

Scottsdale Cultural Council

Annual Report

Scottsdale Center for the Performing Arts
Scottsdale Museum of Contemporary Art
Scottsdale Public Art

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Vision

Excellence and innovation in the arts – for everyone

Mission

To serve Scottsdale residents, visitors, cultural institutions and artists by creating and advancing high-quality arts and cultural experiences and opportunities

Values

SERVICE
Leadership, transparency and responsiveness to the community.

EXCELLENCE
High standards in all that we do.

DIVERSITY
Programming, audiences, leadership and management that respect and reflect our communities.

ACCOUNTABILITY
Reliability and sustainability

INNOVATION
Open to creative change and continuous improvement.

INCLUSIVENESS
Partnership and collaboration.

UNDERSTANDING
Education and participation in the arts.

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Year in Review

Often, accomplishments in a challenging year have more to do with laying the foundation for a prosperous future than achieving immediate successes. This is why the Scottsdale Cultural Council's 2011–12 fiscal year can be characterized as a time of limited resources but also a year of creativity and thoughtful planning for brighter days ahead.

In accordance with the first goal of its strategic plan, the Cultural Council made significant strides toward broadening audience participation. FY12 signaled the launch of a programmatic strategy for the Center devised by its director, Cory Baker, and designed to broaden and diversify its offerings in order to engage more audiences throughout the Valley. As a direct result of this initiative, which included an innovative branding campaign, ticket sales reached \$1,888,530 surpassing the previous year by \$152,077. Advance ticket sales for the 2012–13 season were almost double what they were in the previous year at the same time, demonstrating a tacit endorsement by our audiences of the Center's more inclusive and diverse programming direction. This was consistent with the Center's strategy to rebuild its audience base from the low point of its 2009 renovation. More progressive programming will gradually increase in the Center's array of cultural experiences, offering patrons an opportunity to explore new artistic expressions and to expand their appreciation.

The decision at the height of the recession by Scottsdale Museum of Contemporary Art (SMoCA) director, Tim Rodgers, to convert one of the Museum's galleries into a multipurpose space, SMoCA Lounge, was also a strategic initiative rooted in the need to develop new audiences. By providing a place for innovative programming and social interaction where visitors could learn and share thoughts in a more informal setting, SMoCA Lounge made the Museum more inviting. As such, SMoCA Lounge was, and is, an indisputable success as demonstrated by a steady increase in museum attendance throughout the year.

Earned revenues increased in 2011–12 by 7 percent over 2010–11. This, together with our success in keeping expenses well below budget, helped mitigate the adverse impact of reduced City of Scottsdale funding, lower than expected contributed revenues and a decline in the Cultural Council's investments. The organization's total assets fell by \$707,466, as compared with fiscal year 2011's gain of \$578,185.

Even though it was a very challenging year for fundraising, there were some underlying successes with positive, long-range implications. The Cultural Council created and filled the director of development position to oversee and direct all fundraising efforts, including those of the Center and SMoCA, as well as new initiatives being planned for the near future in support of Scottsdale Public Art. Robyn Julien was appointed to this position in October 2011. Under her leadership, the Cultural Council's entire development infrastructure was strengthened in the course of the year and a new development plan that will guide the development team's efforts in the coming years neared completion. Julien also filled two existing vacancies and two newly created positions, completing her team.

Adding to these positive developments, the Cultural Council still raised \$450,000 in new money last year, a considerable achievement. A new Corporate Partners program set forth in the development plan also led to significant successes.

Thirty-one corporations signed up for this program, an initiative which continues to thrive. Another new initiative with long-term implications was the Honoring Our Donors seat-naming campaign, which was initiated toward the end of the season. This campaign almost immediately secured 29 seat and one corporate box-naming commitments. The long-term goal is to name all the seats and boxes in the Virginia G. Piper Theater, creating a fund in support of arts education.

Scottsdale Public Art engaged in the creation of a public art master plan to help guide its programming and secure the necessary operating funds for the foreseeable future. A steering committee was formed to work with the staff and a consultant on the plan. This was followed by a chairman-appointed task force to oversee the completion of the plan and its presentation to the board of trustees for approval. The plan was nearing completion at the end of the year and is expected to be approved by the board in 2012–13.

The Scottsdale Cultural Council is most grateful to its board of trustees and to its chairman, Mike Miller, for their leadership and perseverance as a stabilizing force in these challenging economic times. As part of its continuing efforts to strengthen its governing role, the board approved increasing its size by five members to a total of 26, including six advisory-board-designated members. Following this action, the board elected four new members bringing the total membership at the end of the year to 21 with five vacancies to be filled. New trustees joining the board in fiscal year 2012 were: Edward Howard, Jean Pierre Millon, Vicki Smith and, representing Scottsdale Public Art's advisory board, former Senator Carolyn Allen.

The quality, breadth, innovation and diversity of programming for which the Cultural Council is recognized would not be possible without the special partnership that defines its relationship with the City of Scottsdale. This remarkable partnership enables the arts to prosper in Scottsdale and to be a vibrant force in support of the local economy and of the lifestyle and brand to which the City holds an unwavering commitment. The Cultural Council is deeply grateful to Mayor Jim Lane and to the members of the Scottsdale City Council for maintaining the arts as such an important priority for the City.

In a year characterized by unprecedented challenges, a very special expression of gratitude must be conveyed to the senior management and staff of the Cultural Council. The continued growth in our service to the community in such a challenging environment would not have been possible without their dedication to the organization's mission and their determination to continue presenting and producing arts and cultural experiences distinguished by their excellence and innovation.



*Dr. William H. Banchs
President and Chief Executive Officer
Scottsdale Cultural Council*



James Carpenter's glass scrim wall at SMOCA.

Community Arts Grants

The Community Arts Grants, administered by the Scottsdale Cultural Council, provides funding for Scottsdale-based arts and cultural organizations as well as to Valley arts organizations for projects and events that take place in the Scottsdale community. Funding for the program is provided by the City of Scottsdale through a direct appropriation to the Scottsdale Cultural Council. The Community Arts Grants program received 20 applications for a total of \$182,390 in requests. The following 13 organizations were awarded a cumulative total of \$59,000 in grants:

- Arizona Women’s Theatre Company**
General operating support—\$4,000
- Center Dance Ensemble**
Poetry ‘n Motion Touring Show—\$1,600
- Childsplay, Inc.**
School touring program for underserved students—\$6,162
- Detour Company Theatre**
General operating support—\$6,000
- Four Seasons Orchestra**
Music recordings for Arizona Centennial—\$1,500
- Free Arts of Arizona**
Arts program for youth group homes—\$1,617
- Greasepaint Youtheater**
General operating support—\$4,000
- Jazz in Arizona, Inc.**
General operating support—\$6,000
- Movement Source Dance Company**
Dance workshop for underserved residents—\$1,000
- Pinnacle Peak Elementary School**
Sculpture Garden creation and installation—\$1,600
- Scottsdale Artists’ School, Inc.**
General operating support—\$13,521
- Scottsdale International Film Festival, Inc.**
General operating support—\$8,000
- Shemer Art Center & Museum Assn., Inc.**
After school programs for Title I students—\$4,000

2011-2012 Community Arts Grants Review Panel:
Andrew Chippindall (Chair), Scottsdale Cultural Council
Trustee
Shelley Cohn, Consultant
Susan Conklu, City of Scottsdale
Rex Gulbranson, Retired, Glendale Arts Council
Stephanie Small, Synergy Partners Consulting
Tara Kissane, Higley Unified School District
Michelle Korf, Retired, Scottsdale Artists' School
Toni Robinson, McGraw Hill
Sandra Stauffer, ASU Education Department



“At Wells Fargo, we believe art is a celebration of life that enriches the human spirit and promotes a well-rounded society for all citizens. We are pleased to support of the Scottsdale Cultural Council who brings the wonderful world of art and culture to the lives of so many.”

- Pamela M. Conboy
Arizona Regional President, Wells Fargo

Finances, Facts & Figures



"Tiffany & Bosco is pleased to announce that we have established a relationship in support of the Scottsdale Cultural Council. A key part of our firm culture is to build successful, lasting partnerships with the local arts community. Supporting the arts means supporting the local economy because it helps attract and retain a skilled workforce. Investing in the arts not only improves quality of life, but creates awareness of the all the great cultural events Arizona has to offer."

- Mark S. Bosco, Assistant Managing Attorney at Tiffany & Bosco, P.A.

Statement of Financial Position

ASSETS	2012	2011	2010
Cash	\$414,382	\$438,845	\$397,137
Money Market Funds	487,631	389,640	685,355
Total Cash and Cash Equivalents	902,013	828,485	1,082,492
Accounts Receivable	14,702	102,656	89,883
Promises to Give, Current Portion	628,600	658,647	406,599
Inventory	101,871	102,297	105,968
Prepaid Expenses	94,536	78,094	53,821
TOTAL CURRENT ASSETS	1,741,722	1,770,179	1,738,763
Promises to Give, Net of Current Portion & Allowance	4,500	5,000	32,696
Investments	5,283,430	5,559,648	4,901,522
Assets Held Under Split-Interest Agreement	71,646	83,233	84,376
Property & Equipment, Net	1,255,730	1,423,851	1,543,738
Other Assets	7,746	25,922	29,922
TOTAL ASSETS	8,364,774	8,867,833	8,331,017
CURRENT LIABILITIES			
Accounts Payable	137,057	238,617	262,489
Other Accrued Expenses	49,459	102,334	54,542
Deferred Revenue	829,770	470,928	536,217
Liability Under Split-Interest Agreement, Current Portion	8,600	8,600	8,600
Total Current Liabilities	1,024,886	820,479	861,848
Liability Under Split-Interest Agreement, Net of Current Portion	3,744	3,744	3,744
TOTAL LIABILITIES	1,028,630	824,223	865,592
NET ASSETS			
Unrestricted:			
Unallocated	358,587	1,158,533	734,820
Designated Unrestricted Net Assets			
General Reserves	--	--	123,832
Board-Designated Endowments	525,872	567,557	506,119
Total Unrestricted Net Assets	884,459	1,726,090	1,364,771
Temporarily Restricted	878,170	856,111	627,200
Permanently Restricted	5,573,515	5,461,409	5,473,454
TOTAL NET ASSETS	7,336,144	8,043,610	7,465,425
TOTAL LIABILITIES AND NET ASSETS	\$8,364,774	\$8,867,833	\$8,331,017

Statement of Activities

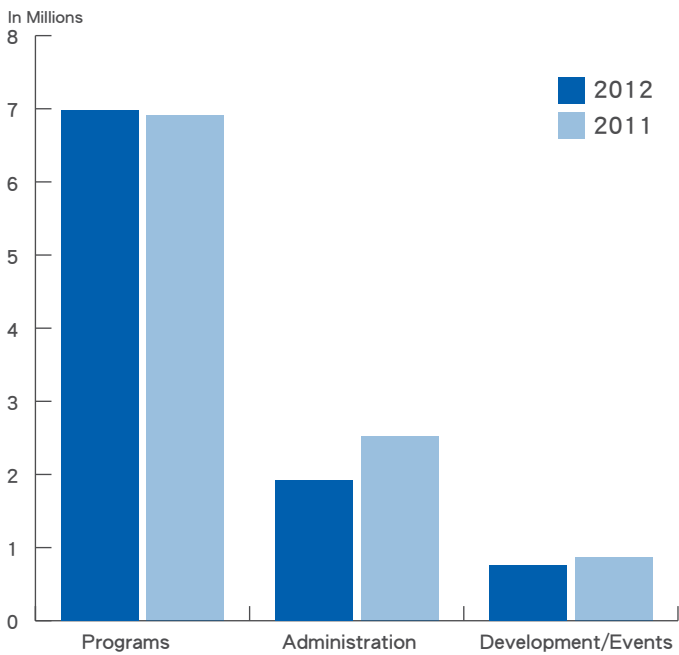
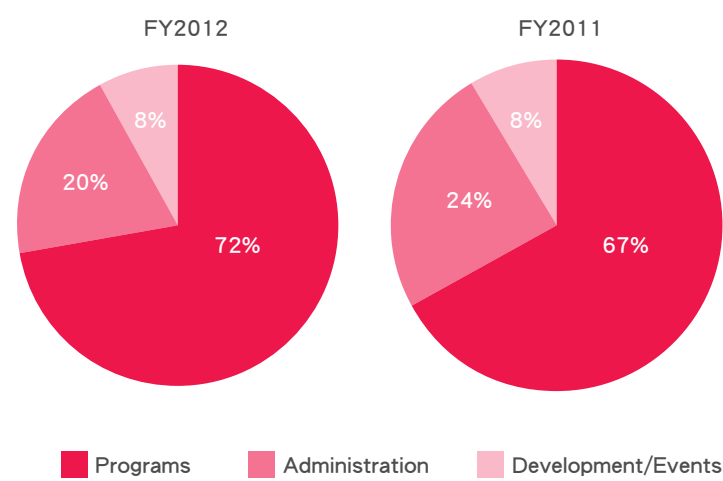
REVENUES, SUPPORT & OTHER INCOME

	Unrestricted	Temporarily Restricted	Permanently Restricted	2012	2011	2010
Earned revenues	\$2,728,129	\$-	\$-	\$2,728,129	\$2,546,039	\$2,303,567
Contract - City of Scottsdale	4,415,867	-	-	4,415,867	5,221,037	5,262,777
Contributions	854,860	645,626	112,106	1,612,592	1,837,000	1,834,393
Investment return	(141,576)	-	-	(141,576)	950,064	586,673
Other income	5,038	-	-	5,038	10,437	9,902
Net assets relased from restrictions	623,567	(623,567)	-	-	-	2,641
	8,485,885	22,059	112,106	8,620,050	10,564,577	9,999,953
Special events income	266,591	-	-	266,591	288,716	324,592
Direct benefit to donors	(172,710)	-	-	(172,710)	(186,288)	(238,160)
	93,881	-	-	93,881	102,428	86,432
Retail sales	466,082	-	-	466,082	406,571	386,273
Cost of sales	(230,050)	-	-	(230,050)	(200,883)	(196,219)
	236,032	-	-	236,032	205,688	190,054
TOTAL REVENUES, SUPPORT & OTHER INCOME	8,815,798	22,059	112,106	8,949,963	10,872,693	10,276,439
EXPENSES						
Program and center services	6,975,507	-	-	6,975,507	7,398,462	6,638,053
Support services						
Administrative	1,917,304	-	-	1,917,304	2,030,441	2,583,788
Special events and development	764,618	-	-	764,618	865,605	1,118,464
TOTAL EXPENSES	9,657,429	-	-	9,657,429	10,294,508	10,340,305
Change in Net Assets	(841,631)	22,059	112,106	(707,466)	578,185	(63,866)
Net Assets, Beginning of Year	1,726,090	856,111	5,461,409	8,043,610	7,465,425	7,529,291
NET ASSETS, END OF YEAR	\$884,459	\$878,170	\$5,573,515	\$7,336,144	\$8,043,610	\$7,465,425

1 City of Scottsdale Dollar= \$2.32 in programs delivered by SCC

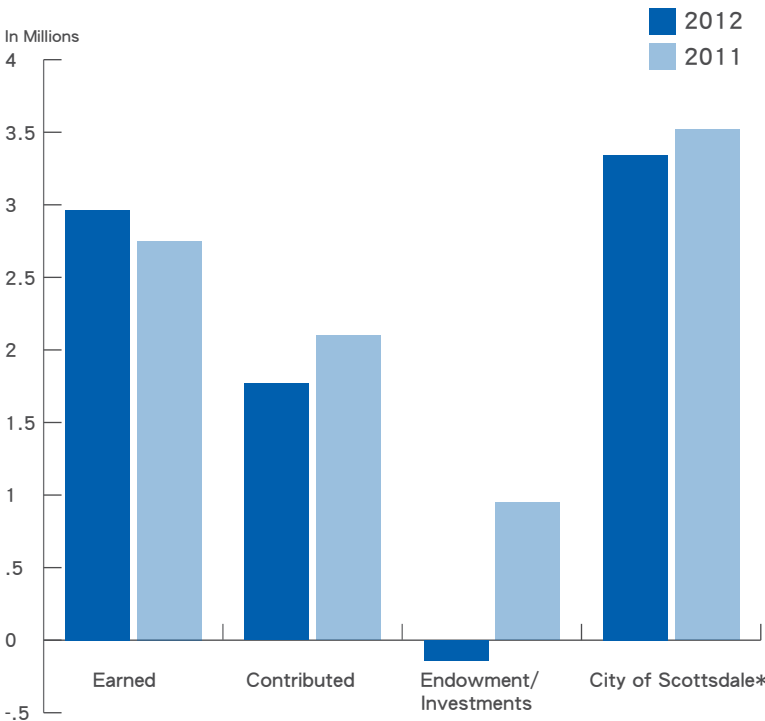
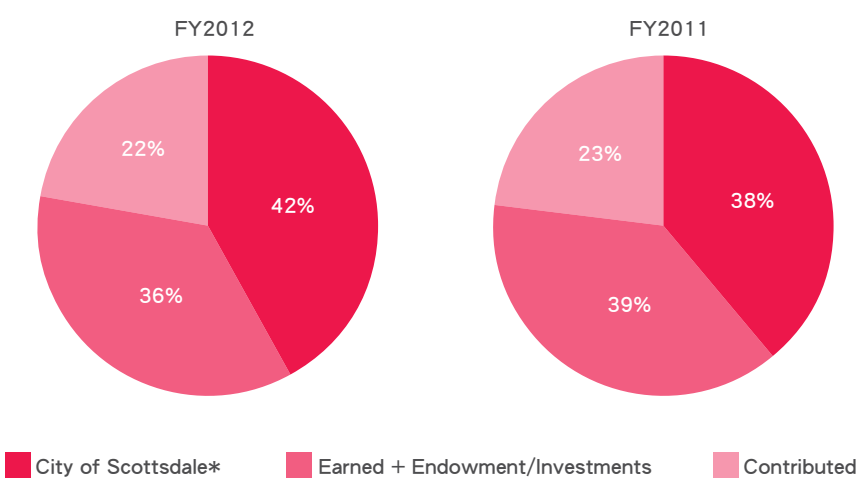
Financial Data

EXPENSES BY CATEGORY



	FY2012			FY2011		
Programs	\$6,975,507	72%		\$6,908,011	67%	
Administration	\$1,917,304	20%		\$2,520,892	24%	
Development/Events	\$764,618	8%		\$865,605	8%	
Total	\$9,657,429	100%		\$10,294,508	100%	

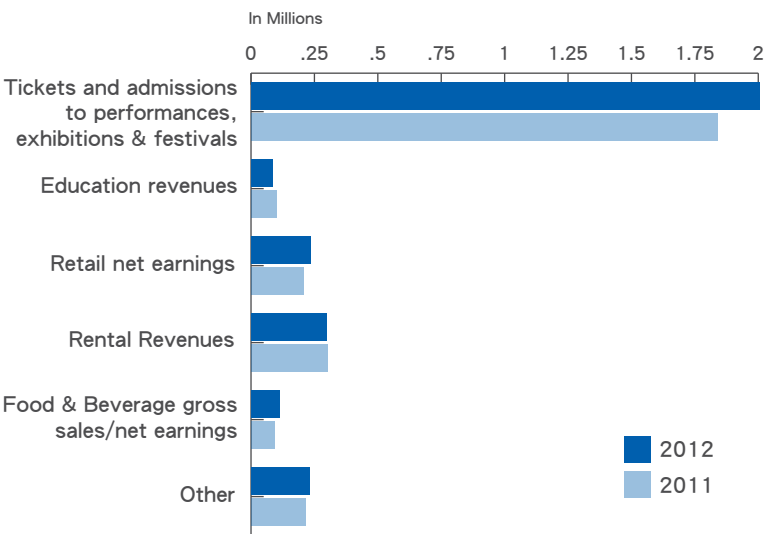
REVENUE BY CATEGORY



	FY2012			FY2011		
Earned	\$2,964,161	38%		\$2,751,727	29%	
Contributed	\$1,767,077	22%		\$2,097,761	23%	
Endowment/Investment	-\$141,576	-2%		\$950,064	10%	
City of Scottsdale*	\$3,343,275	42%		\$3,517,548	38%	
Total	\$7,932,937	100%		\$9,317,100	100%	

*Does not include Public Art, which is funded 100% by the City of Scottsdale.

