



Wadsworth Atheneum Museum of Art

EDUCATION AND VISITOR SERVICES DEPARTMENT

ANNUAL PROGRAM UPDATE

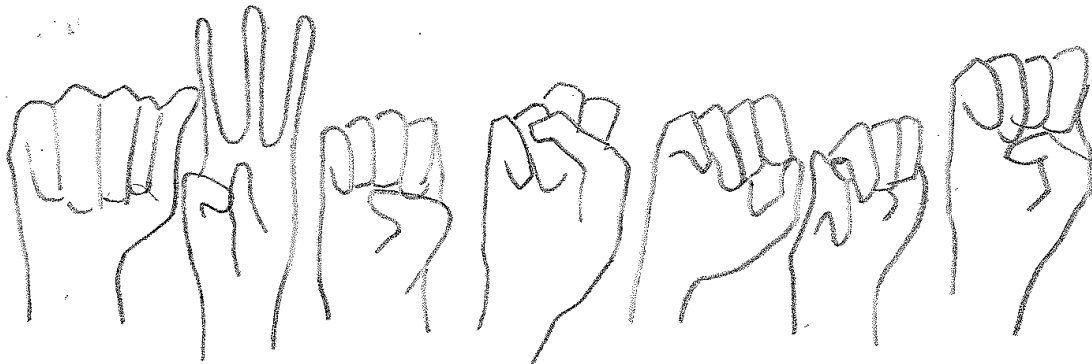
FY10: July 2009 – June 2010

Ah, the curious ways of man ...

Interesting ideas to consider.

COMMENTS? Post a drawing. Offer an opinion. Make your mark.

COMMENTS? Post a drawing. Offer an opinion. Make your mark.



“AWESOME”

The Education and Visitor Services Department continued to create meaningful museum experiences for visitors of all ages. With visitor comments in hand from the Community Engagement Initiative ChatBacks, two new cross-departmental groups were formed this year. Making the visitor experience paramount is the goal of the Customer Care team being chaired by Susan Carey. Creating innovative interpretative strategies for the 2013 reinstallation of the galleries is the goal of the Interpretative Planning team being chaired by Director of Education Johanna Plummer. At the beginning of this fiscal year, the Department underwent a significant reorganization with the elimination of the Education Assistant position and the creation of a new professional position, Assistant Museum Educator for Community Programs, which was filled by Emily Pacini in February.

Public Programs remained robust and included a variety of lectures, screenings, conversations, Sunday Serenades, Gallery Talks and Guide by Cell audio tours offered in conjunction with special exhibitions and collections. Three Community Days were presented this year and the MLK Jr. "Picture Your Dreams" event in January attracted 1,555 visitors – the largest attendance on record at a Community Day since 2002. The 37th annual Hartford Youth Art Renaissance Exhibition showcased artwork created by Hartford Public School students in May-June with a newly offered scholarship to the Hartford Art School's Summer High School Visual Arts program presented to the portfolio award winner. At the college level, this year's Internship Program placed 48 interns from 24 universities in eight departments and interns volunteered approximately 5,000 hours to the Museum. Additionally, the docents served 16,274 Museum visitors on guided tours this year. In November the Goodwin Medal, awarded to those who have served the Wadsworth Atheneum with exceptional loyalty and dedication, was accepted by Docent President Eleanor Blake on behalf of the Docent Council. It was an extraordinary conclusion to the Docent Council's 40th anniversary year.

Several new programs were created, funded and implemented this year in the Education Department. The Connections Gallery launched in October as a new interpretative space in response to visitor comments about making our collections more relevant to their lives. The second installation opened in February with a collaboration between the American School for the Deaf (ASD) and the Wadsworth Atheneum celebrating ASD co-founder Laurent Clerc. Presented in conjunction with *Reunited Masterpieces*, the installation featured portraits of Laurent and Eliza Clerc by Charles Willson Peale. Also launched in October was Last Saturdays for Families in response to visitor requests for more family programming. In addition to free admission from 10am – 1pm, programming offered artist-led activities, storytelling, parades, music, exhibition tours, art making demonstrations, an interactive light show, dance performances, films and docent-led tours which nearly doubled attendance on Last Saturdays. Finally, Museum on the Move was developed in response to comments that visitors want to see the Museum out in the community. The pilot is a six-part outreach program that promotes state standards in language and visual arts as part of the Hartford Performs Initiative, a new program developed by the Hartford Public School Art Task Force co-chaired by director Susan Talbott. Two hundred and seventy fourth grade Hartford Public School students participated in lessons that focused on providing opportunities for students to use the Museum's American art collection as the catalyst for the development of their descriptive writing skills.

