



"Our first-ever Art Go Bloom project in partnership with the Taubman and the Roanoke Council of Garden Clubs was a wonderful learning experience! Of the 42 students enrolled, many had never been to the Museum before—what an amazing opportunity!"

*Dr. Peggy Quesenberry
Fashion Merchandising & Design Professor
Virginia Tech*

Visitors from Every State and 20 Countries

1 out of 3 museums nationally offer free general admission—your museum is the **ONLY** in Southwest Virginia to do so!

85,000

Impacted through gallery visits, tours, lectures, community events, classes, and outreach in area schools



Tripled art educator participation in professional development

200

 regional teachers brought lessons learned back to the classroom to serve

57,500

 pre-k to 12th grade students

17

exhibitions served as a springboard for collaboration with

50+

regional nonprofits



2019 COMMUNITY IMPACT



ACCESSIBLE

POP Power from Warhol to Koons

Masterworks from the Collections of
Jordan D. Schnitzer and His Family Foundation

"POP Power is art that is appealing to all ages. That's important to me because, as a single father, I'm always looking for bonding opportunities with my son. If it's something that is also educational, like *POP Power*, that's a huge bonus!"

Tyler Ward-Hunter, Radford VA



The Museum's first major exhibit of Pop art

108 masterworks from legends like Andy Warhol, Keith Haring, Jeff Koons and more



Free admission for all youth and EBT card holders
increased accessibility

Will travel to **4** additional museums in Washington, Iowa, Indiana, and Oklahoma—extending the Museum's reach and national reputation

COLLABORATIVE

HUNTOPIA



- **12 lush vignettes** juxtaposed the artist Hunt Slonem's original works alongside loans sourced from local institutions, families, and businesses
- **15 college interns** conducted **110 hours** of hands-on experience in art handling, research, and authoring interpretive exhibition elements
- Exhibit-inspired educational programming in partnership with the Opera Roanoke, Roanoke Public Libraries, and Southwest Virginia Ballet



MULTICULTURAL

Collette Fu: *We Are Tiger Dragon People*



- Celebration and discovery of artist's Chinese heritage
- Works highlighted **25 minority tribes**
- **World's largest pop-up book** served as center of collaborative programming where **4,405 community members** participated in joint public programming, including the annual Lunar New Year celebration



ROANOKE VALLEY
SISTER CITIES



EXPERIMENTAL

Julie Speed: *East of the Sun and West of the Moon*

- Internationally respected artist addressed our humanity through neo-surrealist imaginative paintings and "close-up room," challenged notions of traditional art
- **72 high school students** dedicated **102 class hours** to research, annotate, and transcribe symbolism





INNOVATIVE

NEW! Institutional University Membership Program



- **54,000** New Students, Faculty, and Staff enjoy full Museum membership benefits

- Fosters collaboration between Museum staff and university educators



- Galleries now act as a second classroom for faculty and students—customized programs make direct connections between coursework and the Museum's works on view



"Our team-building session was interactive, fun and valuable. I was not sure what to expect from a session designed to use art to teach team-building and was very pleasantly surprised by how well it worked!"

Dr. Jane Machin
Associate Professor of Marketing, Radford University

"I will only reach my full potential as a physician if I continue to embrace the truly human aspects of medicine. Art is one of the ways I can do that. This was exam week but at the end of it, thanks to this partnership, I was able to engage with the *HUNTOPIA* and *POP Power* exhibits, shifting my focus from textbooks to the community around me."

Abra Roberts
Student, Virginia Tech Carilion School of Medicine

"I consider our relationship with the Museum to be a very vital part of my teaching. I am happy for this new relationship between our two institutions and the deeper learning and hands on opportunities for students it affords."

Dr. Julia Sienkewicz
Assistant Professor of Art History, Roanoke College