EARNED REVENUE DATA



	FY2012	FY2011
Audience revenues - tickets and admissions to performances, exhibitions & festivals	\$2,003,614	\$1,838,720
Education Revenues	\$83,085	\$99,794
Retail net earnings	\$236,032	\$205,688
Rental revenues	\$299,326	\$302,763
Food & beverage net earnings	\$112,474	\$91,674
Other	\$229,630	\$213,088
Total	\$2,964,161	\$2,751,727

	SMoCA	SPA
Number of art items maintained, conserved & secured for the City of Scottsdale	107	102
Approx. total value of art items	\$6,508,615	\$14,662,846

Community Impact, Investment & Involvement

TOTAL ORGANIZATION ANNUAL ECONOMIC IMPACT¹

Total organization economic impact	\$18,261,341
SCC participant direct spending impact	\$9,657,429
Full Time Employees Supported	319.7
Household Income Impact*	\$8,099,396

¹ Impact Statistics - Arts & Economic Prosperity IV Calculator, Americans for the Arts, figures as of June 30, 2012

* Household Income: The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income. - AZ Commissions for the Arts

CITY OF SCOTTSDALE APPROPRIATION IMPACT

Total City of Scottsdale Appropriation	\$4,415,867
Excluding Public Art	\$3,343,275
Total SCC revenue ratio to City of Scottsdale Appropriation ²	1 City of Scottsdale Dollar= \$2.32 in programs delivered by SCC

²Excludes Public Art, which is funded 100% by the City of Scottsdale.

TOTAL COMMUNITY PARTICIPATION FOR ACTIVITIES, ON-SITE & OFF-SITE

SCC produced and presented performances, exhibitions, festivals and events:

Number of events	180
Total attendance:	152,516

Other:

Number of events	184
Total attendance:	125,744

Totals:

Education programs & outreach:

Number of events	1,470
Total attendance:	36,176

Number of events	1,875
Total attendance:	325,370

Co-sponsored events:

Number of events	41
Total attendance:	10,934

2011-2012 Season: Total Number of Free or Low Cost Ticket Events Available to Public

141 events (65%) of all SCPA produced events open to the public were free or priced under \$30.

66 individual performances were under \$30 (counting each Talk Cinema, ASU, etc individually)

3 days of Art Festival were under \$30

37 days of free programming (Sunday A'fair, Native Trails, OrigiNation, Polyglot, La Gran Fiesta)

31 Arts-Connect (free or under \$30 fee)

4 Student Matinees (under \$30, open to public)

The SCPA had 141 free or under \$30 events and performances in 2011/12 – 65% of all SCPA produced events.

All Public Art events are free to the public.

All SMOCA-produced events except for one were free or priced under \$20.

COMMUNITY INVESTMENT

Number of members/donors/sponsors by financial level:

Individuals	up to \$499	1,302
	\$500 - \$999	62
	\$1,000 - \$2,499	103
	\$2,500 - \$4,999	30
	\$5,000 - \$9,999	20
	\$10,000 and above	11
Corporations		53
Government		3
Foundations		13
Total		1,597

Total number of board and advisory board members	54
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Total Fundraising Revenue (includes special events income)	\$1,879,183
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PROGRAMMIC LEADERSHIP, QUALITY & VALUE

Number of international artists presented and exhibited	22
Number of artists who also appeared or were exhibited in the highest-tier venues	14
Number of artists who received major national attention prior to or after being presented by SCC	19
Number of public art installations	16
Number of public art commissions	2
Number of public art projects in development at the close of FY2012	13

VOLUNTEER DATA

Total number of SCC volunteers	1,062
Total number of volunteer hours served in FY2012	21,812
Value of volunteer hours served	\$429,910*

*Based on \$19.71/hr - State of Arizona Volunteer value as of 2011

\$18,261,341

Total organization economic impact

\$429,910

Value of volunteer hours served

65%
of all SCPA produced
events and performances
in 2011/12 were free or
under \$30

Tony and Emmy Award winner Bebe Neuwirth with
Scottsdale Center for the Performing Arts Director
Cory Baker at the season opening night reception
on Oct. 15, 2011.



Children enjoy a tour in the young@art gallery.

Attendance

July 1, 2011, through June 30, 2012

PERFORMANCES, FESTIVALS, EVENTS & EXHIBITIONS

	2011-12 No. of Events	2011-12 Attendance	2010-11 No. of Events	2010-11 Attendance
SCPA				
Virginia G. Piper Theater	95	37,559	66	31,195
Amphitheater	1	749	4	2,923
Stage 2	23	2,150	27	3,182
Sunday A' Fair	10	44,469	9	35,469
Off-site	5	4,257	6	7,627
SMOCA				
Admissions	7	22,159	9	23,470
SPA				
Community Events & Receptions	16	40,398	17	3,270
Lectures and Tours	7	342	9	294
Workshops	16	433	8	150
Sub-Total	180	152,516	161	166,926

EDUCATION & OUTREACH PROGRAMS

SCPA				
School Performances	4	1,284	5	1,814
Artist Lectures	20	762	4	199
Artist Residencies	1	29	90	580
Celebration of the Arts	1	708	1	690
Cool Kids Camp	16	259	4	157
Cultural Connections	82	5,147	53	1,524
Master Classes	4	75	1	11
Arizona Wolf Trap	552	9,610	743	12,325
Workshops	38	1,305	29	1,417
SMoCA				
Docent Tours (*included in admissions)	156	2,622	98	1,138
Docent Tours - Sculpture/Other	22	247	20	235
Staff Tours	31	200	26	249
Docent Classes	66	1,310	57	1,644
Artist Lectures	31	1,298	26	1,278
Student Tours	42	1,549	39	1,734
Outreach	7	338	3	223
Studio Art Tours	3	101	5	164
Workshops	44	1,046	46	925
Young@Art Gallery	327	10,176	N/A	N/A
Visions	23	732	21	664
Sub-Total	1,470	36,176	1,271	25,833

CO-SPONSORED EVENTS (ARTISTIC)

SCPA				
Native Trails	19	6,862	14	5,111
Virginia G. Piper Theater	18	3,560	5	2,570
Sub-Total	37	10,442	19	7,681

CO-SPONSORED EVENTS (BUSINESS)

	2011-12 No. of Events	2011-12 Attendance	2010-11 No. of Events	2010-11 Attendance
SCPA				
Virginia G. Piper Theater & Atrium	1	350	2	350
Dayton Fowler Grafman Atrium			1	48
Stage 2	3	162	1	45
Misc.			1	17
Sub-Total	4	512	3	395

DEVELOPMENT EVENTS	2011-12 No. of Events	2011-12 Attendance	2010-11 No. of Events	2010-11 Attendance
SCPA	18	1,966	35	3,043
Development Events				
SMoCA				
Development Events	6	2,355	24	3,999
Sub-Total	24	4,321	59	7,042

OTHER EVENTS				
SCPA				
Miscellaneous Events	5	288	2	445
SMoCA				
Miscellaneous Events	20	2,522	2	1,344
Other Miscellaneous Events	7	953		
Sub-Total	32	3,763	4	1,789

CITY OF SCOTTSDALE				
SCPA				
Meetings	17	2,768	16	3,075
Civic Center Park	4	11,945	7	4,565
Sub-Total	21	14,713	23	7,640

RENTAL EVENTS				
SCPA				
Virginia G. Piper Theater	36	17,774	41	18,808
Stage 2	19	942	13	643
Amphitheater	4	6,347	2	2,934
Civic Center Park	7	20,521	7	31,021
Civic Center Park (Weddings)	16	1,307	18	1,039
Dayton Fowler Grafman Atrium	7	2,755	5	1,920
Misc.	9	506	4	68
Scottsdale Culinary Festival	1	25,816	1	17,808
SMoCA				
Rental Events	6	213	4	557
Sub-Total	105	76,181	95	74,798

SCC SPECIAL EVENTS				
Scottsdale Arts Festival	1	28,592	1	23,952
La Gran Fiesta/Latin Jazz Festival	1	8,350	1	8,356
Sub-Total	2	36,942	2	32,308
GRAND TOTAL	1,875	325,370	1,637	324,412

OPERATING DIVISION TOTALS				
SCPA	1,043	213,185	1,215	192,558
SMoCA	791	44,246	380	36,486
SPA	39	41,173	40	63,060
SCC Division Collaborations	2	36,942	2	32,308

**The Civic Center Library undertook major renovations during fiscal year 2011/2012. The installation,“*Somewhere in between*” by Sarah Hurwitz was extended from December 1, 2011 to March 1, 2012 due to this renovation period. The installation was a ceiling piece since the Library used the gallery space for its public computer area during this timeframe. The installation for the duration of this period. The attendance numbers reflect this three-month period of renovation with more limited access for the public.



Scottsdale Center for the Performing Arts



The Stephen Petronio Company performed *Underland* on Nov. 18, 2011, at Scottsdale Center for the Performing Arts. Photo: Sarah Silver.

FROM THE DIRECTOR

At its core, Scottsdale Center for the Performing Arts celebrates the human experience. By providing a stage for a wide range of artistic voices and perspectives, the Center connects people to each other and to the world through creative expression. By doing so, we hope to create opportunities for thought-provoking moments, foster cultural awareness and tolerance, and unite our community through shared experiences.

Our vision for the 2011–12 season was to inspire, provoke and entertain by presenting a wide array of dynamic performances, programs and events chosen to engage even more of the community. We expanded our collaborations with local organizations like Ignite Phoenix and Arizona State University’s School of Music in order to promote more of the amazing artists in our own backyard. And we responded to the public’s growing desire to learn about and engage with other cultures by increasing the number of international artists who we bring to Scottsdale. Key to this global focus was the launch of the Discovery Series, which presents an in-depth exploration of a different region of the world each year. We also made changes to our ticket structure, adding lower-priced options and expanding our free and low-cost offerings so that everyone has access to the highest-quality performing arts experiences. In fact, 65 percent of all Center-produced events open to the public were free or priced under \$30, and a total of 37 free events and performances were offered to the public.

These initiatives are just a few examples of the innovative steps that we have taken to ensure that the Center serves more of our community and remains a vital hub of civic life. Thankfully, the responses from patrons were overwhelmingly positive. The Center’s total attendance rose by 10 percent to 249,174. Ticket sales also increased to \$1.8 million – the highest level in recent history. In addition, our annual Scottsdale Arts Festival, the Center’s largest event, increased attendance by 19 percent to 28,592. The 25th-anniversary season of Sunday A’Fair enjoyed a 27 percent increase in attendance to nearly 45,000.

As a purveyor of live arts, it is our responsibility to curate a diverse season filled with the relevant and significant artists of our time. But there is so much more to a performing-arts institution than what happens on stage. The audience itself is a vital part of the experience. In the often digitized and virtual world in which we live, the performing arts provide a unique opportunity for our community to celebrate our humanity and be part of a shared, real-time experience. All of the programming at the Center is meant to connect us to the greater world, connect us to our inner artist and, most of all, connect us to each other.

Our growing audiences, supporters and community provide the impetus for what we do, and they become the reason that we succeed. Thank you!



Cory Baker, Director
Scottsdale Center for the Performing Arts

PRESENTED EVENTS

Spotlight

Pink Martini (Celebrity Theatre, Phoenix)
Steppin' Out with Ben Vereen
ARTrageous: An Evening on Broadway Starring Marvin Hamlisch, Linda Eder and J. Mark McVey
Underground Railroad: An Evening with Kathleen Battle
Bruce Hornsby

Discovery Series

Te Vaka
Circa
Chunky Move: Connected
Marrugeku: Buru
Polyglot Theatre: We Built This City

Broadway Series

Bebe Neuwirth: Stories with Piano
Patti LuPone: The Gypsy in My Soul
Jane Krakowski

Dance

Pilobolus
Stephen Petronio's Underland
Trisha Brown Dance Company
Batsheva Dance Company

Jazz

We Four: Celebrating John Coltrane
Sérgio Mendes
The Duke Ellington Orchestra
Irvin Mayfield and the New Orleans Jazz Orchestra
Cubano Be, Cubano Bop: Poncho Sanchez and
His Latin Jazz Band featuring Terence Blanchard
Big Bad Voodoo Daddy (Scottsdale Civic Center Amphitheater)
Dianne Reeves

Classical

Orquesta Filarmónica de Sonora
Wrocław Philharmonic Orchestra featuring Garrick Ohlsson
New Catalogue + Judd Greenstein

Virginia G. Piper Piano Series

Jeremy Denk
Simone Dinnerstein
Yefim Bronfman
Bryan Wallick

Keyboard Conversations with Jeffrey Siegel

Gershwin and Friends
A Beethoven Bonanza
From Heart to Art: The Romantic Music of Franz Liszt
Russian Rapture: Rachmaninoff and Tchaikovsky

Close Encounters with Music

Lisztomania!
Grand Piano Quartets: Brahms and Schumann

Theater

Love, Loss, and What I Wore
Imago Theatre: ZooZoo

Spoken Word

Ignite Phoenix 11
Marc Bamuthi Joseph: red, black & GREEN: a blues
An Evening with Garrison Keillor Featuring Musical Guests
Rich Dworsky and Heather Masse (Celebrity Theatre, Phoenix),
Fran Lebowitz
Jeffrey Tambor's Performing Your Life
Selected Shorts: Springtime, Sex and Baseball
Sarah Vowell
Ignite Phoenix 12

World

The Creole Choir of Cuba
Ballet Folklórico de Antioquia, Colombia
Celtic Nights: Journey of Hope
Metropolitan Klezmer
TAO: The Way of the Drum
7 Fingers: PSY
DanceBrazil

Holidays

Sister's Christmas Catechism: The Mystery of the Magi's Gold
Anonymous 4: Anthology 25
Go Tell It on the Mountain: The Blind Boys of Alabama
Christmas Show
Big Bad Voodoo Daddy's Wild and Swingin' Holiday Party

Talk Cinema

Hermano
Melancholia
Lipstikka
Declaration of War
Salt of Life
Habemus Papam
I Wish
Two Days in New York

Discovery Film Series

This Way of Life
Mrs. Carey's Concert
Life in Movement
Crooked Earth

San Francisco Grand Opera Cinema Series

The Elixir of Love
Tosca
Lucia di Lammermoor
La bohème

Comedy

The Capitol Steps
Late Nite Catechism
Late Nite Catechism III: 'Til Death Do Us Part

ASU Concerts at the Center

Opera and Operetta Extravaganza
Speak of the Devil(s): The Music of ASU's Roshanne Etezady
Picture Rachmaninoff
Trumpets from Around the World
Modern and Ancient Ayres
Orchestral Masterworks: From Fairytales to Life's Deepest
Pondering
The Passion of Franz Liszt: A Bicentennial Celebration of his
Life and Music for Piano
Something Old, Something New, Something Borrowed,
Something Blue
Big Band
The Passion and Poetry of Sergei Prokofiev: The Complete
Works for Violin and Piano
Bartók and the Golden Rule: Sonata for Two Pianos and
Percussion
True North
Partners in Time
ASU Chamber Orchestra
A Trumpet Festival
Ocotillo Winds

Festivals

Dine Out with the Chefs: A Celebration of the Culinary Arts
La Gran Fiesta: A Celebration of Latin and Hispanic Cultures
Sunday A'Fair
Native Trails
2012 Spring Training Festival
42nd Scottsdale Arts Festival
OrigiNation: A Festival of Native Cultures

HIGHLIGHTS

- The Center’s total attendance in 2011–12 was **249,174** and **increased 10 percent** from 2010–11.
- Ticket sales in 2011–12 **increased 9 percent** from 2010–11.
- The Center presented **48 percent more free events** in 2011–12 than in 2010–11.
- Attendance at the Center’s free events in 2011–12 was 66,499, and attendance **increased 35 percent** from 2010–11.
- **19,179** students and patrons participated in the Center’s education programs in 2011–12.
- **27 percent** of all performances presented by the Center were collaborations/co-productions with local, national and international partners.
- Each of the Center’s **more than 130** volunteer ushers donated an average of 51 hours per year.

CONNECTING WITH NEW AUDIENCES

- Nearly 28 percent of all artists who were presented by the Center are international artists.
- The Center created six new series in 2011–12 that had a total attendance of 15,591.
- The Center enhanced the Dayton Fowler Grafman Atrium by building Encore Bar, a permanent concession area, and adding new furniture provided by Haworth and Facilitec. This gave patrons an elevated experience and opportunities to come early and stay late after performances to connect with the artists and each other.
- The Center launched a new award-winning integrated marketing and re-branding campaign.

AWARDS

- 2012 Spectrum Award from the American Marketing Association, Phoenix chapter for the 2011–12 season’s integrated marketing campaign.
- Scottsdale Arts Festival ranked 2nd in the nation by AmericanStyle Magazine’s 8th annual Top 10 Fairs and Festivals Readers Poll.
- Garnering worldwide attention, the Center’s restrooms named among the top three in America in the 10th annual America’s Best Restroom Contest presented by Cintas Corporation.
- Fran Cohen, Arizona Wolf Trap program manager, named a 2012 Arizona CultureKeeper for preserving the culture and heritage of the state.
- New Times Award – Best of Phoenix, Fall 2011: Best Free Place for Kids’ Outdoor Birthday Party (SCPA/Scottsdale Civic Center Park)



Percussionist Poncho Sanchez teamed up with trumpeter Terence Blanchard to perform *Cubano Be, Cubano Bop* on March 23, 2012, at Scottsdale Center for the Performing Arts.