PUBLIC PROGRAMS

Lectures

7 programs / average attendance: 92

Programs included: the Emily Hall Tremain Lecture in Contemporary Art by artist Mark Dion 10/1 (102); a talk by artist Eve Sussman followed by a screening of *The Rape of the Sabine Women* 10/22 (90); a lecture "Through Rembrandt's Eyes" by National Gallery of Art curator Arthur Wheelock 11/12 (158); a conversation with artist Christian Jankowski and curator

Nicholas Baume moderated by Patricia Hickson 12/10 (50); a lecture "Renaissance Mythologies" by Wesleyan University professor John Paoletti 3/18 (80); a lecture and book signing on Andy Warhol by critic Arthur C. Danto 4/10 (123); a lecture on the Spanish artist Valdés Leal by Indianapolis Museum of Art curator Ronda Kasl 4/29 (42).

Sunday Serenades

3 programs / average attendance: 159

Chamber music series presented in collaboration with the Hartford Symphony Orchestra under the Artistic Direction of HSO Concertmaster Leonid Sigal. Programs included: Music in the Age of Rembrandt 11/22 (188); Music to accompany *Reunited Masterpieces* featuring works by Eisler, Handel, and Bach 2/21 (177); and *Two to Tango: Modern Masters for Violin and Guitar* 5/2 (112).

Please accept my thanks for the opportunity to attend yesterday's performance featuring Jason Vieaux and Leonid Sigal, both superb musicians... beautiful music and first-rate artistry... I extend my thanks for the Hartford Symphony Orchestra and to the Atheneum for providing such excellent and high quality functions.

– Irma Zola, Wallingford, CT (May 2010)

Phoenix Art After Hours: First Thursdays

Education led activities, connecting people and art included: artist talk by Chet Kempczynski 7/2; *Skin* with Henna body art by Laura Olson 8/6; *Matrix Mania* with talk by Patricia Hickson and screening of *Running Fence* 9/3; *Novemberfest* featuring a stand-in cutout of "Rembrandt's people" 11/5; *Tinsel Town* featuring luminarias with artist Anne Cubberly 12/3; *Angels and Demons* featuring docent-led tours 1/7; *Kitty Kraus: MATRIX 158* with artist Kitty Kraus 2/4; *March Love Madness* with CONCORRA-To-Go singing love songs 3/4; *Noche Caliente* featuring "Hot Tour" 4/1; *Art and Renewal: A Celebration of New Orleans Culture* with a talk by exhibiting artist Donald Boudreaux 5/6; *Justin Lowe: MATRIX 159* with a talk by Justin Lowe, 6/3

Gallery Talks

11 tours / average attendance: 29

On Fridays at 12noon. Talks included: Eugene Gaddis on *Modernism in Art and on Stage* 7/10 (24); Betsy Kornhauser on *Joseph Cornell's Boxes and Other Small Wonders: Collecting American Art* 7/24 (33); Patricia Hickson on *The MATRIX Effect* 9/11 (19); Eric Zafran on *Rembrandt's People* 10/30 (62); Stephen Kornhauser and Ulrich Birkmaier for *The Artful Tea: Rembrandt's Studio* 11/4 (30); Andrea Miller-Keller on *Matrix: Then and Again!* 11/20 (50); Lynne Bassett on *The Allure of Lace* 2/26 (7); Eric Zafran on *Reunited Masterpieces* 3/36 (30); Gary Wait and Elena Blue on *Connections Gallery: American School for the Deaf* 4/30 (6); Mary Tompkins Lewis on *El Greco in Context* 5/21 (34); Anne Butler Rice on *Toothpicks and Toilets: Materials of Art* 6/18 (22).

Art in Focus

56 tours / average attendance: 14

20 minute, docent-led discussion on one work of art on Thursdays and beginning in January during Last Saturdays for Families at 12noon. Monthly themes included: Patriots and Politics in July (45); Hudson River School in September (94); Down by the Sea in August (38); *The MATRIX Effect* in October (81); *Rembrandt's People* in November (84); European Art in December (49); European Art in January (48); Abstraction in February (62); Nineteenth-Century American Art in March (60); Pop to Contemporary Art in April (67); *Reunited Masterpieces* in May (36); Art in 3D in June (47).

