



Macomb County Arts Authority Report – 2014



2.3 – Governance – Arts Authorities shall have the right to appoint two voting members to serve on the DIA’s Board of Directors.

Donald Ritzenhein and Lillian Demas retained their appointments to the Detroit Institute of Arts Board of Directors for CY 2014.

Mr. Ritzenhein served the Development Committee and the Governance and Nominating Committee; in November 2014, Mr. Ritzenhein assumed the role of chair of the Development committee.

Ms. Demas continued her service on the Learning and Interpretation Education committee and assumed the role as vice chair for CY 2015.

2.4.1 – Privileges to County Residents–Free admission

General Admission 2014

Admission Category	# of guests
Comp–Macomb County Resident–Adult	24,392
Comp–Macomb County Resident–Youth	9,115
Com–Macomb County Resident–Schools	7,624
Comp–Macomb County Resident–Adult Group	2,105
Comp–Macomb County Resident–Senior	2,346
Member Scans–Macomb County	6,252
Macomb County Resident Totals	51,834

*Admissions represent general museum admission and do not include special exhibitions, special on-site events, or off-site events.

2.4.2 - Student Services and Curriculum Development

Since passage of the tri-county millage, the DIA has substantially increased services to students and teachers in Macomb County. In order to serve the increased number of students, the DIA hired 10 part time staff dedicated, called Gallery Teachers, to lead student field trips in June 2014. A summer of training and research positioned the new Gallery Teachers to facilitate students and teachers in consistently meaningful gallery experiences. Additionally, Teri John, a retired principal from Southfield Public Schools, was hired in July, 2014 as the Director of Education Programs. Teri's vision includes building strategic partnerships across the county to develop curriculum-embedded field trips for Macomb County teachers. During the last half of the calendar year, a significant partnership was initiated with Utica Schools, the results of which will be replicable by other districts in the county. This multi-faceted initiative includes collaborative design of curriculum-embedded pre-visit materials, guided tour designs, self-guided tour materials, and post-visit materials for 5th grade social studies, 9th grade cross-curricular, 11th grade cross-curricular, high school art foundations, and AP World History. All of these curriculum-embedded modules will appear on the DIA website, for other schools' use, once each has been piloted, evaluated, and modified if needed.

Free Student Field Trips with Bus Transportation

A total of 11,832 students participated in field trips to the DIA during 2014. Complimentary transportation was provided to all student groups.

Black Elementary School in Warren participated in the Art Discovery Program. All third, fourth, and fifth grade classes came to the DIA for a five museum sessions that included guided exploration in the galleries and hands-on art making in the studio.

3.0 - Teacher Enrichment & Professional Development



Teachers from Macomb County participated in the monthly Let Us Introduce You teacher open houses from January to June, 2014. These events offered teachers the opportunity to sample the tours available to schools, discuss issues, and make connections with their colleagues and DIA educators.

The DIA hosted a two-day meeting for administrators from Armada Community Schools in August 2014, which included a tour of the galleries and a presentation of DIA school and teacher programs.

Fifty-one teachers from the Macomb New Teachers' Academy participated in an evening event at the DIA in January 2014 that included a sample guided tour, a presentation about DIA school/teacher programs, and time for individual self-guided experiences in the galleries.

In October 2014, a teacher open house introduced a new community outreach experience, *DIA Away: Think Like an Artist*. Teachers explored the concept of creativity, and ways to encourage students' explorations into their own creativity.

A November 2014 teacher event modeled the development of curriculum connections, engaging teachers in discussions in Rivera Court in anticipation of the 2015 special exhibition *Diego Rivera and Frida Kahlo in Detroit*.

In December 2014 the *DIA Away: Think Like an Artist* was at Macomb Intermediate School District for an educator open house, attended by ISD staff as well as teachers and administrators from throughout Macomb County.