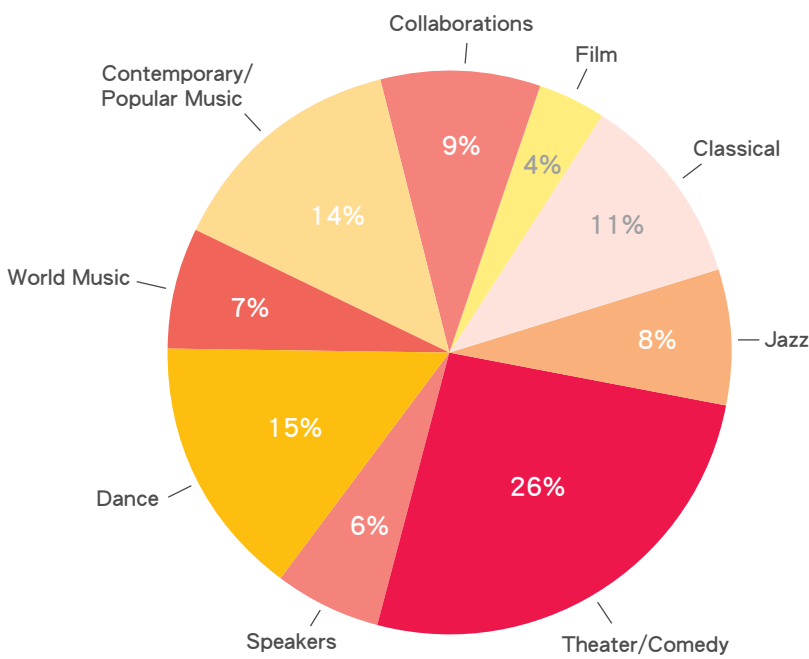


Inspired by the vibrant culture of its native country, the vivacious Ballet Folklórico de Antioquia, Colombia performed traditional Colombian folk music and dance on Feb. 3, 2012, at Scottsdale Center for the Performing Arts. Photo: Columbia Artists Management Inc.

PROGRAMMING AND ATTENDANCE

Scottsdale Center for the Performing Arts’ 2011–12 season offered a variety of new programming that increased attendance and tickets sales while advancing the Center’s reputation for diverse and high-quality arts experiences. As of June 30, 2012, the Center’s total attendance was 249,174, representing an increase of more than 10 percent above the 2010–11 season’s attendance of 224,931. More than 42,000 tickets were sold to the Center’s 2011–12 presented events, representing \$1.8 million in sales. The chart below shows the Center’s attendance by categories, further illustrating the Center’s diverse offerings:

2011 - 12 Attendance by Category*



*Not including Festivals or Education

Attendance at the 42nd Scottsdale Arts Festival, the Center’s largest event, increased 19 percent over 2011 to 28,592, while the Festival’s earned and contributed revenue increased by 10 percent. Attendance at Sunday A’Fair, the free outdoor concert series in Scottsdale Civic Center Park also increased 27 percent to nearly 45,000.

The Center’s strong increase in participation and earned revenues reflected both demand for its programming and the impact of new branding and marketing strategies designed to expand audiences.



Tony Award-winning actress and singer Jane Krakowski performed her cabaret show at Scottsdale Center for the Performing Arts on March 31, 2012.



Young people enjoying an Arizona Wolf Trap performance at Scottsdale Center for the Performing Arts.

2011-12 PROGRAMMING FACTS

Total number of presented
(ticketed) performances

142

Total number of individual artists
who performed in the Center's
2011–12 presented season

1,026

Number of free event
days presented or
produced by the Center

37

Increase in attendance of
free events

36%

Total number of events that were
collaborations or co-productions
with the Center

39



Grammy Award winner Bruce Hornsby performed a solo concert on March 10, 2012, at Scottsdale Center for the Performing Arts.

NEW SERIES

ASU Concerts at the Center

A 16-recital concert series featuring performances by the faculty and students of Arizona State University's School of Music with modestly priced tickets for the public and free student admission.

Broadway Series

The Center launched this new series showcasing major stars in intimate cabaret-style shows.

Discovery Series featuring Australia and New Zealand

2011–12 was the inaugural season of the Center's Discovery Series, featuring a different region of the world each season. The first series focused on artists from Australia and New Zealand, presenting dance, theater and music throughout the year from both countries.

Discovery Film Series with Scottsdale International Film Festival

Presented in partnership with the Scottsdale International Film Festival, featuring Australian and New Zealand films, including a post-screening talk-back with a filmmaker.

Origination: A Festival of Native Cultures

A free two-day community festival that attracted more than 6,000 visitors, Origination celebrated the native cultures of both Arizona and Australia/New Zealand. The event featured live performances, demonstrations and a Learning Village for participants to engage in hands-on educational activities and participatory workshops.

San Francisco Grand Opera Cinema Series

An opera series featuring four of San Francisco Opera’s most revered performances filmed live in high-definition audio and video. An up-close and personal opportunity for audiences to experience opera in a relaxed setting.

Known for their dynamic fusion of Afro-Brazilian movement, contemporary dance and the daring martial art of Capoeira, DanceBrazil performed at Scottsdale Center for the Performing Arts on April 26-27, 2012. Photo: Nan Melville.



EDUCATION AND OUTREACH

Scottsdale Center for the Performing Arts’ education and outreach programs strive to create interactive exchanges between participants of all ages and backgrounds and visiting or resident artists. These connections inspire creativity, foster tolerance, encourage cultural exchange, and provide a lasting impression that creates a framework for continued learning and development.

Research shows that arts participation helps to close achievement gaps and to improve academic performance. In a study conducted by UCLA’s Imagination Project to determine the relationships of engagement in the arts to student performances and attitudes, it was found that students with high levels of arts participation outperform “arts-poor” students by virtually every measure. Upon closer examination, there was clear evidence that sustained involvement in particular art forms, such as music and theater, are highly correlated with success in mathematics and reading.¹ At a time when schools continually face reductions in arts funding, the Center works annually with more than 50 local schools and community centers, including more than 20 schools classified as Title 1 with a significant student population living in poverty, to help fill the void left by cuts to arts education.

In 2011–12, the Center’s education initiatives connected 19,179 people with art and artists through matinee performances for students, teacher training, master classes, lectures, workshops, residencies and more. For instance, the Arizona Wolf Trap program, a program of the Center and an affiliate of the Wolf Trap Institute for Early Learning through the Arts, the nation’s premier provider of early-childhood arts education, served more than 9,000 participants in Head Start and preschool classroom sites in Scottsdale and other Valley school districts, including five Title 1 schools. Additionally, the Arizona Wolf Trap’s program manager, Fran Cohen, was named a 2012 Arizona CultureKeeper for preserving the culture and heritage of the state. It is through premier educational opportunities like Arizona Wolf Trap and exceptional leadership that the Center is able to connect with and enrich the lives of participants of all ages and backgrounds in Scottsdale and beyond. By maintaining ongoing critical dialogue with the community, school arts coordinators and local and national partners, the Center responds to new curriculum mandates, the changing economy and fluctuating trends for a result that equates to comprehensive support for our citizens.

¹Fiske, Edward B., Ed (1999). Champions of Change: The Impact of the Arts on Learning. President’s Committee on the Arts and the Humanities: John D. and Catherine T. MacArthur Foundation, Chicago, Ill.

Scottsdale Center for the Performing Arts’ Valley-wide school partners in 2011–12:

OUTREACH AND RESIDENCIES

Gilbert Public Schools
Highland High School

Paradise Valley Unified School District
Explorer Middle School
Greenway Middle School (Title 1)

Salt River Pima-Maricopa Community Schools
Salt River High School (Title 1)

Scottsdale Unified School District
Arcadia Neighborhood Learning Center
Kiva Elementary School
Pima Elementary School (Title 1)
Supai Middle School (Title 1)
Arcadia High School
Chaparral High School
Coronado High School (Title 1)
Desert Mountain High School
Saguaro High School

Metropolitan Arts Institute

Arizona State University

Scottsdale Community College

Paiute Neighborhood Center

ARIZONA WOLF TRAP
Southwest Human Development Head Start
Gateway Head Start
Madison Park Head Start

Mesa Public Schools
Roosevelt Head Start (Title 1)

Higley Unified School District
Higley Elementary School
Higley Middle School

Tempe Elementary School District
Rover Elementary School
Scales Elementary School (Title 1)

Scottsdale Unified School District
Early Childhood Cholla Campus
Early Childhood Oak Campus
Hohokam Traditional Head Start (Title 1)
Tavan Elementary School (Title 1)
Yavapai Elementary Head Start (Title 1)

A CELEBRATION FOR THE ARTS FOR CHILDREN WITH DISABILITIES

Cave Creek Unified School District
Lone Mountain Elementary (Title 1)

Chandler Unified School District
Basha Elementary
Knox Elementary
Rudy G. Bologna (Title 1)

Creighton School District
Monte Vista (Title 1)

Isaac School District
P.T. Coe School (Title 1)

Mesa Public Schools
Nathan Hale Elementary

New Way Learning Academy

Osborn School District
Solano Elementary (Title 1)

Paradise Valley Unified School District
Desert Cove Elementary
Desert Shadows Elementary
Sandpiper Elementary
Sunrise Middle School
Whispering Wind Elementary

Phoenix Elementary School District
Edison Elementary

Phoenix Unified School District
Whittier Elementary (Title 1)

Queen Creek Unified School District
Jack Barnes Elementary (Title 1)
Queen Creek Elementary (Title 1)

Roosevelt School District
Amy Houston Academy (Title 1)
Cloves Campbell Elementary (Title 1)
Valley View School (Title 1)

Sacaton School District
Sacaton Elementary

Scottsdale Unified School District
Cochise Elementary
Copper Ridge Elementary
Hopi Elementary
Navajo Elementary (Title 1)
Pima Elementary (Title 1)

EDUCATION EVENTS

Arts-Connect Series (All free unless otherwise* noted.)
14 Pre-show Talks as part of ASU Concerts at the Center

Dance Master Class* with Pilobolus

Piano Master Class with Jeremy Denk

Dance Master Class with Stephen Petronio

Pre-show Talk with Stephen Petronio

Big Bad Voodoo Daddy Post-show Dance with Savoy Hop Cats

Imago Theatre ZooZoo Post-show Mask Workshop with Phoenix Zoo

Irish Step-Dancing Workshop* with Celtic Nights

Duke Ellington Orchestra Post-show Dance with AZ Lindy Hop Society

Improv Workshops* with Patti Hannon

Post-show Talk with Irvin Mayfield

Pre-show Talk with Terence Blanchard and Poncho Sanchez

Acting Workshop* with Jeffrey Tambor

Pre-show Talk with Chunky Move Artistic Director Gideon Obarzanek

Post Film Q-and-A with Crooked Earth Director Sam Pillsbury

Capoiera Master Class with DanceBrazil

Circus Workshop* with 7 Fingers

Nationally Affiliated Teacher Training Programs
Wolf Trap Artist Residencies in 64 Valley-wide classrooms

Kennedy Center Partners in Education Workshops

Outreach
Summer Youth Theater Program, Paiute Neighborhood Center

Writing for Seniors, Paiute Neighborhood Center

Shrine Workshops, Paiute Neighborhood Center

Mexican Bark Painting Workshops, Paiute Neighborhood Center

Residency and Performance with Te Vaka, Greenway Middle School

Cultural Connections Dance Master Class with Stephen Petronio

ASU Dance Matters Workshops with Marc Bamuthi Joseph

Poetry Residency with Marc Bamuthi Joseph, Greenway Middle School

Contemporary Dance Master Class with Trisha Brown Dance Company, Scottsdale Community College

Cultural Connections Dance Master Class with Trisha Brown Dance Company

Saxaphobia Performance, Kiva Elementary

Cultural Connections Dance Master Class with Circa

Contemporary Dance Master Class with Chunky Move, Scottsdale Community College

Cultural Exchange with Marrugeku, Fees Middle School

Cultural Exchange with Marrugeku and the Yaqui Indians, Guadalupe

Cultural Connections Capoiera Master Class with DanceBrazil

Mask and Movement Performance, Pima Elementary School

Creative Movement Workshops, Paiute Neighborhood Center

Visual Art Workshops, Paiute Neighborhood Center

Theater Residency with Patti Hannon, Greenway Middle School

Dance and Hispanic Culture Residency with Diane Hunt, Saguaro High School

African Drumming and Dance Residency with Kawambe Omowale, Arcadia Neighborhood Learning Center

Photography Residency with Rebecca Ross, Greenway Middle School

EDUCATION OVERVIEW

Total education events

718

Total attendance

19,179

Education event	Attendance
School Performances	1,284
Artist Lectures	762
Artist Residencies	29
A Celebration of the Arts for Children with Disabilities	708
Cool Kids Camp	259
Cultural Connections Through the Arts	5,147
Master Classes	75
Arizona Wolf Trap	9,610
Workshops	1,305

Scottsdale Center for the Performing Arts creates and implements the following education and outreach programs:

Arizona Wolf Trap – Affiliated with the National Wolf Trap Institute for Early Learning, the nation’s premier provider of early-childhood education, Arizona Wolf Trap brings art into the lives of children in Head Start and other pre-school programs. The premise behind the Wolf Trap Program is that music, movement and creative drama are powerful teaching strategies to help children master a variety of skills, including language development, concentration, self-discipline, memory, verbalization and positive self-image. The centerpiece of the program is the classroom residency, comprised of 14 sessions in which professional Wolf Trap-approved performing artists and early-childhood educators collaborate to translate instructional goals into drama, music and movement experiences designed to meet classroom objectives. On average, 70 pre-school classrooms are serviced annually during which teaching artists not only model classroom skills, but also coach teachers in the development of their own lesson plans integrating the arts into their daily curriculum. In addition, more than 1,500 children attend six Wolf Trap field trips at Herberger Theater and Scottsdale Center for the Performing Arts.

Cultural Connections through the Arts – The fundamental mission of this longstanding flagship program of Scottsdale Center for the Performing Arts is to spread tolerance, multi-cultural understanding and friendship among Valley youth.

The Cultural Connections Through the Arts **Residency Program** invites local and touring artists during the academic year to bring real-world knowledge to classrooms through unique diversity-based arts experiences. Residencies are inspired by selected performances and events at Scottsdale Center for the Performing Arts. Additionally, students demonstrate their accomplishments at public events through live performance and art exhibitions.

Since the program’s restructuring in 2009, the Cultural Connections Through the Arts Residency continues to expand. The positive impact of this program continues to gain momentum. Recognizing the program’s longstanding success with SUSD, Paradise Valley Unified School District has requested Cultural Connections residencies additionally be offered to schools throughout their district.

Cultural Connections **Dance Program** leads 40 dance students from Phoenix and Scottsdale Unified School Districts through master classes conducted by nationally and internationally renowned dance companies. While onsite at the theater, students also attend a diversity class taught by an experienced diversity instructor and view a performance by the professional dance company.

Kennedy Center Partners in Education – In this nationally recognized arts-education partnership, Scottsdale Center for the Performing Arts works with partner school districts and Indian communities to support professional developments for teachers, who are offered workshops led by Kennedy Center professionally trained artists. The workshops focus on various techniques for integrating arts into the classroom curriculum and fulfilling Arizona Arts Standards. Through Professional Learning Communities, mentoring teachers expand the reach and impact of this program within the educational community, making it a highly sustainable model. Participants evaluate each workshop and demonstrate their cognition by making annual presentations to partners and peers.

A Celebration of the Arts for Children with Disabilities – Scottsdale Center for the Performing Arts provides 500 students from area special-education classes with the opportunity to exercise their imaginations and creativity. The annual event includes performances, workshops and art projects designed for various ranges of abilities and cognition. The popularity of this program is partially due to the care and effort by approximately 190 staff and volunteers that ensure safety and efficiency as students unload and load buses, traverse the park, attend art workshops and eat lunch at this exciting half-day event.

Painting sugar skulls at La Gran Fiesta: A Celebration of Latin and Hispanic Culture, a free community festival at Scottsdale Center for the Performing Arts on Nov. 5-6, 2011.

Visual Arts Residency with Joseph Wolveskill,
Greenway Middle School
Mask-making and Movement Residency with Leslie Haddad,
Pima Elementary School
Contemporary Movement and Dance Residency
with Omayya Ahmad

Matinee Performances for Students

Pilobolus
Stephen Petronio Company
Ballet Folklórico de Antioquia, Colombia
Circa

Special Events

Paiute Summer Arts Celebration
A Celebration of the Arts for Children with Disabilities
Empty Bowls
Arizona WolfTrap Student Field Trips
Cultivating Arizona: Celebrating 100 years of Culture and Diversity
Arts Education Showcase



Outreach and Community Service incorporates broad educational programming with a wide scope. This includes the following programs:

The Paiute Neighborhood Center provides services to a primarily Hispanic population located in the southern part of the city. The Center works with Paiute staff to support programmatic themes and enrich the lives of young people through arts-residency programs for children ages 7–12 and at the Teen Center. Through varying short-term workshops, including mask-making, theater skills, photography, music, dance and creative writing, professional artists help youth develop confidence, creativity and respect for fellow participants and instructors. Participants are less likely to engage in delinquent behavior, enter the juvenile court system, and drop out of school. Such opportunities give the young participants a chance to experience the arts, take pride in their artistic accomplishments and share their talents with others. Additionally, senior writing workshops are also offered through the Paiute Active Senior Adults program.

With the **Empty Bowls** partnership with Scottsdale Schools, the City of Scottsdale and Scottsdale Community College, the Center contracts resident artists to work with youth at Paiute during the summer and fall to design and craft bowls; at the same time teaching students the philosophy and history of the international project to fight hunger. Partners coordinate the bowl sale at Scottsdale Community College prior to the holiday season with proceeds going to a local food bank.

Festivals and outdoor concerts offer an ideal setting for families to spend an afternoon together listening to music and enjoying creative art activities. Youngsters and adults have the opportunity to create fun arts projects, listen to storytellers or enjoy educational displays at the **Family Area** during events such as: Sunday A'Fair, a free mini-festival offered in the spring; La Gran Fiesta, a free community event celebrating Hispanic heritage; and the Scottsdale Arts Festival, showcasing unique works from national artists. Projects are designed for varying ages and are supported by friendly volunteers.

Student Performances – Some of the touring companies that perform at Scottsdale Center for the Performing Arts include a student performance in their repertoire. Student performances have the same production values as a public performance, but are usually 45 to 60 minutes in length and often followed by a Q-and-A session. Depending on the target audience for the show, elementary, middle and high schools groups attend, and tickets are available to the general public as well. Online study guides provide extra resources and learning opportunities for students and teachers.



“The arts have been an integral part of my life since childhood. Upon relocating to Scottsdale in 2009, it was immediately apparent that the Scottsdale Center for the Performing Arts offered much of what I was seeking – diverse, high-quality performances in an attractive and intimate venue. To me, the Center represents the cultural heart of this community and Scottsdale’s commitment to the arts for residents of all ages. Those positive impressions and my desire to support the arts led to my accepting an opportunity to serve on the Council’s Advisory Board.”