Guide by Cell

2 audio tours

Rembrandt's People, October 10, 2009 – January 24, 2010

Unique visitors: 1,950; Average # prompts heard by unique visitors: 4.9

Students from the University of Hartford gave voice to the people in Rembrandt's portraits. The audio tour included a total of 8 prompts.

Reunited Masterpieces, February 14, 2010 – May 30, 2010

Unique visitors: 498; Average # prompts heard by unique visitors: 4.5

Seven prompt contributors included curators Lawrence W. Nichols from the Toledo Museum of Art, Ronda Kasl from the Indianapolis Museum of Art; David Franklin from the National Gallery of Canada, Betsy Wieseman from The National Gallery, London, Alex Kidson from the Walker Art Gallery, Liverpool, and Eric Zafran and Elizabeth Mankin Kornhauser both from the Wadsworth Atheneum Museum of Art.

Adult Tours

Attendance: 6,128

COMMUNITY PROGRAMS

Summer Art Studio, July 2009

Attendance: 139

Tours and studio art activities with Hartford Public Library summer youth program.

Community Days (free admission 10am-5pm)

3 programs / average attendance: 991

Whirls and Twirls, Saturday, September 26 / Attendance: 760

Annual fall Community Day is free for everyone! In collaboration with the Greater Hartford Academy of the Arts there was live jazz in Avery Court and a dance performance specially choreographed by Deborah Goffe (Scapegoat Garden's Artistic Director) in Morgan Great Hall. The theme was *Whirls and Twirls*, based on the Sol LeWitt mural, and art-making activities, a film and docent-led tours and conversations were available throughout the day for visitors all ages.

MLK, Jr. Community Day: Picture Your Dreams, January 18 / Attendance: 1,555

Hands-on projects included working with local artists to make paper dream quilts, drawing your dreams inspired by the Surrealists, and postcard collages in conjunction with the Amistad Center for Art & Culture's exhibition *Digging Deeper*. Other activities included live gospel music, docent-led tours, storybook time, and screening of the film *The Quilts of Gee's Bend*.

Juneteenth Community Day: Let's Make Music, June 12 / Attendance: 659

Celebrating the music and culture of New Orleans, this Community Day offered hands-on art-making activities, including working with local artists to create umbrellas and musical instruments found within this city's vibrant culture. Themed tours of the Museum's galleries, community dance performances, storytelling in the galleries, face-painting, 60 second karaoke, lively music, and food rounded out the day's events. This program was organized with the Amistad Center for Art & Culture in conjunction with their exhibition *High Water Marks*.

First Night Hartford, December 31, 3-5pm / Attendance: 602

This free festive program on New Years Eve offered families the opportunity to create their own masks in the museum with video and music in the theater.

Charter Oak Cultural Center, Youth Arts Institute After-School collaboration

8 tours / average attendance: 7

This program offered repeat museum visitation by Hartford elementary school students in the Youth Arts Institute after-school studio art program which connects to the museum's *Learning to Look* tour curriculum through seven docent-led visits. February 4 (10), February 18 (10), March 4 (9), March 18 (6) April 22 (5); May 6 (5); May 20 (6)

Connections Gallery

2 installations

Mark Dion, October 1, 2009 – February 14, 2010

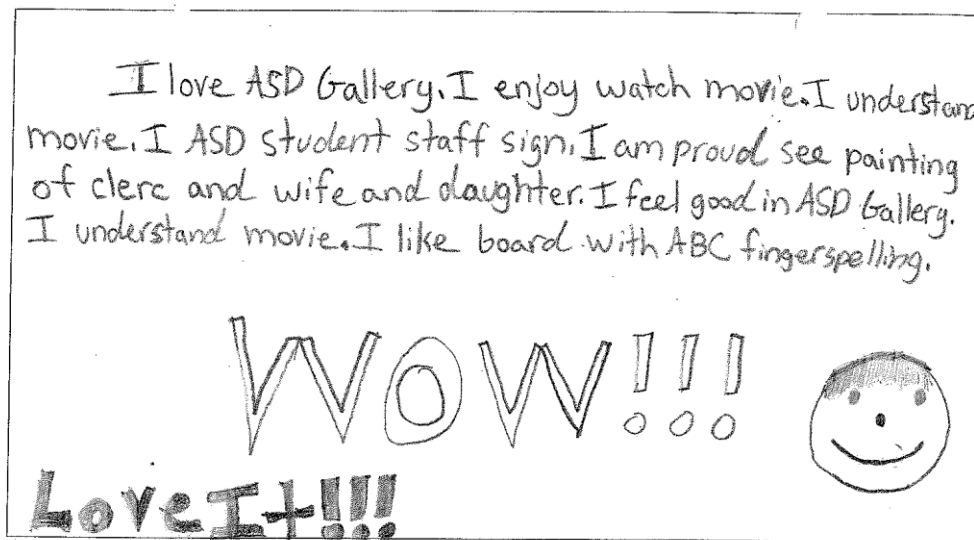
Comment Cards posted: 422 / 5% directly related to installation