DIA staff promoted the museum's school and family programs at the annual HomeSchoolingWorks NOT Back to School Picnic in September 2014. This event attracted more than 300 homeschool educators and their families from across Southeast Michigan. In December 2014 Homeschool Tour Day engaged 68 homeschool students and their families in gallery explorations and a newly developed Family Tour.

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Learning and Interpretation (L&I) staff and Utica teachers from across the district partnered in developing cross-curriculum embedded field trips for all fifth, ninth, and eleventh grade students as well as groups of mixed high-school grades. Teachers attended several professional development days at the museum in fall 2014 and returned to the museum to work on customized field trips with DIA educators.

4.0 – Senior Programs

Come Wonder Around

In support of the service agreements, the DIA has developed a senior program, Come Wonder Around a program that includes any or all of the following activities; complimentary transportation to and from the DIA, a guided tour or talk about the permanent collection or a special exhibition, reception with light refreshments and art making in the DIA's studio.



Come Wonder Around is marketed through direct mail, personal calls, and advertisements in local publications, social media, and senior expos. The DIA has extended advertising in several markets focusing on our senior program to include: the *Grosse Pointe News*, the *Macomb Daily*, *Oakland Press*, *Macomb Now* magazine, *Michigan Prime* and the *Michigan Catholic*.

The DIA participated in Assumption Cultural Center's Senior Expo, hosting a table and reaching more than 350 residents of Macomb County and the surrounding areas.

In 2014, the redeveloped and expanded *Behind the Seen* speaker program engaged Macomb county residents with art-based talks at local libraries, community centers, and senior centers. Eleven new talks designed to appeal to broader audiences and link the collection to popular topics were added, including; Your DIA: (R)Evolution, Cows in the Opera House and Other Museum Mysteries, and Picturing Music. In-museum tours based on these new themes were also developed.

Twenty-eight groups visited the DIA on senior bus trips. (See addendum for a list)

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5.0 Community Collaborations with Local Arts Organizations and Cities, Townships, and Villages



Inside/Out 2014: *Warrior with Two Pages* by Peter Paul Rubens installed in Mt. Clemens

Inside | Out 2014

Inside | Out has become the cornerstone of our engagement efforts with and for the communities we serve. Communities from all over the region have requested participation in the program, requiring the establishment of a waiting list. Because Inside | Out was not funded by a grant from the John S. and James L. Knight Foundation in 2014, investment in the project was counted toward service agreement goals.

2014 Inside | Out communities:

- Centerline, Wolcott Mill Metro-park in Ray Township, Mt. Clemens, and St. Clair Shores
- DIA installed 35 reproductions across Macomb County

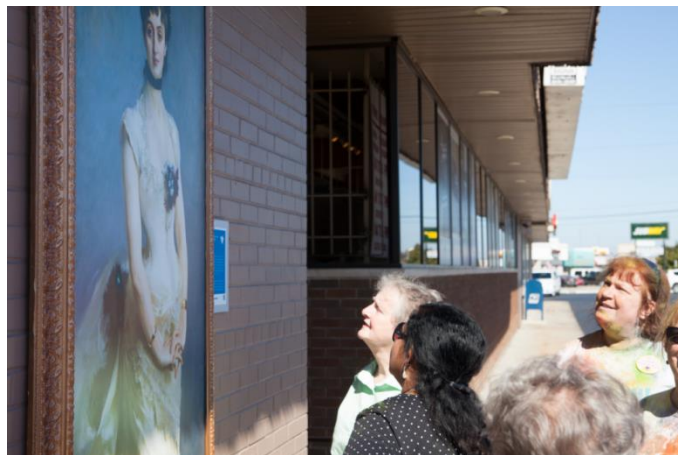
The Anton Art Center, an arts organization that has served Mt. Clemens and Macomb County for 45 years, hosted an Art and Business conference for emerging artists ages 16 to 30 on August 11. The conference offered artists a chance to learn about turning their passion into a viable business. They also were treated to a tour of 12 Inside | Out reproductions led by DIA volunteer tour guides