- Linda Cooper, Director of Government Affairs
Aetna – West Region

Arts-Connect is a series of free and fee-based educational activities designed to engage lifelong learners beyond the performance by means of an interactive experience with a member of the visiting artist or a local specialist. Dance and theater master classes, Q-and-A sessions, acting and writing workshops, and lectures are examples of activities that provide added value to patrons and enhance the unique programming each season. Arts-Connect is a major component of the Center’s Discovery Series. In 2011–12 various educational components highlighted the native cultures of Australia, New Zealand and Arizona.

Accessibility Programming is about making art accessible to all audiences. The Center is committed to aligning with new ADA regulations and continuing to provide performance accommodations to enhance audience members’ experience, including ASL interpretation, open captioning, live-audio description, wheelchair seating, low-vision seating and assistive-listening devices.

COLLABORATIONS

In 2011–12, the Center reached out to expand its collaborative programming, working with the Scottsdale International Film Festival, ASU School of Music, Celebrity Theatre and sister divisions Scottsdale Museum of Contemporary Art (SMoCA) and Scottsdale Public Art. These new initiatives will join an expansive list of community partners that continue to work with the Center, such as the Scottsdale Convention and Visitors Bureau, Kennedy Center Partners in Education, Wolf Trap Institute for Early Learning through the Arts, City of Scottsdale Human Relations Commission and Community Celebrating Diversity.

While the Center’s collaborative programming extends from local to national and international partners, the chart below shows that 61 percent of these collaborations were with local partners – a testament to our commitment to strengthening Scottsdale and our surrounding communities.

Collaborations and Co-Promotions*



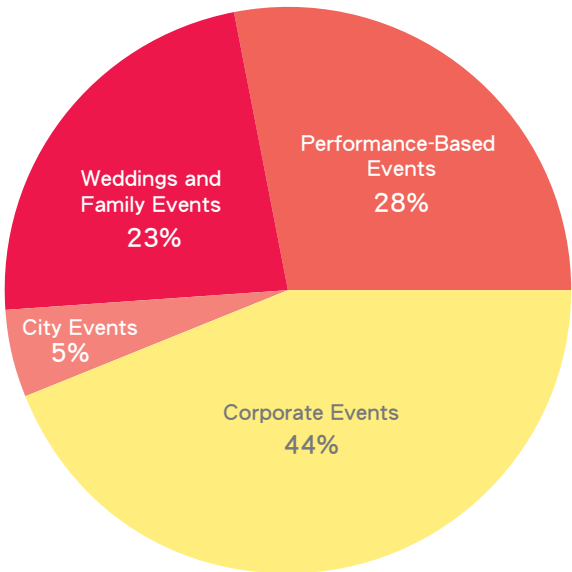
*Not including Festivals or Education

RENTAL PROGRAM AND CITY-SPONSORED EVENTS

In its role as a community gathering place, the Center welcomed nearly 76,000 additional visitors through its rental program and hosted important public events ranging from the display of the 9/11 Memorial Wall and National Unity Flag to the State of the City address by the mayor and the Senior Expo.

The Center’s robust rentals program encompasses a variety of events, including performance-based, corporate and private family events such as weddings and celebrations. As the chart below illustrates, only 28 percent of all rental events are performances – meaning that 72 percent are either city-sponsored, corporate or private family events.

Rentals Program Events Composition



The Center’s rental program also provides support to nonprofit organizations through reduced fees and waivers. In 2011–12, the Center approved waivers for 14 organizations – an increase of 56 percent over the 2010–11 season’s waivers.

FREE TICKETS FOR COMMUNITY GROUPS

In 2011–12, the Center donated more than 5,000 free tickets to students, veterans and other community groups to presented performances. This represents an approximate value of \$215,000 in free tickets!



Young participants experience the world of art through the Arizona Wolf Trap program at Scottsdale Center of the Performing Arts.

VOLUNTEERS

The Center’s volunteer corps is a dedicated group of individuals who donate thousands of hours of their time to the organization each year.

VOLUNTEER DATA

In 2011-12:	Volunteers	Hours
Special Events and Festivals	528	3,314
Education	104	476
Ushers	136	6,880
Front of House	149	1,988
Administrative Support	26	1,330
Total	943	13,987

The value to the Center of these volunteer hours is more than \$275,000!

MARKETING

Connecting with New Audiences

In tandem with its new programming initiatives, Scottsdale Center for the Performing Arts invested in a variety of new marketing and branding efforts in 2011–12, including an award-winning integrated marketing campaign, website and mobile upgrades, expanded social-media presence and extensive media outreach. As a result, ticket revenues increased 9 percent and total attendance increased 10 percent over the 2010–11 season.

Branding the Experience

Scottsdale Center for the Performing Arts received a 2012 Spectrum Award from the Phoenix chapter of the American Marketing Association. The Center took first place in the category of “self-promotion” for its 2011–12 season’s integrated marketing campaign, its first such initiative since completing a major renovation in 2009. The campaign incorporated a consistent message throughout all advertising and communication channels, including a modified logo and new designs for the season guide and calendar, ads, emails and letterhead. Messaging featured the use of compound adjectives, such as “eye-opening,” “awe-inspiring” and “trail-blazing,” to describe the many experiences offered at the Center.

The Center’s 2011–12 season campaign was conceived by Godat Design, which also earned recognition from the Tucson chapter of the American Advertising Federation, including a Silver ADDY® Award for The Center’s 2011–12 season guide and a Bronze ADDY® Award for The Center’s 2011–12 season calendar.

STAFF ENGAGEMENT

The Center staff volunteered their time and provided leadership to organizations throughout Scottsdale, the state of Arizona and the United States, including the following:

- Americans for the Arts
- Arizona ADA Coordinators Coalition
- Arizona Alliance for Arts Education
- Arizona Arts Education Association
- Arizona Citizens for the Arts
- Arizona Presenters Alliance
- Arizona State Poetry Society
- Arts and Business Council of Greater Phoenix
- Association of Performing Arts Presenters
- California Presenters
- Community Celebrating Diversity, LLC
- John F. Kennedy Center for the Performing Arts
- National Art Educators Association
- New England Foundation for the Arts
- Volunteer Coordinator Coalition
- VSA Arizona/ARTability
- Western Arts Alliance
- Western Jazz Presenters Network
- Western States Arts Federation



Selected Media Coverage
12 News
3TV
944 Magazine
ABC-15
About.com
Ahwatukee Foothills News
AmericanStyle Magazine
Arizona Foothills Magazine
Arizona Informant
The Arizona Republic
AZCentral.com
AZ-Lifestyle
AZWeekly
BroadwayWorld.com
CBS 5
CBS Radio
CollegeTimes
Daily News-Sun
DesertLivingToday.com
East Valley Tribune
EaterAZ.com
Echo Magazine
Examiner.com
Fox 10
Independent Newspapers
Jewish News of Greater Phoenix
KBAQ 89.5 FM
KEZ 99.9 FM
KJZZ 91.5 FM
Latino Perspectives
La Voz
Phoenix Magazine
Phoenix Home & Garden
Phoenix NewTimes
Raising Arizona Kids
ScoopFactory.com
Scottsdale Republic
Sonoran News
Southwest Flair Magazine
Univision
USA Today

Growing Online

Scottsdale Center for the Performing Arts saw a dramatic increase of 29 percent in online ticket sales in 2011–12, which reflected the ongoing consumer shift to the 24/7 convenience of online purchasing. To encourage more online visitation and to satisfy the demand for e-commerce, the Center greatly expanded its online content, adding a dozen new pages to its website as well as a digital flipbook of its complete season guide. Among the Center’s other new season offerings, patrons were able to select their own seats when purchasing tickets online, receive recommendations for other events based on their interests and virtually preview the Virginia G. Piper Theater’s stage from the vantage point of their seats. Finally, the Center launched a Mobile Club program to allow patrons to receive text-message promotions on their cellphones.

	% Increase	Increase	2011-12	2010-11
Online Page Views	15%	72,485	546,479	473,994
Unique Online Visitors	18%	27,472	179,463	151,991
Online Tickets Sold	34%	4,509	17,772	13,263
Online Ticket Revenue	55%	\$278,228	\$787,157	\$508,930

Being Social

Scottsdale Center for the Performing Arts’ posted daily content on Facebook and Twitter and saw an increase of 46 percent in ‘likes’ among Facebook users. Posts included information about performers, photographs of events, YouTube videos, upcoming promotions and links to online media coverage. The Center created a customized YouTube channel to match its season marketing materials and uploaded 34 new videos, including previews of events and behind-the-scenes interviews. Links to these videos were embedded in emails, web pages and advertisements. In total, the Center’s YouTube videos were viewed 18,738 times.

	% Increase	Increase	2011-12	2010-11
Facebook Likes	46%	520	1,639	1,119
Facebook Check-Ins	-	-	1,268	-
YouTube Videos	1,700%	34	36	2
Total YouTube Views	5,510%	18,404	18,738	334

Reaching Out

As part of its ongoing efforts to engage the public, Scottsdale Center for the Performing Arts sent 64 press releases in 2011–12 generating 577 media placements with an estimated value of \$582,101. This was the first time that the Center tracked the value of its substantial editorial coverage in key online and major print outlets, most of which was concentrated locally. The Center also received the most television coverage in years, including 15 local live remotes and in-studio segments featuring performers and key staff. Radio coverage included seven interviews and reviews of events. The Cintas Best Restrooms in America contest generated the most national and international media coverage the Center has ever received. Local coverage was extensive, particularly during the voting process, and included print, online and broadcast media.

	Press Releases	Print/Online Placements ¹	Print/Online Publicity Value ²	TV Features ³	Radio Features ⁴
Totals	64	577	\$582,101	15	7

¹Includes selected North American online and print coverage monitored by CisionPoint and generated by Scottsdale Center for the Performing Arts.

²Values calculated by CisionPoint based on the price that professional media buyers would pay for exposure in a particular outlet.

³Includes local live or as-live TV remotes and in-studio interviews or features about the Center’s artists/events.

⁴Includes local live or recorded radio interviews with the Center’s artists/staff or reviews of events.



Scottsdale Museum of Contemporary Art



A sculpture titled *Pretty Teeth* by
Phoenix artist Melinda Bergman.

Scottsdale Cultural Council Annual Report 2011-12

11
.....
12

How do you measure the success of a museum?

In this annual report the Scottsdale Cultural Council attempts to measure in greater detail, and with more diverse indicators, the impact of the organization. Measuring the success of a non-profit is tricky business because, as the name implies, the mission of a non-profit institution is to advance the public good, not to generate a profit. In a world obsessed with the bottom-line, the short-term and net worth, the notion of public good seems out-of-place and out-of-date.

I would argue that in many ways a museum is always out-of-place and out-of-date because the work it undertakes explores the past, present and future simultaneously and the institution's success is for today, tomorrow and hundreds, if not thousands, of years into the future. The museum's bottom line is not money but insight and enlightenment, its outlook is long term not short term, and its net worth is measured in community value and engagement. A museum might seem like an anomaly in the world of today, but is it really? People empower the societies we live in—not capitalism—and our struggles to understand ourselves, our morals, and our personal value should dominate our short period of time on Earth. And to resolve these personal challenges, a museum is of much greater worth, for the present and the future, than a retail store. So, maybe, a museum has more importance than you realize.

Perhaps an example will help. The exhibition created by the Scottsdale Museum of Contemporary Art (SMoCA), *This is a Present from a Small Distant World*, June 9 - October 7, 2012, examined the Golden Record made in 1977 for the NASA Voyager spacecraft. The record, composed by a group of leading scientists, was meant to provide aliens who encountered the Voyager information about life on Earth. The visual artist collaborative *New Catalogue* and composer Judd Greenstein wanted to re-visit the ideas associated with the Golden Record and create a 21st century version. In the exhibition, questions were asked about the salient qualities of humans—Are we good or bad? Do we love more than hate? Are we in control of nature or part of it? What would we want to convey to aliens about who we are? Museum viewers were asked to answer these questions, and many more, on the walls of the exhibition so that a conversation would begin among the viewers. Answers ranged from serious to humorous (someone suggested that aliens would look like Justin Bieber!), but how many times does a capitalist institution ask you to think about the nature of who we are, about the possibilities and limitations of hospitality, about the wonder and horror of imagination? And the record that the museum will ultimately produce, a new Golden Record, will serve as a document for future generations about how those in

EXHIBITIONS

IDIOS KOSMOS : KOINOS KOSMOS
Masters of Collective Reality
May 21 - October 2, 2011

Artist Jon Haddock had long admired the inventiveness of the nine artists represented in *Masters of Collective Reality*. Acting as guest curator, Haddock selected a focused appraisal of each artist's style, rather than a survey of their career. Each artist has mastered the comic as a formal exercise—unifying clean lines, cinematic angles and dynamic timing of action and dialogue. In Haddock's judgment, it is this unbroken visual storytelling that brings to life these artists' rich and idiosyncratic worlds. They invite us into an *idios kosmos* of their own design, and for a short time their world becomes reality for us as well. *Masters of Collective Reality* was conceived in tandem with *Us Versus Them*, a solo exhibition of Jon Haddock's work.

Organized by the Scottsdale Museum of Contemporary Art. Guest curated by artist Jon Haddock with Claire C. Carter, assistant curator. Sponsored by the SMoCA Salon.

Artists: Matthew Allison | Fred Guardineer | Rory Hayes | Jennifer Diane Reitz | Joe Sacco | R. Sikoryak | John Stanley | Basil Wolverton | Jim Woodring

Exhibition Attendance: 8,793 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMoCA's Summer Opening Reception, June 24, 2011

Workshop: Self-Publishing for the Comic Artist with Davin

Yant and Chop Shop Comics, September 18, 2011

Comic Critic Dan Nadel in Conversation with Artist Jon Haddock and book signing, September 22, 2011

IDIOS KOSMOS: KOINOS KOSMOS
Us Versus Them
May 21 - October 2, 2011

Us Versus Them featured new work created by Phoenix-based artist Jon Haddock that excavates the isolating, and often fetishistic, experience of comic fandom. The exhibition was conceived in tandem with the show in the adjacent gallery, *Masters of Collective Reality*. Both projects offered an innovative approach to interpreting the vast mythology of comic books with a narrow focus on the divergence between the individual's private experience and our consensual reality. While *Masters of Collective Reality* presented actual comic art, *Us Versus Them* was about comics, but did not include comics themselves as artworks.

Organized by the Scottsdale Museum of Contemporary Art. Curated by Cassandra Coblenz, curator. Sponsored by the SMoCA Salon.

Artist: Jon Haddock

Exhibition Attendance: 8,793 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMoCA's Summer Opening Reception, June 24, 2011

Workshop: Self-Publishing for the Comic Artist with Davin Yant and Chop Shop Comics, September 18, 2011

Comic Critic Dan Nadel in Conversation with Artist Jon Haddock and book signing, September 22, 2011

Architecture + Art: Extended Collapse
Lead Pencil Studio: Annie Han and Daniel Mihalyo
June 25 - October 16, 2011

Lead Pencil Studio's Annie Han and Daniel Mihalyo created *Extended Collapse*, the second in the Scottsdale Museum of Contemporary Art's *Architecture + Art* exhibition series exploring the boundaries between architecture and art. Referencing the Museum's former existence as a United Artist Cinema, one portion of the exhibition was composed of competing plans for seating arrangements and projections of Phoenix environs overlaid with digital videos of cityscapes. The adjacent gallery housed a single large-scale sculpture reminiscent of a suspended movie theater marquee combined with spatially collapsed building fragments. Taken together the installation highlighted the architectural conditions that accompany increased construction speeds in suburban boom culture.

Organized by the Scottsdale Museum of Contemporary Art. Curated by Cassandra Coblenz, curator. Sponsored by SmithGroup; Paul Giancola; and Morrell & Associates Wealth Management.

Artists: Lead Pencil Studio (Annie Han and Dan Mihalyo)

Exhibition Attendance: 7,149 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMoCA's Summer Opening Reception, June 24, 2011

Architecture + Art Gallery Talk with Curator Cassandra Coblentz, July 14, 2011

Signscape Architecture presented by Annie Han and Daniel Mihalyo of Lead Pencil Studio, October 6, 2011

Kirsten Everberg: Looking for Edendale
October 29, 2011—January 8, 2012

In her paintings, Kirsten Everberg ponders the difference between spaces and places. In this body of work for SMoCA she carefully selects subjects in her native Los Angeles—iconic architectural landmarks that have been used as locations in numerous films—in an effort to reveal the elusive line between fiction and reality. Everberg sees these sites as characters themselves, taking on the roles of stand-ins for spatially and temporally distant places. Her exquisitely rendered enamel paintings are composed of elements Everberg has culled from film, photography and memory. These imaginary environments exist only in the limbo of cinematic time, where, as she describes, "one version is never totally erased and in the next version it is never totally complete, they overlap and shift and confuse spatial landmarks with historical reference." This potential for transformation is embodied in the seductive shimmering surfaces of the paintings themselves that seem at once alluringly real and tactile, yet also on the brink of slipping off the canvas into nothing but glossy pools of color.

This exhibition at SMoCA was Everberg's first major solo exhibition in a U.S. museum. Featuring new and recent painting, the show marked the first presentation of the full scope of this significant and profound body of work.

Organized by the Scottsdale Museum of Contemporary Art. Curated by Curator Cassandra Coblentz. Sponsored by Paul Giancola.

Artist: Kirsten Everberg

Exhibition Attendance: 6,530
(Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMoCA's Fall Opening Celebration, October 28, 2011

Artist Gallery Talk: Kirsten Everberg, November 10, 2011

artists tell stories (mostly about themselves)
October 29, 2011—January 22, 2012

The magic of storytelling resides in the teller as much as the tale. The exhibition *artists tell stories (mostly about themselves)* includes five artists who toy with the conceits of narrative form. The artists straddle autobiography, second and third person, truth and pretense, solemnity and levity. They slip easily between the acutely earnest, impassive and duplicitous. Taking on a range of different personas, each artist strikes a note in us—revealing the same emotions and fears we recognize in ourselves.

Organized by the Scottsdale Museum of Contemporary Art. Curated by Assistant Curator Claire C. Carter.

Artists: Simon Evans | Jonathan Gitelson | Andrew Kuo | William Lamson | Deb Sokolow

Exhibition Attendance: 7,622 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMoCA's Fall Opening Celebration, October 28, 2011

GalleryTalk by Curator Claire C. Carter, January 12, 2011

the 21st century thought about themselves. How do you value a place that offers such questions, answers and possibilities?

In this document you will find broad and specific answers to this question. Museum volunteers provided SMoCA with approximately 7,000 hours of volunteer time during this fiscal year. Considering the pace of our lives, and the brevity of a human life, how do you value such time? SMoCA's educators served almost 20,000 people through educational programs such as 42 school tours, 156 public tours, 31 public lectures, and 66 docent training classes. How do you value education that is free to all ages, offered without expectations or tests, and serves the public good by expanding what it means to be alive? The museum generates incredible free publicity related to its good work. Well over 5 million people have impressions of the museum and the city of Scottsdale due to this free media coverage. The retail value of this coverage is well over 1 million dollars, but what is the value to Scottsdale by having a world-class museum that tells people that the city believes in and supports art, imagination, creativity and human growth? How much is such a reputation for a city worth?

