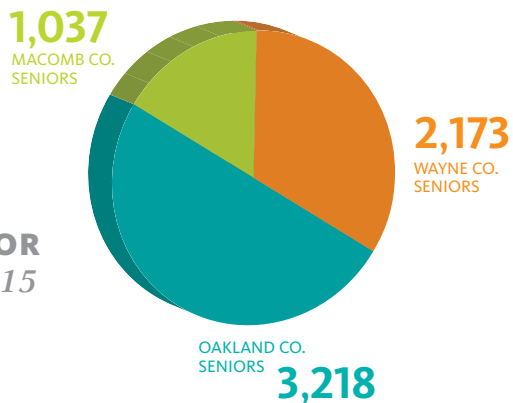
The DIA provides free visits and free bus transportation from senior facilities in Wayne, Oakland and Macomb counties.

“Our seniors’ group has arranged for several very well-attended tours to DIA special exhibits, some of which were offered more than once to accommodate all who wished to attend.

We always receive positive feedback from the participants. **It has been a most enriching experience, leaving us with the feeling that we belong there and the DIA also belongs to us.”**

Dave Baker
St. Clair Shores Cultural Committee

ORGANIZED SENIOR GROUP VISITS, 2015



THE MACOMB-OAKLAND REGIONAL CENTER INC. (MORC) provides services for individuals with developmental disabilities in southeast Michigan, one of many organizations the DIA partners with to offer customized programs for participants.

“MORC participants not only want to express their own artistic abilities in the studio but are also interested in learning about famous artists and their work. The questions they ask, and the observations they make while touring with the docent, reveal the extent to which this part of the DIA experience is having an impact.



The MORC participants always end the sessions with high enthusiasm for what they have created. The socialization that takes place, facilitated by the instructors, results

in much praise and encouragement being exchanged by the student artists. It is heartwarming to observe and goes a long way toward solidifying social relationships outside of the DIA studio, reinforcing the belief that art brings people together.”

Patricia Sunisloe
Project Director, MORC Inc



In October, more than 400 students attended the DIA's first College Night. Free bus transportation was provided from a number of campuses to the museum.

"I think the students not only enjoyed the works of art but, by inviting students from various colleges, they participated in a powerful peer learning experience where

they encountered the DIA as a group. This was novel for them and led them to better enjoy the art and understand how the institution can play a role in their future."

Jim Jacobs

President, Macomb Community College

DIA AWAY: THINK LIKE AN ARTIST

travels to schools, community centers, senior facilities, fairs and festivals.

"The DIA's collaboration with *Ford Arts, Beats @ Eats* was a huge boost to the cultural experiences offered at our festival. Not

only was the *DIA Away* exhibit an amazing opportunity for guests to view and experience a sampling of the work

the DIA showcases year round, but the *Think Like An Artist* presentation gave our visitors an opportunity to discover the process of creating the work."

Jon Witz

Event Producer, Arts, Beats @ Eats



FREE FOR ALL.

Thanks to your support through millage funds, general admission to the Detroit Institute of Arts is free for every resident of Wayne, Oakland and Macomb counties.

In 2015, more than 300,000 tri-county residents visited the museum at no cost.

TOTAL TRI-COUNTY VISITORS, 2015

47,357
MACOMB CO.
VISITORS

148,318
WAYNE CO.
VISITORS

108,170
OAKLAND CO.
VISITORS