When Dr. Asha Shajahan learned that her office, the Beaumont Family Medicine center in St. Clair Shores, was hosting two Inside | Out reproductions last summer, she organized SPLASH!: Art and Wellness Festival and 5K Color Run. Festival attendees had the opportunity to go on a free bus tour
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of the nine Inside|Out reproductions in St. Clair Shores, take free Zumba and yoga classes, and receive information from Beaumont doctors on the health benefits of participation in the performing and fine arts. In addition, DIA studio staff led an art-making project allowing attendees to get first-hand experience on the connection between art and wellness.



Splash Event Art Making Workshop, St. Clair Shores, MI – September 2014



SPLASH! participants admiring *Madame Paul Poirson* by John Singer Sargent

Partnering with Macomb County MetroParks, the DIA installed reproductions in Wolcott Mill MetroPark in Ray Township.



Heritage Festival tour participants, Ray Township – August 2014

County Days



In the spring of 2014, the DIA piloted a new program called County Days providing bus transportation to the museum for residents from six different pickup points, in February, July, and October. Nearly 500 Macomb County residents participated, enjoying a day in the museum and engaging in a variety of Saturday programming activities. Due to the success of the 2014 program, the DIA has expanded County Days to become quarterly event for 2015.

2014 County Days Locations

February 2014: Chesterfield Township Municipal Building, Fraser Activity Center, Lenox Township Hall, Kezar Branch Library, Sterling Heights Public Library, Graubner Library (Washington).

July 2014: Utica Municipal Building, Warren Community Center, Anton Art Center, St. Clair Shores Civic Arena, Kezar Branch Library, Marvin Blanks Senior Center.

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October 2014: Armada High School, Centerline Parks & Recreation Center, New Baltimore Parks and Recreation Center, Roseville City Hall, Shelby Township Senior Center, Warren Community Center.

Scholastic Art Awards

The DIA's Detroit Film Theatre was the site for the 2014 Southeastern Michigan Region of the Scholastic Art and Writing Awards program. Learning & Interpretation staff worked with the College for Creative Studies (CCS), a community partner, to coordinate the event, attended by approximately 2,000 students, family members, and guests over two days to celebrate creativity.

Art and Authors

Macomb County residents came to the DIA for five book talks that combined good reads and great art. Participants discussed three books and took guided tours in the galleries. Talks were also held at the Clinton Township Library to engage community members and reveal the connection between art and literature.

DIA Away: Think Like an Artist



In October, the DIA launched DIA Away: Think Like an Artist, a free mobile, interactive environment that provides a creative exploration space for people of all ages. The mobile experience brings educational and hands-on art activities to community centers, schools, senior facilities, fairs, and festivals throughout Macomb, Oakland, and Wayne counties.

In November, *DIA Away* traveled to Romeo Community Schools, engaging fourth and fifth graders district wide. County educators were invited to tour DIA Away in December as a professional development opportunity. St. Mary's Macomb students experienced DIA Away as part of Arts & Culture Day for Leadership Macomb at the Anton Art Center.



Minds On Art

The DIA collaborated with the Alzheimer’s Association of Michigan on the Minds on Art Program for the second year of a three-year partnership. This program brings individuals living with memory loss and dementia (including Alzheimer’s disease) and their care partners to the DIA for gallery discussions and hands-on studio workshops. Participation is available to residents in the tri-county area. The Alzheimer’s Association identifies residents with either early-stage or mid-stage memory loss to attend a four-week program, which is repeated twice each year. Bus transportation and gallery discussion is provided by the DIA.

Community Group Art Making:

The DIA began partnering with the Macomb Oakland Regional Center, serving people with cognitive and physical disabilities and expanded outreach to more residents in Macomb and Oakland Counties. Participants exhibited their work in the DIA’s education wing and spoke about their art work in an intimate opening event. As a community program bus transportation was also provided by the DIA.