I hope you enjoy our attempt to quantify the success of SMoCA. But please do not be too impressed by the numbers, the awards, and the attention. Instead come to the museum, experience and express your imagination, explore new worlds and become part of the legacy we will leave for the future. Place yourself in a world bigger than your immediate needs and desires and remember what it means to be human and to be alive.



- Tim Rodgers, Director, SMoCA

Opposite Top: Visitors interact with the exhibition *This is a Present from a Small Distant World*. Photo: Peter Bugg.

Opposite Bottom: Kirsten Everberg, *LA Mill*, 2008. Oil and enamel on canvas over panel. 72 x 95 inches. Collection of David Hoberman, Los Angeles. © Kirsten Everberg.



People's Biennial
October 15, 2011—January 15, 2012

People's Biennial examines a cross-section of artwork that comes from outside the sanctioned mainstream art world. It recognizes the talent and unique expression that is present in many places across the United States that are not considered major art hubs. Artists were chosen by People's Biennial curators, Harrell Fletcher and Jens Hoffmann, from five American cities: Scottsdale, Arizona; Portland, Oregon; Winston-Salem, North Carolina; Rapid City, South Dakota; and Haverford, Pennsylvania. The exhibition invites us to question traditional conceptions of art, artists, professionalism and creative production in contemporary culture.

Curated by Harrell Fletcher & Jens Hoffmann. Organized and circulated by Independent Curators International (ICI), New York. The exhibition, tour and catalogue are made possible in part by a grant from The Elizabeth Firestone Graham Foundation, The Andy Warhol Foundation for the Visual Arts, The Horace W. Goldsmith Foundation and The Cowles Charitable Trust; the ICI Board of Trustees; and ICI Benefactors Barbara and John Robinson.

Artists: Caleb Belden | Mary Bordeaux | Laura Deutch | Ally Drozd with Judge Evans and the Portland Community Court | Jorge Figueroa | Gary Freitas | Sylvia Gray and the Elsewhere Collaborative | Jim Grosbach | Nicole Harvieux | Warren Hatch | Jake Herman | Maiza Hixson | David Hoelzinger | Howard Kleger | Ellen Lesperance | Cymantha Diaz Liakos | Jonathan Lindsay | Raymond Mariani | Alan Massey | Jennifer McCormick | Jim McMillan | Beatrice Moore and The Mutant Piñata Show (with piñatas by Chris Clark, Tom Cooper, Ana Forner, Mike Maas, and Koryn Woodward) | Dennis Newell | Bob Newland | Joseph Perez | Bernie Peterson | Bruce Price | David Rosenak | JJ Ross | Andrew Sgarlet | Robert Smith-Shabazz | Rudy Speerschneider | Andrea Sweet | James Wallner | Presley H. Ward | Paul Wilson

Exhibition Attendance: 7,610 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
Curator Visit: Harrell Fletcher, October 15, 2011

SMoCA'S Fall Opening Celebration, October, 28 2011

People's Biennial Artists' Studio Tour, November 19, 2011

*economy of means: toward humility
in contemporary sculpture*
January 21 — April 29, 2012

In these lean times, we are often asked to do a lot with a little. The artists featured in *economy of means* move through the world as scavengers, distilling the material stuff of our lives and re-presenting it in form, function or idea using concise gestures. This economic communication allows for poetry and subtlety to have maximal impact. The sculptural works are understated, even ephemeral, but a simplistic characterization is deceptive. The artists' tendency to look to their materials as a means of dictating form and function demonstrates an honesty in relationship to the media and focuses attention on the individual artistic gesture. Extracting the essential becomes a way of indentifying one's unique take on the world.

Moving beyond the Conceptual and Minimalist foundations in which they are rooted, these artists actively engage with the psychological and emotive impact their work elicits. *economy of means* seeks to recontextualize the traditional power dynamics of Conceptual and Minimalist art in contemporary practices by striking a balance between subjectivity/intuition and objective/intrinsic material motivations. By acknowledging their own subjectivity, these artists express humility and human fallibility.

Ultimately, the *material* itself—the means—shines through as the greatest common denominator. In its power, it illuminates commonalities in seemingly divergent artistic practices and subtly reveals how our physical world enables us to remain connected and interdependent.

Organized by the Scottsdale Museum of Contemporary Art. Sponsored by the Walter and Karla Goldschmidt Foundation and the SMoCA Salon.

Artists: Jay Atherton | Vanessa Billy | Beth Campbell | Martin Soto Climent | Felipe Cohen | Alexandre da Cunha | Constance DeJong | Jason Dodge | Ara Dymond | Tony Feher | Ceil Floyer | Theaster Gates | Ken Landauer | Shana Lutker | Angela Mewes | Helen Mirra | Mitzi Pederson | Arlene Shechet | George Thiewes

Exhibition Attendance: 10,946 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
Artist Lecture by Helen Mirra, January 21, 2012

Spring Opening Celebration, February 10, 2012

GalleryTalk by Curator Cassandra Coblentz, March 22, 2012

HOURS VOLUNTEERED

Advisory Board

181
hours

Curatorial

725
hours

Docent

4,947
hours

Lounge

37
hours

Membership/Development

480
hours

Education

82
hours

Exhibitions

380
hours

Marketing

165
hours

EXHIBITIONS SUMMARY

*Idios Kosmos: Koinos Kosmos**
Masters of Collective Reality
May 21 – October 2, 2011

*Idios Kosmos: Koinos Kosmos**
Us vs. Them
May 21 – October 2, 2011

*Architecture + Art: Extended Collapse**
June 25 – October 16, 2011

*Kirsten Everberg: Looking for Edendale**
October 29, 2011 – January 8, 2012

*artists tell stories (mostly about themselves)**
October 29, 2011 – January 22, 2012

People's Biennial
October 15, 2011 – January 15, 2012



*economy of means: toward humility
in contemporary sculpture**
January 21, 2011 – April 29, 2012

*I Myself Have Seen It:
Photography and Kiki Smith*
February 11 – May 20, 2012

Peter Sarkisian: Video Works 1996-2008
May 19 – September 9, 2012

*Significant Forms:
Sculpture from the Permanent Collection**
June 2 – September 9, 2012

*This is a Present from a Small Distant World**
June 9 – October 7, 2012

*Organized by SMOCA

I Myself Have Seen It: Photography and Kiki Smith
February 11 — May 20, 2012

Kiki Smith (American, born 1954 in Nuremberg, West Germany) has experimented with photography for more than three decades. She uses photography as an important component of her working process—as a flexible medium with which she can explore composition, color and texture, in dialogue with her work in sculpture and printmaking.

Throughout her work, Smith has explored themes of fragility (of mind, of body, of the natural world); mortality; narrative and storytelling, including her deconstruction of fairy tales and myths; and the relationship of the art object to the artist and viewer. *I Myself Have Seen It* includes over one thousand photographs, which illustrate how the artist thinks visually.

Smith's working process involves photographs in many forms: her prints often incorporate photocopies, photogravures and imagery transferred from conventional photographs; she composes some of her drawings from her photographic images; and she regularly includes her photographs in exhibitions and installations. The artist often depicts her own sculptures, focusing on minute details, recording her works in their evolution or as they await installation.

Each of the processes, themes and areas of interest presented in this exhibition flows into the next, just as Smith's work itself meanders from one focus to the next. This intuitive, fluid practice differs strikingly from a linear, goal-oriented working process. In this way, Kiki Smith's work gives voice to an important, alternative way of being in the world.

I Myself Have Seen It: Photography and Kiki Smith is curated for the Henry Art Gallery by Chief Curator Elizabeth Brown with support from Steven Johnson and Walter Sudol, the National Endowment for the Arts, the Paul G. Allen Family Foundation, and Arts Fund. The exhibition is accompanied by a monograph co-published by the Henry Art Gallery with Prestel. Sponsored locally by Paul Giancola and Sandra Deitch.

Artist: Kiki Smith

Exhibition Attendance: 10,897 (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMOCA's Spring Opening Celebration, February 10, 2012

Film on artist Kiki Smith: *Squatting the Palace*, March 15, 2012

Exhibition tour and Q&A with Assistant Curator Claire Carter, March 15, 2012

Peter Sarkisian: Video Works 1996-2008
May 19 — September 9, 2012

Peter Sarkisian (American, born 1965) explores the spatial and perceptive possibilities of video, film and sculpture. By combining video projections with sculptural elements, Sarkisian transforms what he feels is often simply an informational medium into an experiential one for the viewer. This small retrospective focuses on the various approaches Sarkisian has taken to involve his audience in perceptual engagement.

Ubiquitous in today's world, film and video have become passive mediums that negate actual experience. Sarkisian turns video back on itself, physically pushing it into the viewer's space and bringing it to the forefront. The resultant intersection between the actual and the perceived creates contradiction and causes the viewer to actively attempt to reconcile the two.

Organized by the University of Wyoming Art Museum and curated by Susan Moldenhauer. Funded in part by an anonymous sponsor, Roy and Caryl Cline, FMC Corporation, Murdock Law Firm, P.C., Wyoming Public Radio and the National Advisory Board of the University of Wyoming Art Museum.

Artist: Peter Sarkisian

Exhibition Attendance: TBD (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMOCA's Summer Opening Celebration, June 8, 2012

Gallery Talk with Peter Sarkisian and Tim Rodgers, May 19, 2012

Annual Summer Family Night: Hello UFO!, June 21, 2012



Visitors enjoying the *economy of means* exhibition.
Photo: Peter Bugg.

Significant Forms: Sculpture from the Permanent Collection
June 2 — September 9, 2012

Art writers throughout the twentieth century have struggled to explain why one work of art is better than another. Writing in 1914, the philosopher Clive Bell declared that line, color, form and their relationships in a work of art stirred our aesthetic emotions. He believed that when this occurred, a piece became a great work of art because it displayed “Significant Form.”

Theories such as this are best tested by example. In this exhibition, sculptures with similar lines, colors and forms but obvious differences in scale have been selected from the Scottsdale Museum of Contemporary Art's permanent collection. By isolating the element of size, we can explore how it affects appreciation of the work. When works of different sizes are placed next to one another, does one become diminished and the other enhanced? When art is placed in a large space, does it appear less important or more?

The generosity of artists and collectors allows SMOCA to enlarge its permanent collection. Four donors deserve special mention for their recent gifts of important sculptures: Walter and Karla Goldschmidt, Patricia Aloe-Stauber, Carolyn and Don Eason, and Lucile J. Roca.

Organized by the Scottsdale Museum of Contemporary Art. Sponsored by The SMOCA Salon.

Artists: Jean Hans Arp | Ray Beldner | Larry Bell | Melinda Bergman | Dana Fritz | Ben Goo | Etienne Hadju | Barbara Hepworth | Dennis Jones | Jin Soo Kim | Mayme Kratz | Ibe Kyoko | Jacques Lipchitz | Clement Meadmore | Henry Moore | Adria Pecora | Edward Pieters | Ken Price | Otto Rigan | Alan Shepp | Thomas Skomski | Gary Slater | Julianne Swartz | Honda Syoryu | Jeremy Thomas | Kenji Umeda | Ian Van Coller | Howard Werner | Frances Whitehead | R. Lee Williams

Exhibition Attendance: TBD (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMOCA's Summer Opening Celebration, June 8, 2012

Annual Summer Family Night: Hello UFO!, June 21, 2012

This is a Present from a Small Distant World
June 9 —October 7, 2012

The visual artist collaborative New Catalogue and composer Judd Greenstein bring their unorthodox experiments in visual art, traditional chamber instrumentation, composition, technology and design to the Scottsdale Museum of Contemporary Art. Upon entering the immersive installation, visitors are absorbed into an interactive feedback loop of synchronous auditory and visual experience. This is a Present from a Small Distant World takes its title from a recording launched into outer space in 1977 on the NASA Voyager spacecraft. The grand intention of this “Golden Record” was to communicate the entirety of Earth and human experience to an unknown, and in fact, unimaginable audience.

Judd Greenstein's commissioned musical score, In Teaching Others We Teach Ourselves, featuring violist Nadia Sirota, premiered on Saturday, June 9 in the Virginia G. Piper Theater in the Scottsdale Center for the Performing Arts.

The exhibition, This is a Present from a Small Distant World, was organized by the Scottsdale Museum of Contemporary Art (SMOCA). The musical score, In Teaching Others We Teach Ourselves, was commissioned by SMOCA and the Scottsdale Center for the Performing Arts.

Artists: Luke Batten | Neil Donnelly | Judd Greenstein | Jonathan Sadler | Mary Voorhees Meehan

Exhibition Attendance: TBD (Total includes daily admissions for the entire museum during the exhibition.)

Exhibition Related Programming:
SMOCA's Summer Opening Celebration, June 8, 2012

World Premiere Performance: In Teaching Others We Teach Ourselves, June 9, 2012

Annual Summer Family Night: Hello UFO!, June 21, 2012

PUBLICATIONS

Artist Book

Coblentz, Cassandra. “Kirsten Everberg: Looking for Edendale.” 2011.
ISBN-13: 978-0-9798936-3-6.

Published by the Scottsdale Museum of Contemporary Art in conjunction with the exhibition *Kirsten Everberg: Looking for Edendale*.

CURATORIAL DATA

Curatorial Volunteer time Number of Interns/Volunteers

725
hours

5

Intern dollar value per year

\$7,252.50

Co-Sponsored Events
(Artistic)

3

Co-Sponsored Events (Artistic)

Exhibitions originated by outside institutions. (3)

People’s Biennial

October 15, 2011—January 15, 2012. Curated by Harrell Fletcher & Jens Hoffmann. Organized and circulated by Independent Curators International (ICI), New York.

I Myself Have Seen It: Photography and Kiki Smith

February 11—May 20, 2012. Curated for the Henry Art Gallery by Chief Curator Elizabeth Brown.

Peter Sarkisian: Video Works 1996-2008

May 19—September 9, 2012. Organized by the University of Wyoming Art Museum and curated by Susan Moldenhauer.

Number of international artists
presented and exhibited

22

Number of artists who also
appeared or were exhibited in
high tier venues

14

Number of artists who received
national attention prior to/after
being presented by SCC

19

Opposite: William Lamson, *Hunt and Gather*, 2008.
2 channel high definition video, 15 minutes. Courtesy of
the artist and Pierogi, Brooklyn. © William Lamson.



EDUCATION AND OUTREACH

For Adults

- Workshops with contemporary artists; films; lectures and panel discussions featuring international to local artists and experts; casual gallery talks; Arts Engagement program for Alzheimer's patients and their familial caregivers; writing workshops designed for mothers: MothersWho Write; poetry writing workshops in response to exhibitions; Artist Studio Tours; docent-led tours of the exhibitions; and the annual Modern Phoenix Expo and HomeTour.
- iPad kiosks with information about current exhibitions are set up in the new SMOCA Lounge space, allowing visitors to extend their visit and increase their knowledge about the exhibitions.

For Artists

- Artists on Artists curated by artists from SMOCA's Artist Advisory Committee
- Architecture Slide Slam in conjunction with AIA Arizona
- Artist Advisory Committee

For Students

- Visions, a program for high school art students that brings together teens from throughout the Valley with diverse economic and cultural backgrounds
- Art Start for Head Start classes, a year-long arts program that serves over 500 children and families from under-served urban communities
- On-site Museum tours, school outreach programs and teacher guides for exhibitions
- young@art gallery, dedicated to showcasing student work
- Arts Days, a multidisciplinary field trip experience that incorporates watching a performance, creating an art object and touring the Museum, for elementary school students.

For Teachers

- Teacher guides and lesson plans in conjunction with SMOCA exhibitions

EDUCATION

Education and Outreach

The Scottsdale Museum of Contemporary Art [SMoCA] defines itself first and foremost as an educational institution, whose purpose is to build greater awareness and understanding of the art of our era for the general public. Educational activities are central to our mission: education is the inseparable twin of our exhibition program. We seek to engage visitors by defining thematic and contextual points of entry, as a way of building on existing knowledge and placing contemporary art in an accessible framework. The guiding philosophy of our educational programs is discovery and contextualization.

Current research reveals the impact of arts education on children. A recent study released by the Solomon R. Guggenheim Museum found that students in its collaborative museum-school program performed better in six categories of literacy and critical thinking skills. SMOCA offers arts learning opportunities for all ages, ranging from family programs that engage toddlers to special programs for teens to new efforts to reach our senior adults, including individuals with early to mid-stage Alzheimer’s and their familial care-givers.

SMoCA’s education programs served 19,619 people in 2011-2012. Our focus is on art education and appreciation; the relationships between art and society; cross-disciplinary content; audience participation; and social relevancy.

We have a volunteer docent corps of 80 amazingly talented individuals from all walks of life, who undertake a rigorous year-long training program. Docents presented school and adult tours on site and outreach programs at venues throughout the community.

The Museum hosted more than 42 school tours and school outreach presentations, 23 Visions events, 11 reserved adult tours, 156 public tours and casual docent “Let’s Chat” tours, 31 public lectures and film screenings, 44 classes and workshops and 66 docent training classes and continuing education programs.

Opposite top: Participants from the Arts Engagement Program for Alzheimer’s patients and their care partners engage in a hands-on art workshop.

Opposite bottom: Participants in SMOCA’s year-long “Visions” teen art program learn about sculptural processes from a professional artist.



ART LECTURES/PERFORMANCES

Comic critic **Dan Nadel**, author of *Art Out of Time: Unknown Comic Visionaries 1900-1969*, discussed the intersection and divergence of commercial and underground comics and the place of comics in a museum setting with artist **Jon Haddock**.

Architects **Annie Han + Dan Mihalyo** (Lead Pencil Studio) and ASU Professor Jason Griffiths discussed signscape architecture.

Poet and Vietnam veteran **Bruce Weigl** read his poetry in conjunction with the young@art gallery exhibition *Speak Peace*, in collaboration with the Piper Center for Creative Writing and the Young Writers' Program at ASU. Weigl's poem, *Song of Napalm* (1988) was nominated for the Pulitzer Prize.

Participants in the fall and spring **Mothers Who Write** classes conducted public readings of new prose.

A film by *Art21 Access '12* titled **"Change"** featured **Ai Weiwei, El Anatsui** and **Catherine Opie**.

Art21 Access '12 is a celebration of contemporary art and Art in the Twenty-First Century, Season Six, sponsored by Art21.

Glass artist **Henry Halem** lectured on the history of U.S. studio glass in conjunction with the celebration of the 50th anniversary of the movement. Co-sponsored with the Arizona Glass Alliance.

World Premiere Performance of *This is a Present from a Small Distant World*

A selection of compositions by **Judd Greenstein** during a live performance featuring violist **Nadia Sirota** and members from the Grammy-winning Phoenix Chorale, in collaboration with the Scottsdale Center for the Performing Arts in the Virginia G. Piper Theater.