Wadsworth Dig: Museum staff and volunteers were asked to "dig" around in their basements, attics and closets to contribute objects similar to those found during Mark Dion's New England Digs. Visitors were invited to rearrange the objects to create their own display.

American School for the Deaf, February 27 – June 6, 2010

Comment Cards posted: 395 / 28% directly related to installation

The American School for the Deaf (ASD) and the Wadsworth collaborated to create an installation celebrating Laurent Clerc in conjunction with *Reunited Masterpieces*. The Connections Gallery features two portraits of Laurent and Eliza Clerc by Charles Willson Peale, which are on long-term loan from ASD.



COMMENTS? Post a drawing. Offer an opinion. Make your mark.

Name (optional) Jonathan Where are you from? ASD Date 4/16/10

FAMILY PROGRAMS

Last Saturdays for Families

11 programs / average attendance: 406

Last Saturdays, 10am to 1pm, artist-led activities, storytelling, parades, music, exhibition tours, art making demonstrations, interactive light show, dance performances, films, *Eyes on Art* Family Tour and *ABCs: Art, Books, Connections* Tour, *Ask About Art* and *Art in Focus*. Program themes included: Happy Halloween! 10/31 (350); Portraits: Face to Face 11/28 (543); Winter

Wonderland 12/26 (434); Stories in Art 1/30 (248); Light and Sound 2/27 (256); We Go Together 2/27 (415); Mother Nature 4/24 (484); American Adventure 5/29 (303); Sculpt It! 6/26 (209).

Programs collaborators included: Center Church and the Ancient Burying Ground, American Mural Project and *Big Read Hartford* at the Hartford Public Library, Hartford City Ballet, and Mark Twain House and Museum.

"I am a life-long Connecticut resident with four children ages 3-11 who have never been to the museum and we all had a blast... Not only will we be back, but my wife and I are also interested in becoming members."

– Visitor, SurveyMonkey

Festival of Trees and Traditions: Family Gallery Time

2 programs / average attendance: 34

Museum Docents were available in the galleries with Family ArtPacks.

Family ArtPacks, ongoing

Usage: 120

Family Tours – Docent-led tours offered during Last Saturdays for Families (Oct-Dec)

6 tours / average attendance: 20

TEACHER AND STUDENT PROGRAMS

Teacher Programs

4 programs / average attendance: 29

Teacher programs offered to integrate art into the school curriculum. Programs included: Special "Learning to Look" tour for a national Teacher Institute organized by Salem State College and funded by the NEH on "Picturing Early America" 7/23 (27); *Evening for Educators – Teaching Resources: American Art* – American art lecture by Elizabeth Kornhauser, with lecture by artist Mark Dion 10/1 (44); *Evening for Educators – Teaching Resources: European Art* with a lecture on *Reunited Masterpieces* by curator Eric Zafran and on Renaissance mythologies by John Paoletti [5 teachers earned CEUs] 3/18 (32); Teacher Workshop for The Taft School, focused on various inquiry-based questioning strategies used to integrate art within a language arts curriculum 4/20 (14).

Museum on the Move: School Pilot Program, April 26-June 4

12 outreach classroom visits and 4 Museum visits / average attendance: 529

4 schools (12 classrooms) / approximately 270 Hartford Public School students

I was able to see student growth and students were able to gain a rich oral language.

– Denice Gerrett from America's Choice at SAND

Museum on the Move: School Pilot was a four week outreach program using the visual elements of the Museum's American art collection to promote state standards in language and visual arts. This pilot is part of the Hartford Performs initiative, the arts task force created to facilitate the integration of the arts within the curriculum of Hartford public schools. HPS

students participated in 6 activities, including 2 classroom lessons, 2 art classroom lessons, a docent classroom visit, and a trip to the Museum for a docent-led tour. These lessons focus on providing opportunities for students to use the Museum's collection as the catalyst for the development of their descriptive writing skills.