Fairs & Festivals:

The DIA studio teaching artists have provided art-making workshops for festival patrons at fairs and festivals throughout Macomb County:

- Mt. Clemens Art Festival
- Wolcott Mill–Ray Twp.
- Shelby Township Art Fair–Shelby Township
- Lake St. Clair Fine Arts Festival
- Beaumont Art and Wellness–St. Clair Shores
- Festival of the Senses–Clinton Township

Macomb County Community College:

Macomb Center/Lorenzo Center continued to partner with the DIA for the 2013-2014 programming season, which included talks by museum curators Nancy Barr, Nancy Sojka, Larry Baranski, and Valerie Mercer.

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The DIA worked with professors Gary Flemming and Mary Meier as part of the Macomb Community College Multicultural Initiative, on programs supporting the college's multicultural certificate. The DIA used galleries, staff, volunteers and complementary transportation for tours, talks, and other activities to assist students in earning their certificates. Professors from MCC learned about ways to make connections to their classrooms and opportunities for further partnership with the DIA.

DIA Inspired: Beyond the Armor



StyleLine Magazine article featuring Beyond the Armor contestants

DIA Inspired: Beyond the Armor was a chance to participate in an artistic response to a DIA exhibition. Beyond the Armor, a fashion-design competition presented in partnership by the DIA and the Detroit Garment Group Guild, invited fashion designers throughout the region to submit ideas to create a one-of-a-kind outfit inspired by the *Samurai: Beyond the Sword* exhibition. Ten winners were awarded stipends to bring their ideas to fruition. Members of the public cast their votes on the various ensembles by visiting mini-fashion exhibits held around the community for a week in May. Visitors to the mini-exhibitions and the DIA's Facebook page voted for their favorite designs. The winner was announced at a fashion show at the DIA on May 17.

Movies at Metroparks



MOVIES AT THE METROPARKS

A HARD DAY'S NIGHT

KENSINGTON METROPARK (Milford)
Saturday, August 2

STONY CREEK METROPARK (Shelby Township)
Saturday, August 9

WILLOW METROPARK (New Boston)
Saturday, August 16

DIGITALLY REMASTERED AND
SHOWN ON A 65-FT. OUTDOOR SCREEN

Showtime is 8:45 p.m. nightly. Admission is included in paid park admission.



The Detroit Film Theatre presented films the weekend of August 15 and 16 at Stony Creek Metropark in Shelby Township in celebration of the anniversaries of two pioneering films: the original, uncut 1954 Japanese *Godzilla* and a newly restored version of the Beatles *A Hard Day's Night*. Each evening began with short films made by award-winning Michigan student filmmakers from the Michigan Student Film Festival, an annual competition organized by Digital Arts, Film, and & Television. All screenings were free with park admission.

Detroit Puppeteers Guild Great Lakes Regional Festival

The DIA and Macomb County's, Detroit Puppeteers Guild, jointly hosted the 2014 Puppeteers of America Great Lakes Regional Festival in July. The three-day festival featured diverse puppet shows

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ranging from classics like *The Jungle Book* and *Beauty and the Beast*, to more contemporary fare, like *The Snowflake Man*. All puppet shows were free with museum admission.

An Evening with the Masters: Collecting Italian Sculpture and Decorative Arts at the Detroit Institute of Arts

DIA Curator of European Sculpture and Decorative Arts Alan Phipps Darr shared a wealth of knowledge about the museum's world-renowned collection of Italian objects in an event held in partnership with the Italian American Cultural Society in Clinton Township. This event was the second in the biennial series with nearly 200 people in attendance.



Guests listening to presentation by Dr. Alan Darr at the Italian American Cultural Center, Clinton Township – April 2014

Leadership Macomb & One Macomb Arts and Culture Committee

DIA Director of Community Relations, Kathryn Dimond, serves on the Leadership Macomb Program Committee and has accepted a role on the One Macomb Arts and Culture Committee.