Modern Phoenix Expo + Home Tour 2012 in the Marion Estates neighborhood. Speakers included **John Jacquemart** and **Donna Reiner**, "Research Your Midcentury Modern Home";

Taz Loomans, moderator of a panel "Sustainable Choices for your Midcentury Modern Remodel" featuring **Jon Kitchell, Cavin Costello, Steve Shinn** and **Aubrey Anaya; Max Underwood** on "Becoming Beadle; **Doug Sydnor** on "60 Year Architectural Retrospective: The Architecture of Reginald and Douglas Sydnor"; Keynote – **Allan Wright Green** on "Building the Pauson House: Frank Lloyd Wright and Rose Pauson" featuring a performative reading of select letters between Wright and Pauson by actors **John Genette** and **Suzanne Pullen**. Co-sponsored with Modern Phoenix.net.

FREE LUNCHTIME LECTURE SERIES in the SMOCA Lounge by SMOCA Docents

"Art Gossip" lectures by Victoria Miachika

"The Perfect Nude: Creation to Castration (Ancient World to Dark Ages)"

"Competitive Geniuses: The Renaissance"

"The Spectacle of Art: Baroque and Rococo and the Northerns"

"I Did It My Way: Impressionism to the Modern World"

"So you call that art?" (Learn elements of the Conceptual Art Movement) by Tia Stokes

"Banksy, Graffiti Artist" by Deborah Robin

NO FESTIVAL REQUIRED FILM SCREENINGS

A Man Named Pearl, directed by **Scott Galloway**, traces Pearl's journey to win the Bishopville, SC, "Yard of the Month-Award—a goal instigated by a bigoted remark—to the many accolades that followed, including museum exhibitions.

Of Dolls and Murder, directed by **Susan Marks** and narrated by artist and filmmaker John Waters, documents the activities of a crime-fighting grandmother, Frances Glessner Lee, in the 30s and 40s before forensics, DNA and CSI. The dollhouses of miniaturized real-life crime scenes that she created are still used today to train detectives.

1000 Journals chronicles a global, collaborative project started in 2000 by San Francisco graphic designer "Someguy" who released 1000 traveling journals into the world. In conjunction with Scottsdale Public Art's 100+ Journals project and SMOCA's exhibition *artists tell stories (mostly about themselves)*. Director **Andrea Kreuzhage** conducted a Q&A following the screening.

Infinite Space: The Architecture of John Lautner,

Art Lectures/Performances

Today's most outstanding artists speak about their work and inspiration, and critics address issues of creativity and provide a cultural and art-world context for the art of our time.

No Festival Required Film Screenings

A series of films curated by Steve Weiss of *No Festival Required* Independent Films in collaboration with SMOCA.

Gallery Talks/Performances

Gallery talks and performances invite the community into the museum galleries to learn about art and its context in an informal setting on exhibition related topics.



Honda Syoryu, *Spring*, 2003. Bamboo, 11 x 13 x 12 inches. Collection of SMOCA, Gift of Carolyn Eason in memory of Don Eason. 2010.009.76. © the artist. Photo: Peter Buggy





directed by **Murry Grigor**, traced Lautner's lifelong quest to create "architecture that has no beginning and no end." The film includes commentary by architect/author Frank Escher on eight spatial portraits of Lautner masterpieces: Marbrisa, Elrod, Pearlman, Walstrom, Turner, Silvertop, Schaffer and the Chemosphere.

Over Your Cities Grass Will Grow, directed by **Sophia Fiennes**, journeys through sculptor, painter and installation artist **Anselm Kiefer's** alchemical creative process to explore his personal universe at his studio estate in the south of France.

The Silence Before Bach, a metaphor-rich film by Spanish director Pere Portabella, uses surreal, humorous and historic vignettes to illustrate and illuminate Bach's totality and influence.

Trimpin: the sound of invention depicts the sonic world of creative experiment with artist/inventor/engineer/composer "Trimpin" as he works with the Kronos quartet on toy and electric instruments; builds a 60-ft tower of automatic electric guitars; designs a perpetual motion sculpture in a glass foundry; and creates giant marimbas that convert earthquake data into music.

GALLERY TALKS/PERFORMANCES

Associate Curator **Cassandra Coblentz** explored the exhibition *Architecture + Art: Extended Collapse*, an installation by Seattle-based Lead Pencil Studio.

Artist **Kirsten Everberg** discussed her luscious, exquisitely rendered enamel paintings inspired by iconic architectural landmarks used as locations in films in her native Los Angeles, followed by conversation with curator **Cassandra Coblentz**.

Assistant Curator **Claire Carter** explained how the exhibition *artists tell stories (mostly about themselves)* toys with the conceits of narrative form through the personal, mischievous and quirky work of five emerging artists.

New Mexico-based video artist **Peter Sarkisian** in dialogue with SMOCA Director Tim Rodgers. The audience learned how the artist's unusual combination of sculpture, projection and sound elusively bend viewers' perception of reality.



A crowd anticipates the violist performance by Nadia Sirota in conjunction with the Opening Celebration for *This is a Present from a Small Distant World*.
Photo: Peter Bugg.

ARTISTS ON ARTISTS:

Dynamic Duos featured Valley artist couples discussing the ways they create, both collaboratively and in proximity to one another. Included were Jim Hajicek + Carol Panaro-Smith; Jerry + Anne Schutte; and Cyndi Coon + Jeremy Briddell. Curated by Peter Bugg and William LeGoullon.

Public Art's Creative Challenges featured a panel of well-seasoned artists who discussed balancing deep conceptual interests while simultaneously working in the public sphere to reveal the creative makings of successful, challenging art. Architects/artists **Matthew and Maria Salenger** invited **Bob Adams, Mary Lucking, Laurie Lundquist** and L.A.'s **MERGE Conceptual Design** (Franka Diehnelt and Claudia Reisenberger).

ARCHITECTURE SLIDE SLAM!

In celebration of Modern Phoenix Week, five architects discussed their recent projects including **Neal Jones and Brian Farley, Jones Studio Inc.; Carlos Murrieta, SPS + Architects; Patrick Magness, Gensler; Thomas Durkin and Andrea Lucarelli, Durkin + Durkin.** Organized in conjunction with AIA Arizona.

CLASSES AND WORKSHOPS:

Davin Yant and Chop Shop Comics presented an interactive workshop revealing the secrets of self-publishing comics, in conjunction with Idios Kosmos: Koinos Kosmos *Masters of Collective Reality and Us Versus Them.*

Fall and Spring Mothers Who Write Workshops

10-week creative writing courses led by **Amy Silverman** and **Deborah Sussman.**

100+ Journals Project Workshop

In conjunction with Scottsdale Public Art's 100+ Journals Project and SMOCA's exhibition *artists tell stories (mostly about themselves)*, artist/educator **Barbara DeMartino** encouraged creative self-expression in this hands-on workshop.

Fairytale Bookmaking Workshop

Calling all kids! Many, many kids of all ages (and their parents) joined us at the Scottsdale Arts Festival and created small handmade books, then visited the Museum to see fairytale images in the exhibition, *I Myself Have Seen It: Photography and Kiki Smith.*

Piñata-making Workshop

As part of the La Gran Fiesta, a weekend long festival celebrating Latin heritage, families took part in a piñata-making workshop in which 400 small piñatas were created. They then had a chance to view piñatas in the Museum, in the exhibition *People's Biennial.*

Shadow Puppet Workshop

As part of the Center for the Performing Arts' Education Showcase, SMOCA provided a hands-on workshop for children in which they created shadow puppets of fairytale characters and performed with them on a specially made stage. This was in conjunction with the exhibition, *I Myself Have Seen It: Photography and Kiki Smith.*

Artists on Artists

Artists on Artists is a series curated by Valley artists who serve on SMOCA's Artist Advisory Committee. It featured a variety of brief, select presentations by local artists who have various aesthetics and points of view.

Classes and Workshops

SMoCA offers adult classes and workshops on a variety of subjects related to contemporary art each season.

2012 Studio Art Tours and Modern Phoenix Home Tour

Artist Studio Tours

2012 Artist Studio Tours offered three trips to Cave Creek, Tempe and Payson, AZ studios, visiting at least three studios on each trip. The tours featured artists, architects and a landscape designer/sculptor including **Katalin Ehling, Carole Perry, Eddie Jones, Matt + Maria Salenger, Bill Tonnesen, John Randall Nelson, Dan Basinski and Linda Nannizi.** Coordinated and conducted by **Ace Bailey,** Ultimate Art & Cultural Tours.

2012 Modern Phoenix Home Tour featured the Marion Estates Neighborhood in Phoenix. Homes were designed by Al Beadle, Ralph Haver, Blaine Drake and other Phoenix architects, and one by Frank Lloyd Wright. The Home Tour sold out three weeks in advance to 800 participants.

Docent Program

SMoCA's highly trained group of volunteer docents help bring the energy of new art and new ideas to the public. Docents have opportunities to meet artists, discuss art and learn about new ideas. Docent classes include art-history lectures as well as gallery discussions. Docents interact with Museum visitors of all ages, from preschoolers to seniors by providing guided tours of the Museum and slide outreach presentations in the classroom.

SMoCA DOCENTS

SMoCA has 80 docents. The docents contributed 4,947 hours of volunteer service to the Museum during 2011-12.

Warren Albright, Jaye Andres, Tricia Beran, Judy Brandt, Judy Brzosko, Ron Buksbaum, Judy Chemers, Elaine Cherney, Joyce Cook, Donna Davis, Barbara DeMartino, Elizabeth Dougkis, Ruth Finkel, Catherine Gibson, Tracy Haddad, Roberta Hammond, Jan Harris, Diane Harrison, Iris Hartman, Nicole Hayungs, Jean Hesse, Audrey Horne, Roz Hugel, Gina Karloff, Pat Knauer, Mary LaMagna, Ada Levin, Joyce Lewis, Paula Linker, Kathryn Lipman, Ann Lundeen, Arlene Lurie, Barbara Mannis, Perrin McEwen, Gary McKinnon, Sally McMullin, Lydia Medina, Ginny Mettille, Lois Meyers, Victoria Miachika, Vee Miller, Maureen Milligan, Marjorie Mortland, Regina Nelms, Alice Olsan, Yetta Parker, Aiste Parmasto, Adrienne Pennings, Betsy Popov, Jackie Rifkin, Deborah Robin, Susan Rollins, Doreen Saferstein, Arlene Salbe, Linda Saperstein, Edith Schneider, Joseph Shelton, Beth Shernoff, Judith Shongut, Paula Shulak, Kathy Silver, Gloria Stein, Tia Stokes, Carol Swagel, Al Theisen, Juanita Thomas, Jean Thomsen, Jackie Topus, Pat Tschudy, Harvey Turner, Toni Underwood, Roberta Volin, Karen Voris, Dena Walker, Joan Wall, Carole Weiss, Nona Welch, Margo Wilson, Kathryn Young and Carol Ziffrin.

SMoCA Librarians

Helen Depenbrock, head librarian; Sally Eskew, Faye Longnaker, Joe (J.P.) McClusky, Elaine McGhee. Library volunteers contributed 76 hours of volunteer service to SMOCA in 2011-12.

Collaborations

SMoCA regularly collaborates with organizations throughout the region in order to present innovative, challenging and culturally diverse programs.



Head Start children in SMOCA’s “Art Start” education program enjoy a gallery tour presentation.

COLLABORATIONS:

This year's partnerships included:

- AIA Arizona** presented **Architecture Slide Slam** as well as **Modern Phoenix Expo** lecture credits in conjunction with National Architecture Week.
- Scottsdale Center for the Performing Arts** presented La Gran Fiesta and the World Premiere Performance of *This is a Present from a Small Distant World* featuring compositions by **Judd Greenstein** during a live performance featuring violist **Nadia Sirota** and members from the Grammy-winning Phoenix Chorale.
- Modern Phoenix.net** co-hosted and produced the *Modern Phoenix Expo + Home Tour* in the Marion Estates Neighborhood in Phoenix.
- The **Arizona Glass Alliance** presented a lecture by glass artist Henry Halem.
- Madison Camelview, Tavan, Wilson and Paiute** schools programed sequential, year-long curricular-based programming and Museum visits for 4-year-old students.
- Art21** screened a film by *Art21 Access '12* titled **“Change”** featured **Ai Weiwei, El Anatsui** and **Catherine Opie**.
- Arizona State University** for collaboration on a NAEF funded research study about the learning dynamics of SMOCA's teen program Visions.
- School of Arts, Media and Engineering, ASU** for collaborating on *Next Action: art, technology + apprenticeship*, an exhibition of artwork produced by teens in the young@art gallery.
- ASU Young Writers Program**, for collaborating on the exhibition *Speak Peace*, which was shown in the young@art gallery.
- Arizona SciTech Festival**, who organized a state-wide technology festival of which SMOCA's exhibition *Next Action: art, technology + apprenticeship* was a part.
- Area high schools: **South Mountain, Central, Coronado, Desert Mountain** and **New School for the Arts and Academics** collaborated and supported the Visions program.
- Scottsdale Center for the Performing Arts** and **South Mountain High School**, who collaborated with SMOCA for its first Teen Night event.

AWARDS:

- New Times* Best of Phoenix, Fall 2011 (3):
- “Best place to be at sunset,” James Turrell
 - “*Knight Rise*” skyspace
 - “Best Free Place for a Kids’ Outdoor Birthday Party” (SMoCA/Civic Center park)
 - “Best Home Tour,” *Modern Phoenix Home Tour of Sunnyslope*

VISIONS PARTICIPANTS:

- Central High School**
(Photography)
Judy Mariahazy (teacher), Ivan Martinez, Quinn Aiston, Cesar Lopez, Ashley Yazzie, Samera Walker, Destiny Robertson and Charitin Troncoso

Coronado High School
(Photography)
Dyan Cavalli (teacher), Whitney Gles, Bryce Paul, jade Sturdy, Ellen Walmer, Leonel Higuera, Case Binkley, Ashley Searls and Amanda Arbizu

Coronado High School
(Painting/Drawing)
Chad Knapp (teacher), Spencer Simmons, Juan Perez, Michelle Contreras, Ansurio Beltran, Alissa Cook, Jessica Sola and Jess Carlucci

New School for Arts and Academics
(Painting/Drawing)
Kyllan Maney (teacher), Dominic Camuglia, Katie Bosch, Michal Jane Sears, Danyel Walker, Elizabeth Attridge, Karly Stapleton and Farah Lourie

South Mountain High School
Erik Erspamer (teacher), Angelica Carrasco, Laura Favela, Estrella Arias, Brian Garcia, Tommy Lopez, Miriam Salazar and Vanessa Martinez

VISIONS ARTISTS:

Kate Breakey, Joel Coplin, Bandhu Scott Dunham, Jon Haddock, Julia Jones, Mary Lucking, Emily Matyas, Christina Mesiti, Carol Panaro-Smith, Benjamin Phillips, Sarah Rowland, Chris Rush, Bill Tonnesen, Tia Lee Tull, Rachel Woodburn and Denise Yaghmourian.



"It has been my great pleasure to be involved with the Scottsdale Museum of Contemporary Art as an Advisory Board member along with a talented and diverse group of committed individuals working to promote the mission of the museum. I am also a candidate in the museum's Docent Training program and have been fortunate to participate in the extensive art history and training program involved in preparing museum docents to serve museum visitors. My family and I have enjoyed many lectures, events and exhibits at SMOCA and we are very thankful to have this incredible gem of a museum in our community.

The Dye Family Foundation has chosen to lend financial support to the Scottsdale Museum of Contemporary Art for their commitment to promote the vitality of the visual arts in our community as well as provide a forum for contemporary artists locally, nationally and internationally."

- Sydney Dye, Chef, First Fig Culinary Adventures

STUDENT, TEACHER AND FAMILY PROGRAMS

Family Day

The 2012 Family Day, *Hello, UFO* was held in conjunction with the exhibition *This is a Present from a Small Distant World*. This event featured a presentation in a portable planetarium, an exhibition tour, outdoor fountain water play and bubbles for the kids and hands-on art projects for everyone.

Art Start

The Art Start program is specially designed to meet the needs of preschool Head Start students from Scottsdale schools, and students from Wilson, Tavan, Madison Camelview and Paiute Elementary School. The program requires multiple visits by the students to the museum. The visits consist of a progression of visual art objectives based on aesthetic perception, creative expression, art forms, application of art skills and the Arizona Visual Arts Standards. In addition, the program helps to build literacy through language-rich, literature-based activities that are reinforced in the classroom.

Arts Days

SMoCA's Arts Days programs are designed to provide students with a multi-sensory, multi-disciplinary experience. Students see a 45-minute performance, participate in an interactive docent-guided exhibition tour and create an art object. Teachers receive a guide for the exhibition that includes pre- and post-visit activities, information on the artists and related Arizona Visual Art Standards. For example, in conjunction with the fall exhibition *The People's Biennial*, students enjoyed a performance by one of the exhibiting artists, Joseph "Sentrock" Perez, who break-dances and paints simultaneously. Students then created artworks using artist trading cards. For the spring exhibition *I Myself Have Seen It: Photography and Kiki Smith*, students enjoyed a shadow puppet performance by Puppets Among Us, and then created their own shadow puppets.

Visions

Visions is a unique program for high-school art students studying painting and drawing, photography, sculpture and mixed media. Students increase their understandings of modern and contemporary art, architecture and design and learn about diversity, teamwork, interpersonal communication and empathy. Visions students create works of art that are highlighted in a year-end exhibition in SMOCA's young@art gallery.

young@art gallery Exhibitions

SMoCA's young@art gallery is dedicated to the professional display of K-12 student artwork. Much of the artwork is produced in SMOCA's educational programs, such as *Visions* and Art Start. However, the education department also collaborates with community organizations to obtain artwork for the gallery, such as Free Arts of Arizona. The young@art gallery presents three to four exhibitions each year.

young@art gallery EXHIBITIONS

Visions: Photo ID

May 12 – September 18, 2011

High school art students in SMOCA's teen program, Visions, explore the theme of Identity as it relates to their own artwork. Painting, photography and sculpture students from Central, Chaparral, McClintock, Saguaro and South Mountain high schools met monthly at the Museum throughout the school year. They explored the exhibitions and experienced workshops conducted by local artists. The work on view reflects their inspiration and ideas generated from these meetings and conversations.

Speak Peace

October 1 – November 9, 2011

For the last decade, the War Remnants Museum in Ho Chi Minh City, Viet Nam has collected artwork on the theme of peace and war made by Vietnamese children. From this collection, a selection of this work has been exhibited across the United States. Alongside the paintings and drawings, original poems written by American children, veterans, professional poets and Phoenix high school students will be featured. This exhibition is in collaboration with Arizona State University's *Young Writers' Program* at the Herberger College of Fine Art.

Artists and Their Children (part 2)

November 30, 2011 – January 23, 2012

It has been six years since SMOCA's young@art gallery showcased artworks produced by local artists and their children. This exhibition follows the work of some of the same creative families and proudly introduces other exceptional local talent. Included are collaborative artworks created by entire families as well as individual pieces, offering insight about different ways artistic families enjoy their creative time together.