Partner schools: Naylor, Noah Webster (including teachers Sue Goldberg and Paul Wallen writing curriculum), SAND and Wish Schools

Hartford Youth Art Renaissance Exhibition, May 8-June 6

Awards Ceremony: May 22 / Attendance: 220

37th annual HYAR exhibition, a celebration of student artwork created by Hartford Public School students in pre-kindergarten through the twelfth grade. New to the program this year, the Museum offered a scholarship to the HYAR portfolio award winner to attend the Hartford Art School's Summer High School Visual Arts program.

Student Tours: Attendance: 8,764

What was the most memorable thing about your museum visit?

The quality of our docent. [She] was knowledgeable and informative about the art, but best of all, she seems to understand kids and was *excellent* at letting them ask questions and at *really listening* to and *responding* to their observations. Thank you!

– Teacher, from 2009-2010 School Tour Evaluation Survey

UNIVERSITY PROGRAMS

University Tours

Attendance: 815

Internship Program

48 interns from 24 universities in 8 departments volunteered more than 5,000 hours in the following departments: Auerbach Art Library, Archives, Curatorial, Education, Institutional Advancement, Museum Design, Public Relations and Marketing, Registrar.

DOCENT PROGRAM

2009 Goodwin Medal Award

November 19

After 40 years of active, dedicated and knowledgeable leadership, the Docent Council has become a part of the fabric of the life of this great museum and, for many of our visitors and members, its public face. Guiding countless children and adults from all geographic reaches through the museum's permanent collection and traveling exhibitions, the docents have enhanced the visitor experience extraordinarily with their keen insights, their charm and their energy.

– Coleman Casey, Past President of the Board of Trustees

Docent Training

20 sessions / average attendance: 78

Docent Council training occurred twice monthly from September to May on Monday mornings and Tuesday evenings. Sessions included: *The MATRIX Effect* with Patty Hickson, 9/21-22 (80); *Rembrandt's People* with Eric Zafran 10/5-6 (91); *The Allure of Lace* with Lynne Bassett, 10/19-20 (82); 17th century Dutch art with Robert Baldwin, Connecticut College 10/26-27 (83); Rembrandt and 17th century art with Charlene Shang Miller 10/2-3 (82); *Digging Deeper* with artists Hank Willis Thomas and Willie Cole, and Charlene Shang Miller 11/16-17 (70); Greek and Roman Art with Dorothy Keller, St. Joseph College 11/30-12/1 (87); European Decorative Arts with Linda Roth 1/11-12 (80); Storybook Hour with Charlene Miller and docents 1/25-26 (73); *MATRIX 158/Kitty Kraus* and Avery 3 with Patty Hickson 2/8-3/30 (56); *Reunited Masterpieces* with Eric Zafran 2/22-23 (78); Connections Gallery with Johanna Plummer and American School for the Deaf staff 3/8-9 (79); 19th Century American Art with Betsy Kornhauser 3/22-23 (76); Redware in the Collection with Alyce Englund 4/12-13 (80); A Social History of Late Victorian Costume with Lynne Bassett 4/26-27 (90); *High Water Marks: Art & Renewal After Katrina* with Frank Mitchell 5/10-11 (77); Exploring New Installations (Austin and Avery 3/Contemporary) with Charlene Shang Miller 5/17-18 (74). Optional training included: a field trip to the Aldrich Museum of Contemporary Art 11/9 (34); *MATRIX 158/Kitty Kraus* with Kitty Kraus 2/2 (19).

Docent Holiday Lecture and Reception

Attendance: 95

Eileen S. Pollack Docent Education Lecture by UConn professor Michael Orwicz 12/15.

Docent Business Meetings

September Meeting, 9/15 - Attendance: 82

Annual Meeting, 6/1 - Attendance: 77

Docent Evaluation

(Ongoing evaluation once every three years)

33 evaluations conducted

July 18; October 21, 22, 28, 29; November 4, 7, 12, 18, 22; December 5, 16; January 9, 13, 20, 30; February 3, 4, 13; March 14; April 3, 7, 14, 15, 18, 22, 28, 29; May 6, 14, 20; June 3, 4,

Docent Working Group Meetings

Storybook Hour, August 17 and September 14

Family Tours, September 8

prepared: September 21, 2010