Next Action: art, technology and apprenticeship

February 11 – April 23, 2012

High school students team up with Ph.D. students at ASU's School of Arts, Media + Engineering to create digital and interactive art experiences. These include interactive installations, computational photography, robotics, digital sculptures, interactive music and soundscapes, and more. These two groups join forces to collaborate at the intersection of art and technology.

Visions: Worth a Thousand Words

May 10 – October 7, 2012

Visions is SMOCA's teen group that involves 40 + high school art students and their teachers. Students meet with local, national and internationally known artists for workshops, gallery talks and studio visits. The resulting artwork reflects the enthusiasm and inspiration gleaned from these monthly conversations. In this exhibition, students explore the theme of narrative, spinning their own visual stories with canvas, photography and sculpture.



Guests enjoy the view of the LOVE sculpture by Robert Indiana in the Civic Center park.

MARKETING

Media Awards

NewTimes Best of Phoenix, Fall 2011 (3):
1. "Best place to be at sunset" James Turrell *"Knight Rise"* skyspace
2. "Best Free Place for a Kids' Outdoor Birthday Party" (SMoCA / Civic Center)
3. "Best Home Tour" *Modern Phoenix Home Tour of Sunnyslope*

Articles: 179
Readership: approx. 5,000,000+
TV: 1
Radio: 1
Publicity value*: approx. \$6,000,000
*Includes local, national & international media
TV / Radio
KBAQ / KJZZ – AZ NPR affiliates – for Judd Greenstein/Nadia Sirota (May 2012)
FOX 10 News – Peter Sarkisian (June 2012)

Magazines / Print (National / International)
Air Canada (EnRoute magazine)
Art Papers
Art Ltd.
Calgary Herald
Conde Nast Traveler (in relation to a cover story about the Saguaro Hotel / spring 2012)
National Geographic Traveler (Mexico)
Style
Sunset
Toronto Star
US Airways

Magazines (Local)
ASU news
Arizona Foothills
Green Living
Echo
Latino Perspectives
Native Peoples
North Valley Magazine
Raising Arizona Kids
Phoenix
Phoenix Home & Garden
So Scottsdale
Trends
Valley Guide
Where magazine (Scottsdale/Phoenix)

Print/ Newspapers
Arizona Republic [2,639,657]
Scottsdale Republic [25,535]
Scottsdale Republic-Carefree
Northeast Phoenix Republic
Gilbert Republic
Surprise Republic
Phoenix magazine [77,244] + Phoenix Home & Garden magazine
NewTimes [91,229]
Ahwatukee Foothills News [27,500]
Arcadia News [20,000]
AZ Weekly
Bear Essential News (for kids)
Biltmore Lifestyles
City SunTimes Northeast Valley [32,000]
CollegeTimes [215,838]
Fountain HillsTimes
Frontdoors
InThe Zona
Let's Go! (Fountain Hills / north valley)
North ScottsdaleTimes [111,000]
PeoriaTimes [5,206]
Scottsdale Independent [15,000]
The Business Journal
The Peak
TheTimes [5,467]
Town of Paradise Valley Independent [8,000]
Sierra Vista Herald
State Press
Sonoran News
Tribune [103,746]

Online Sources
Artforum.com
ArtKnowledge.com
About.com/Phoenix
azcentral.com
Azfoothills.com
CalgaryHerald.com
CrackingGood.com
Desertlivingtoday.com
EastValleyTribune.com
EastValleyLiving.com (evliving)
Examiner.com
Frontdoors.com
Glam.com
Grist.org
JackalopeRanch.com (NewTimes)
ModernPhoenix.net
SeattleGayNews.com
Thestar.com (Toronto Star affiliate)
TripStyler.com (Canada)
VanishingPhoenix.com
Visual Arts Source.com (VAS)

EDUCATION & DEVELOPMENT OVERVIEW

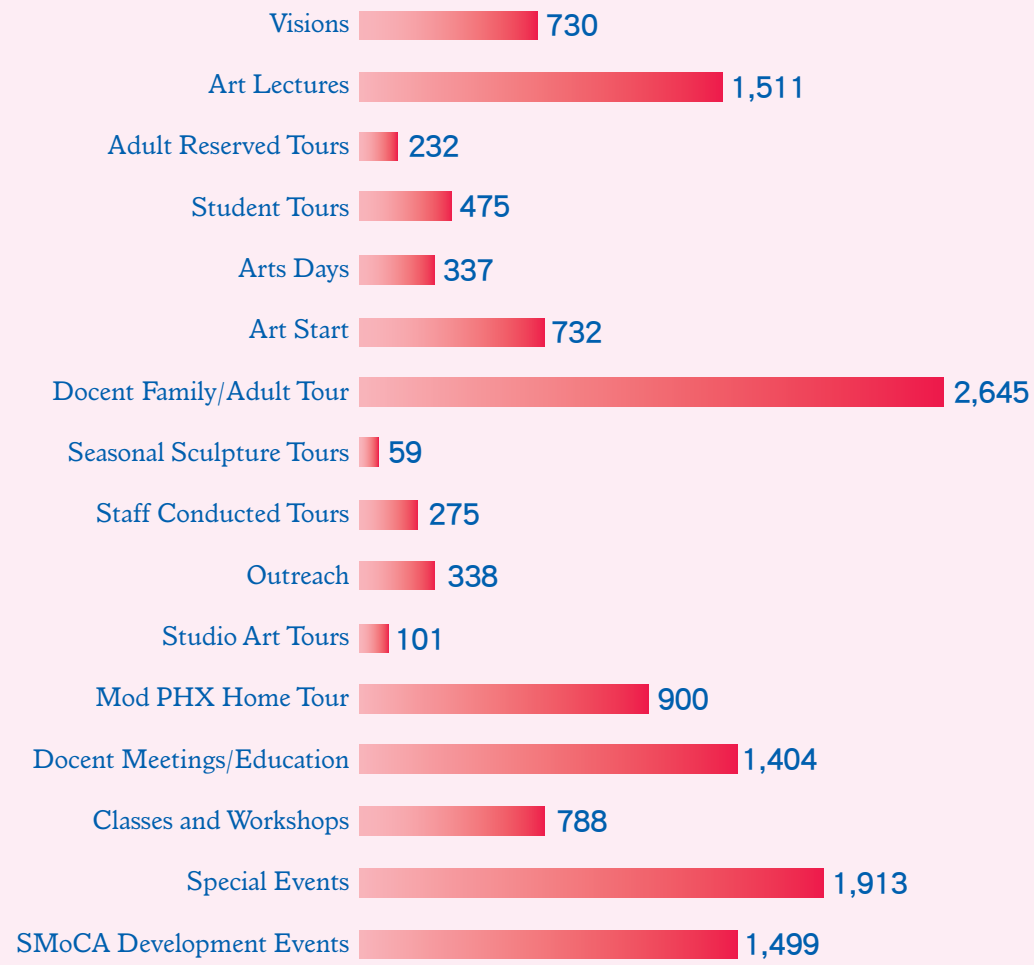
Number of events

Attendance

388

13,939

Attendance Totals



School Districts Served in Arizona

- Peoria
- Phoenix
- Prescott
- Scottsdale
- Tempe
- Tucson
- Vail

ACQUISITIONS

Fred Bendheim (United States, born 1956)
Katchina with Spirits, 1994
Watercolor on paper, 20 in. x 33 in.
Gift of Kay Martens and Phil Cram
2012.006

Erika Blumenfeld (United States, born 1971)
Light Recording: South, 2002; printed 2010
Lightjet print on aluminum, 59 1/4 in. x 29 1/2 in.
Purchase/Gift of the artist; original gift of Carolyn Eason in memory of Don Eason
2011.001

Louis le Brocquy (Ireland, 1916 - 2012)
Female Presence (Woman), n.d.
Oil, 17 in. x 14 in.
Bequest of Patricia Aloe-Stauber
2011.011.01

Dorothy Fratt (United States, born 1923)
Dance V, n.d.
Lithograph, 22 in. x 22 in.
Gift of the estate of Lucile J. Roca
2012.005.01

R. C. Gorman (United States, 1931 - 2005)
Untitled [New Mexico], n.d.
Acrylic on canvas, 14 1/2 in. x 14 in.
Bequest of Patricia Aloe-Stauber
2011.011.02

Todd Gray (United States, born 1954)
Jacob's Ladder, 1986
Acrylic on canvas, 48 in. x 69 in.
Bequest of Patricia Aloe-Stauber
2011.011.03

Etienne Hajdu (Hungary, Romania, France, 1907 - 1996)
Untitled, 1959
Marble, 17 in. x 14 in.
Bequest of Patricia Aloe-Stauber
2011.011.04

Keith Haring (United States, 1958 - 1990)
Untitled, 1987
Lithograph, 9 1/4 in. x 14 in.
Gift of the estate of Lucile J. Roca
2012.005.02

Paul Jenkins (United States, 1923 - 2012)
Ahab's Throwing Arm, n.d.
Watercolor on paper, 43 in. x 31 in.
Gift of the estate of Lucile J. Roca
2012.005.03

Peter Kinley (Britain, 1926 - 1988)
Untitled [standing figure with easel], n.d.
Oil, 20 in. x 17 in.
Bequest of Patricia Aloe-Stauber
2011.011.05

Okiro Kito (France, 1925 - 1994)
Chule, 1960
Oil on canvas, 13 1/2 in. x 9 1/2 in.
Bequest of Patricia Aloe-Stauber
2011.011.06

Vladimir Kopecky (Czech Republic, born 1931)
Untitled, n.d.
Oil on panel, 46 in. x 46 in.
Gift of the estate of Lucile J. Roca
2012.005.04

Lead Pencil Studio (Annie Han, Korea , born 1967 and Daniel Mihalyo, United States, born 1970)
Extended Collapse: Fragment #4, 2011
Plaster, wood, metal and two-channel video projection, 31 in. x 78 1/2 in. x 25 in.
Gift of the artists
2011.006

Merrill Mahaffey (United States, born 1937)
Untitled, 1968
Acrylic on metal, 35 in. x 30 in. x 3 in.
Bequest of Patricia Aloe-Stauber
2011.011.07

Michael Namingha (United States, born 1977)
Heaven?, 2005
Lithograph, 9 1/2 in. x 12 1/2 in.
Gift of the estate of Lucile J. Roca
2012.005.05

Edward Pieters (United States, born 1939)
Folio 112, ca. 1980s
Cast paper, 36 in. x 66 in. x 7 in.
Bequest of Patricia Aloe-Stauber
2011.011.08

Edward Pieters (United States, born 1939)
Vanishing Point Series, 1987
Cast paper, 42 in. x 35 in. x 4 in.
Bequest of Patricia Aloe-Stauber
2011.011.09

Paul Reed (United States, born 1919)
Untitled, n.d.
Acrylic on canvas, 34 in. x 35 in.
Bequest of Patricia Aloe-Stauber
2011.011.10.ab

Otto Rigan (United States, born 1950)
Untitled, 1997
Marble and mirror, 57 in. x 2 in. x 2 1/2 in.
Bequest of Patricia Aloe-Stauber
2011.011.11

Susan Sales (United States, born 1951)
Global Green, 2001
Oil on canvas, 16 in. x 16 in.
Gift of the estate of Lucile J. Roca
2012.005.06

Giuditta Scalini (Italy, 1912 - 1967)
Untitled [female figure], ca. 1950s
Bronze, 16 in. x 5 in. x 3 in.
Bequest of Patricia Aloe-Stauber
2011.011.12

David Sherman (United States, born 1966)
The Graceless, 2003
DVD
Gift of the artist
2011.007

Gary Slater (United States, born 1947)
Blade, 1987
Stainless steel, 35 in. x 17 in. x 8 in.
Bequest of Patricia Aloe-Stauber
2011.011.13

Deb Sokolow (United States, born 1974)
You tell people that you're working really hard on things these days, 2010
Graphite, ink, acrylic, correction fluid on panel, 84 in. x 300 in.
Gift of the artist and Western Exhibitions
2011.008.a-e

Nicholas Sperakis (United States, born 1943)
Crucifixion in the Flesh, n.d.
Woodcut on paper, 60 in. x 36 in.
Gift of Elliot and Betty Scharfman
2012.007

Parmeggiani Tancredi (Italy, 1927 - 1964)
Untitled, ca. 1950-1960
Oil on canvas, 39 in. x 50 in.
Bequest of Patricia Aloe-Stauber
2011.011.14

Joyce Van Loben Sels (United States, born 1947)
Untitled, 1993
Glass, 35 in. x 5 in. x 2 in.
Bequest of Patricia Aloe-Stauber
2011.011.15

Christian Widmer (United States, born 1969)
Paris, 2006
Chromogenic print
Gift of the artist
2011.009.01

Christian Widmer (United States, born 1969)
Tempe, Arizona, 2007
Chromogenic print
Gift of the artist
2011.009.02

Mike Williams (United States, born 1970)
NREL [National Renewable Energy Lab], 2007, from the series *Inherent Vice*, 2000-2009
Archival pigment print, 11 in. x 15 3/4 in.
Gift of the artist
2011.010.01

Mike Williams (United States, born 1970)
Correspondent, 2007, from the series *Inherent Vice*, 2000-2009
Archival pigment print, 11 in. x 15 3/4 in.
Gift of the artist
2011.010.02

Mike Williams (United States, born 1970)
Church, 2002, from the series *Inherent Vice*, 2000-2009
Archival pigment print, 11 in. x 15 3/4 in.
Gift of the artist
2011.010.03

Mike Williams (United States, born 1970)
Office, 2007, from the series *Inherent Vice*, 2000-2009
Archival pigment print, 11 in. x 15 3/4 in.
Gift of the artist
2011.010.04

Mike Williams (United States, born 1970)
Van, 2007, from the series *Inherent Vice*, 2000-2009
Archival pigment print, 11 in. x 15 3/4 in.
Gift of the artist
2011.010.05

R. Lee Willmore (United States, born 1942)
Color Stack, 1995
Aluminum, masonry, acrylic lacquer and oil, 15 1/2 in. x 13 1/2 in.
Gift of the estate of Lucile J. Roca
2012.005.07

LOANS OF ARTWORK

LOAN to traveling exhibition “*Xiaozhe Xie: Amplified Moments* (1993-2008)” organized by the Sameck Art Gallery, Bucknell University, Lewisville, Pennsylvania (Oct 11 – Nov 21, 2010) and traveling to Knoxville Museum of Art, Tennessee (March 1 – May 15, 2011); Schnitzer Museum of Art, Eugene, Oregon (September 24 – December 11, 2011); Bates College Museum of Art, Lewiston, Maine (January 19 – March 21, 2012).

Total Works in Collection

1,729

Total Artists in Collection

616



Scottsdale Public Art

11
12

Collective Energy by Saskia Jorda for 1000 Journals
Exhibition. Photo: Jesse Tallman.

SUMMARY OF EVENTS AND ATTENDANCE

All Scottsdale Public Art offerings are free to the public.

	No. of Events	Attendance
COMMUNITY EVENTS	16	40,398
ZAP! POW! BAM! Exhibition (July – September)	1	17,868
ZAP! POW! BAM! Movie Night	1	11
ZAP! POW! BAM! Sketching in the Atrium	1	21
Scottsdale Public Art Promo Videos	1	25
IN FLUX Coffee Talk	2	40
Cycle the Arts	1	30
Belle Art Reception	3	113
Picnic with a Fish – Waterfront Event	1	400
1000 Journals/100+ Journals Exhibition	1	21,723
100+ Journals Closing Reception	1	50
Old Town Whiskey Reception Event	1	15
Scottsdale Road Improvements Public Meeting	1	17
Master Plan Town Hall Meeting	1	85
LECTURES AND TOURS	8	362
Presentation at Scottsdale CVB	1	40
Presentation at Pecha Kucha	1	80
Social Media 101 – Downtown Merchants	1	20
IN FLUX Bus Tour	1	40
Scottsdale Public Art at ASU	2	62
Lecture at Phoenix Art Museum	1	100
WORKSHOPS	16	433
Arizona Commission on the Arts	2	65
ZAP! POW! BAM! Comic Workshop	1	13
IN FLUX Tour After Party	1	110
100+ Journals Workshops	12	245

CIVIC ENGAGEMENT

Attendance: 41,173
Number of Events Utilizing Volunteers: 40
Number of Volunteers: 34
Volunteer Hours: 828



“Scottsdale's image is greatly enhanced by Scottsdale Public Art's programs and installations, which beautify our city and engage people from all over the world. The cultural appeal of Scottsdale is an economic boost to the city and enhances our quality of life. While many cities compete for the tourist dollar, Scottsdale Public Art sets us apart from other cities. We are so fortunate to have them!"

- Fred Unger, President of Spring Creek Development

PROGRAM QUALITY

Awards/Recognition

Soleri Bridge and Plaza
Valley Forward Association, Environmental Excellence
Crescordia Award: Art in Public Places, 2011

Valley Forward Association, Environmental Excellence
Crescordia Award: Site Development and Landscape, 2011

Engineering News-Record Southwest, First Place in Landscape/
Hardscape/Urban Development Project Category, 2011

Structural Engineers Association of Arizona, Merit Award in
Structural Engineering for Bridges/Transportation Structure, 2011

American Shot Crete Association – American Institute Concrete
Institute (ACI)

IN FLUX
New Times Best of Phoenix for Best “Pop-Up Art”

Project Manager Kirstin Van Cleef and Collections Assistant
Daniel Funkhouser named two of the Valley's top “100 Creatives”
in the *New Times* art and culture blog *Jackalope Ranch*

Benchmarks

Audio Tour
Scottsdale Public Art inaugurated a new audio cellphone public
art walking tour during the spring training season from February
to March 2012. The audio tour enabled visitors to dial from their
individual cellphones or use a QR code through their smart phone
application. The Scottsdale Public Art walking tour includes 10
stops taking the visitor from Donald Lipski's *The Doors* at the
southeast corner of Scottsdale Road and Camelback Road to
downtown with a stop at Ed Mell's *Jack Knife* on Main Street and
Marshall Way, continuing to Scottsdale Civic Center Park and the
Library exhibition space, and finally ending at the Giants Stadium
with Craig Smith's *Homeplate*. Nearly 900 users called in at the
various stops or used their smart phone apps to access the audio
tour during the month of Cactus League games.

Education and Outreach

Populations Served
General Public • Tourists and Visitors • Artists, Architects,
Designers, Educators, Collectors and Docents • Students •
Seniors • Alzheimer's and Other Patients and Caregivers •
Community Members as Panelists, Participants, Volunteers and
Collaborators • Corporations • Developers and Businesses

Evaluation and Action
Exhibition and Event Visitor and Participant Surveys • Email
Blast Communications to Promote Community Participation and
Awareness • Interactive Educational Materials and Lesson Plans
Ongoing Collection Assessment, Routine Maintenance and
Conservation Projects • Maps and Tours Accessible on Website
and Google • Ongoing community Participation and Input into
Planning, Projects and Events • Social Media Community Input
via Facebook, Website, etc.

Quotable Quotes

Scottsdale Public Art in general:
“Love love love the fact that Scottsdale is one of the few cities
that values art. There are so many public sculptures and displays
that make this city beautiful.” – Chrystal LoVato, Facebook

**1000/100+ Journals workshop with local artist Josie
Cirincione participants:**
“Clever, imaginative ... good for all ages”

“It was fun and I learned new things!”

**1000/100+ Journals workshop w/local artist Saskia Jorda
participants:**
“I really enjoyed this workshop – it was really cool to be exposed
to new art forms.”

“Fun! I met a real artist!”

1000/100+ Journal exhibition volunteer docents:
“Volunteering here was a great experience, thanks for the
opportunity!” –Monica Villareal

“I enjoyed volunteering for this inspiring exhibition.”
– Nicole Snyder

“Awesome exhibit!” – Emily Breidenbach, Facebook

**IN FLUX blog feed regarding Erin V. Sotak's creative
residency project The Grove at The Livery on Second Street
and Brown Avenue**
“Oh, it's fun!! I walked a tree and I can't wait to do it again and
again!” – Connie

“Beautiful imagery. I am enjoying the ongoing myth of Cleo
and cannot wait to visit The Livery to walk the trees!!! This is a
fabulous and intriguing story – I hope it continues for many more
chapters ... Looking forward to new posts as the days unfold –
Congratulations” – Q

The Bell, the Flower and the Wash:

"I just drove past this the other day! Very cool!" – Christopher Hartzog

IN FLUX multi-city bus tour and Creative Connect after-party at SMOCA Lounge:

"Wonderful Event! Had a great night." – Chris Pruitt, Facebook

IN FLUX Initiative in general:

"What an AMAZING program!" – Lindsay Palmer, Facebook

Picnic with a Fish at the Soleri Bridge and Plaza:

"What a great event and I even scored a parasol signed by Paolo Soleri. A perfect day for a picnic with a fish ... and dancers ... and story tellers!" – John Romeo Alpha, Facebook

Highlights

- **Fire Station 1:** Opening and tour of the new fire station and artwork *The Bell, the Flower and the Wash* with Artist Ilan Averbuch. The Public Art Network named Scottsdale's latest public sculpture one of its *"Projects of the Year"* at the Americans for The Arts Convention in San Antonio.
- **Thomas Road:** Design and 100 percent construction documents completed.
- **Scottsdale Road Masterplan Implementation:** Guideline designs completed to 100 percent construction documents for Earll to Cave Creek. Designs included art panels for transit bus shelters, seat backs, free-stranding screens, full- and half-size tree grates, and intersection crosswalks. *Historical Happenstance* artworks on six plinths between Roosevelt/ Continental and Earll launches with selection of artist Tad Savinar.
- **Northsight Extension:** Artist selection and design commenced for this Airpark-area project that includes Scottsdale's first arterial roundabout.
- **WestWorld:** Design Review Board approved location of plaza at the expanded Tony Nelssen Equestrian Center for a sculpture and a call for artists commenced.
- **Community Center for People with Disabilities:** Initial concepts for direction of project undertaken and approved.

Master Plan

The Scottsdale Cultural Council appointed a task force that reviewed consultant Jerry Allen's preliminary recommendations. Revised recommendations were presented at a town-hall meeting for community input, after which the consultant completed his final report.

Place Odyssey

Director Valerie Vadala Homer was invited to lead a panel on the future of public art at the 2012 Americans for the Arts (AFTA) Conference in San Antonio. The session, titled "Place-Making through Public Art," attracted nearly 200 participants. The discussion centered on crucial issues in the field and public art's role in creative place-making and economic vitality.

Permanent Art

ALLUVIUM – Brad Goldberg

Completed in September 2011, *Alluvium* is an integral part of the Pima Road Improvements project undertaken by the City of Scottsdale. *Alluvium* is a model for the integrated design of normally overlooked elements, such as drainage culverts. In the area, numerous culverts cross roadways at the washes along the length of Pinnacle Peak Road and are a unique feature of our city's infrastructure.

The project integrates the multi-use path along the east side of Pima Road and includes the design elements that the artist presented in the "Pinnacle Peak Design Guidelines," developed in 2007.

Temporary Art

Scottsdale Public Art launched the *IN FLUX* initiative in October 2010. After a successful first year, *IN FLUX* returned in spring 2012 for a second cycle featuring expanded programming and an innovative regional partnership with Tempe Public Art to reach new audiences and artists throughout the Valley. The third *IN FLUX* cycle is slated to begin fall 2012 with a comprehensive call to artists featuring an expanded partnership with four additional Valley cities.

IN FLUX demonstrates a holistic approach to temporary public art projects through a showcase of local emerging artists creating original site-specific artworks presented within the context of viewing the Valley as one community—not a collection of disparate cities and scenes – in an effort to offer a new perspective on the connections between community organizations, local businesses, artists and audiences.

IN FLUX artworks are thought-provoking, visually stunning installations created by Arizona's best and brightest emerging local artists working in a broad spectrum of disciplines, including social practice, sculpture, photography, drawing,



The Grove, Erin V. Sotak, Artist in Residence at the Livery.
Photo: SPA staff



The Bell the Flower and the Wash, Ilan Averbuch.
Photo: SPA staff.



Saskia Jorda journals workshop. Photo: SPA staff

painting, fiber and installation art.

Many *IN FLUX* installations appearing in vacant storefronts offer positive messages – with varying degrees of subtlety – regarding the economic decline that resulted in so many vacancies, while others make eye-catching allusions to the usual use of the space for retail purposes. One asks the public to offer suggestions for a particular vacant retail space using an interactive website.

For some artists, the spaces offered through *IN FLUX* provide a new and expanded platform for their existing mode of work and desire to experiment in realms far beyond their studios. The resulting installations offer the public an exciting chance to see some of the first larger-scale works created by new artists with great promise.

Two *IN FLUX* projects feature artists creating social-practice work through residencies in a vacant storefront and a vacant city-owned property. The impact of these projects expands beyond the immediate residency locations to the surrounding downtown locales through direct interaction with artists in addition to an online interactive presence via artist blogs: www.INFLUXAZ.com/influx-news-events/

Belle Art

On Sept. 8, 2008, Scottsdale Public Art inaugurated the bell tower, a pivotal entry to Scottsdale Civic Center Park, with Béatrice Coron's *Floating Memories*, 24 iconic scenes hand-cut on black-and-white lightweight waterproof paper. Each year, new installations create unexpected experiences for passersby and a reason to linger and return. The success of the project continues with a current call seeking proposals for the third exhibition cycle.

Belle Art is a public private partnership with Clarence and Lona Furuya, owners of the Scottsdale Mall, and includes collaborative events with restaurant tenants the Orange Table and Cool Gelato. With *Belle Art*, Scottsdale Public Art supports emerging artists with technical assistance and proposal development to create outdoor work in a public place with safety and durability requirements that provide experience for permanent public art projects.

Installations within this year:

Sky Dive by Amy Chan. Microcosms of desert ecosystems and flora and fauna floated in a boundless atmosphere.

Why Should I Be So Sad? by Melissa Martinez. A sculptural storm cloud gracefully hovered overhead with glassy suspended raindrops that caught the light and promised hope after the storm.

A Tree Grows in Scottsdale by Pete Goldlust and Mary Lucking. A giant fabric sculptural tree made entirely of recycled materials – bathing suits, men's business ties and endless denim jeans. The ropery trunk of intertwined denim and brightly patterned flowers, plants and creatures joined to make a canopy inviting passersby to slow down, look, delight in their surroundings and snap a photo.

Swing by Hilary Harp, Barry Moon, Marianne Kim, and Grisha Coleman. On the wall, pendulums swung in seeming perpetual motion to soothing musical rhythms drawing the eye to undulating groovy patterns. The viewer pushes a pendulum and sound, color, kinetic energy, and a continuous momentum manifests.

To enliven the Civic Center as a dynamic, creative space, Scottsdale Public Art launched poetry events in conjunction with two installations: *Why Should I Be So Sad?* and *A Tree Grows in Scottsdale*. Lali of Infuse opened the series featuring local poets writing in response to the artworks.

For *Why Should I Be So Sad?*, the Mustang Poets, with Scottsdale's Poet Laureate Bob Frost as emcee, reflected on rainy deluges – on feelings of overwhelming sadness, thunderous resonances, how clouds provoke our imagination and the possibilities of renewal.

For *A Tree Grows in Scottsdale*, local poets created a *Tanzaku* project under the guidance of artist Pete Goldlust, which took words, thoughts, inspirations and fabric and intertwined into the tree sculpture.

Cycle the Arts

This year's ride highlighted new sculpture, fresh patinas and changing faces of familiar places, including Arizona artists Mary Lucking and Erin Sotak, and internationally renowned artist Ilan Averbuch. Riders were introduced to the new residency program by Sotak at the historic Noriega Livery, saw the restoration work at Bob Park's *Arabian Horse* fountain at Marshall Way, and learned how Scottsdale's innovative greenbelt inspired Fire Station 1's sculpture *The Bell, the Flower and the Wash* in Eldorado Park.

Planning Projects

MERGE Conceptual Design has created a concept for the area of the Rawhide Wash along Scottsdale Road, just south of Pinnacle Peak Road. The public art is part of the larger Scottsdale Road improvements project that includes a new bridge crossing, enabling potential flood waters from the Rawhide Wash to move below the roadway surface. The artists designed a series of arches over a pedestrian/equestrian pathway along the east side of Scottsdale Road which connects to the new bridge. The work's seven steel arches intertwine and twist to produce a tracery of patterns along the pathway emulating the memory of water.

The project reached final design in April 2012. Construction will take place during 2012–13.

Exhibitions

TheGallery@theLibrary

In its fifth year partnership with Scottsdale Civic Center Library, Scottsdale Public Art presented free exhibitions and continued its artist-in-residence program and diverse free educational offerings.

Sept. 2, 2011
Zap-Pow-Bam: The Superhero: The Golden Age of Comic Books, 1938–1950 closes

Sept. 19, 2011 – Feb. 20, 2012
Somewhere In Between: Artist Sarah Hurwitz's installation was held over and very appropriate for the library's "in-between" time during its extended renovation. The exhibition included a free public workshop.

March 19 – June 30, 2012
1000 Journals with Scottsdale's 100+ Journals: (21,723 visitors), 28 free workshops featuring 16 artists from across the Valley both at the library and venues across the Valley.

The Board Room

Scottsdale Cultural Council board room's exhibitions provided exposure to up-and-coming artists.

July 1– Sept. 15, 2011
Anabel Martinez, digital paintings

Oct. 18, 2011 – Jan. 31, 2012
Catherine Ruane, charcoal drawings

Feb. 2, 2012 – May 1, 2012
Corinne Geertsen, digital collage

May 7 – Sept. 30, 2012
David Emmet Adams, Daguerreotype photography

Appaloosa Library

Due to the success of The Board Room exhibitions, Scottsdale Public Art launched a new exhibition program at Appaloosa library which will continue next fiscal year. Perks of both exhibition programs include: public exposure for new or underexposed artists; sales of artwork to the public (many participating artists do not have gallery representation, one was for representation by a local gallery after her exhibition); and feedback from viewers that influence the evolution of the work.

Feb. 1 – April 31, 2012
American Institute of Architects, Arizona, 2011 award winners

May 2 – Sept. 1, 2012
Corinne Geertsen, digital collage

Collection Care

Outdoor sculpture is an accessible amenity that scores of citizens and visitors enjoy each day. Part of what distinguishes Scottsdale is the care and attention that keeps our collection in stellar condition. The conservation and restoration program is essential to preserving our city's cultural heritage for future generations. Each year, Scottsdale Public Art identifies artworks that require conservation and develops a priority list for care and maintenance.

- Installation of Dale Wright's *The Mountain Climber* sculpture at the North Scottsdale Fire Station
- Replacement of a section of Carolyn Braaksma's *The Path Most Traveled* wall along the Pima Freeway between 90th and Via Linda, via ADOT
- Repairs to Mags Harries' *Pillars of Thought* in Scottsdale Civic Center Library
- Graffiti removal for Laurie Lundquist's *Swimming Dream* at McDowell Road canal underpass, Robert Indiana's *LOVE*, Michael Maglich's and Joe Tyler's bus shelters on Indian School Road and on Shea Road, respectively
- Monthly cleaning of Donald Lipski's *The Doors*
- Installation of two new panels from the Jeff Gold timeline project at Granite Reef Senior Center
- Pest control and painting of James Turrell's *Knight Rise* skyspace
- Bird control of Louise Nevelson's *Windows to the West, Atmospheres and Environments XIII*
- Audio tour labeling of 10 downtown works of public art



IN FLUX Cycle 2 Tour Event. Photo: Jesse Tallman.





IN FLUX Cycle 2 Tour Event. Photo: Jesse Tallman.



Soleri Bridge and Plaza. Photo: Bill Timmerman.

- Maintenance of Ilan Averbuch's *The Bell, the Flower and the Wash*, at Fire Station 1
- Cleaning of Mayme Kratz's *Shedding Light* at Appaloosa Library
- Cleaning of glass *Scrim Wall* by Jamie Carpenter
- Restoration of Bob Parks' *Horse Fountain* on Fifth Avenue in conjunction with City of Scottsdale staff and funds
- Painting of Robert Indiana's *LOVE*
- Half-yearly maintenance of bronze collection in the city
- Installation of approximately 85 works of art from the Municipal Collection in City of Scottsdale offices

SCOTTSDALE MUNICIPAL ART COLLECTION: New Acquisitions

- Gift of the Artist, Amy Chan, from the Summer 2011 Belle Art installation
 - Skydive #1, 2011, acrylic on canvas
 - Skydive #2, 2011, acrylic on canvas
 - Skydive #3, 2011, acrylic on canvas
 - Skydive # 4, 2011, acrylic on canvas
 - Skydive #5, 2011, acrylic on canvas
 - Skydive # 6, 2011, acrylic on canvas
 - Skydive # 8, 2011, acrylic on canvas
 - Skydive # 9, 2011, acrylic on canvas
 - Skydive #10, 2011, acrylic on canvas
 - Skydive #13, 2011, acrylic on canvas
 - Skydive #15, 2011, acrylic on canvas
- Purchase from the exhibition *When the Water Came: Evacuees of Hurricane Katrina*, Rebecca Ross
- *Kid Merv Playing his Trumpet on the Hotel Balcony, Tempe, Arizona, October 2007*, 2007 archival digital print, 18 x 18 inches
- *Kid Merv's Trumpet, Tempe, Arizona, October 2007*, archival digital print, 18 x 18 inches
- *The Neighborhood Market Near Where Victoria's Family Lived for Three Generations, New Orleans, Louisiana*, 2008, 18 x 18 inches
- *The Neighborhood Market Near Where Victoria's Family Lived for Three Generations, New Orleans, Louisiana (#2)*, 2008, 18 x 18 inches
- Gift of the Estate of Lucile J. Roca
- Mark Adams, *Water Jug*, 1984, color etching and aquatint, 16 x 16 inches
- Eric Boyer, *Odysseys*, 1993, steel mesh, 39 x 19 x 10 inches
- Phillip Burnham Hicken, *The Flat Land*, 1970, acrylic on canvas, 18 x 24 inches
- Oskar Kollar, *Holy Vase*, 1970, hand-colored lithograph on paper, 14 ¾ x 10 ½ inches
- Jeanne Mahaffey, *New Spring*, 1996, oil on board, 17 ½ x 13 ½ inches
- Stiles Thissell, *Kinetic Sculpture*, circa 1990, stainless steel, 69 x 10 ½ x 16 inches
- Victor Vasarely, *Leopard White on Black*, circa 1985, 31 ¾ x 38 ¾ inches
- Gift of the Artist, Corinne Geertsens, from her exhibition in The Board Room
- *Interview*, 2010, digital collage on paper, 28 x 34 inches
- Liz Cohen, commissioned from the 2008 exhibition *Mod is in the Details*
 - *Man of Steel*, owner Sebastian Paz, 29 years old, 2008, color photograph, 16 x 20 inches
 - *Sexynine*, owner Gustavo Careaga, 34 years old, 2008, color photograph, 16 x 20 inches
 - *Lots of Love*, owner Cierra Careaga, 8 years old, 2008, color photograph, 16 x 20 inches
 - *Bubblicious*, owner Tim McIntyre, 26 years old, 2008, color photograph, 16 x 20 inches
 - *Twisted Love*, owner Josh McIntyre, 16 years old, 2008, color photograph, 16 x 20 inches
 - *El Sancho*, owner Jaime Martinez, 39 years old, 2008, color photograph, 16 x 20 inches
 - *Sabor a Mi*, owner Caesar Quihuis, 11 years old, 2008, color photograph, 16 x 20 inches
 - *Professor X*, owner Nate Rojas, 31 years old, 2008, color photograph, 16 x 20 inches

Public Art

- Brad Goldberg, *Alluvium*, 2011, granite boulders, cor-tan steel, desert masonry, at the intersection of Pima Road and Pinnacle Peak Road
- Ilan Averbuch, *The Bell, the Flower and the Wash*, 2011, cor-ten steel, granite, 216 x 144 x 180 inches, at Fire Station 1 on Miller Road

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The Scottsdale Cultural Council expresses deep gratitude to its many donors, including those we are unable to recognize in this publication due to space limitations. The lists reflect contributions of \$500 and greater received between July 1, 2011 and June 30, 2012.

- Ⓢ Provides additional support to the Scottsdale Cultural Council as a member of Arizona 5 Arts Circle

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Palm Springs Magazine
Lloyd Parker
Pillsbury Wines
Pomegranate Books
Richard and Penny Post
Prisma Graphics
Rameen Ahmed Designs
Regency Caterers
Rubino West Photography
Safeway
Saguaro Hotel
Matt Salenger
Santa Barbara Catering
Shaw Contract Group
Specialist - Commercial Flooring
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Siegler Design Services
Sky Mountain Limousines
Ernest Souhrada
Sparkletts
Splendid
Spotted Donkey Cantina II
SRP
Stanley Moons
Sub Zero and Wolf
Subway
Suite Design Group, LLC
SWB a southwest bistro
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Talavera

The Mission
TICOZ
Tracey Dempsey Originals
Trends Magazine
Trinchero Family Estates
U-haul International Inc
Vi at Silverstone
Grant Wiggins
Xerophytic Design
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ZuZu

The Dayton Fowler Grafman
Endowment for Classical Music

The Dayton Fowler Grafman Endowment for Classical Music was established to sustain Scottsdale Center for the Performing Arts’ commitment to artistic excellence in programming, to transform the lives of young people through arts-education initiatives and to keep classical music thriving for future generations.

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Perry Thomson (Navajo) performing a feather dance at Native Trails, a series of free outdoor performances of Native American music and dance, which celebrated its 10th anniversary at Scottsdale Center for the Performing Arts.



As part of Scottsdale Center for the Performing Arts' inaugural Discovery Series, Australian dance company Chunky Move performed *Connected* on April 6-7, 2012. Photo: Jeff Busby.

