

5/31/2017

# MUSKEGON MUSEUM OF ART

## PROGRAMS FOR MICHIGAN AND OTHER ARTISTS

---

The Muskegon Museum of Art is proud of its historic ties with the living artists of this community and our region. Each year, we devote significant resources to creating opportunities for the artists of Michigan and the Midwest and beyond. Below are highlights and points of pride illustrating the ways in which we support local artists.

- We produce the **longest running competitive exhibition in our state for Michigan artists**; this upcoming Regional will be the 89<sup>th</sup>. In the last 14 years, **5,134 artists have submitted** and over **2,316 artists** have been accepted into the *Regional*, the majority of whom are from the greater Muskegon and West Michigan region. Most Michigan museums have stopped offering these types of exhibition opportunities because they are too labor-intensive and expensive. Our commitment to Michigan artists remains.
- We have distributed **Merit Awards** totaling **\$61,507** to Michigan artists for the *Regional* since 2003.
- In 2006, we initiated a very robust **Purchase Award** program for the *Regional*, encouraging our constituents to buy original art. Last year alone, we sold \$12,535 of art through Purchase Awards. **Since the Purchase Award program began, we have sold \$92,750 of regional art, paying commissions to artists of \$64,925.**
- Since 2003, we have also sold **an additional \$115,602 of works from the *Regional* to the public, with artists commissions totaling over \$80,921.**
- We developed the **Salon Thursday** program for our artist community, offering multiple Salons per year for last 10 years. These are major networking events open to *all* West Michigan artists, which are produced at a **direct cost of more than \$10,000 per year, and are typically not underwritten.**
- The **Post Card Salon** exhibition, an offshoot of the Salon Thursday program, is open to all artists, and attracts hundreds of artists and visitors each year. This year, **1,482 postcards** were exhibited. **Since Post Card Salon began, we have displayed 11,875 original works of art and generated \$57,120 in sales.**
- We developed *Fresh Art Live*, an auction for contemporary art. Year 1 was a benefit for the MMA; year 2, we paid commissions on all art sold. **Total sales of original local art for the two years: \$80,717.**
- Since 2003, we have generated **\$408,741 in sales of original art by local, regional, and state artists plus consignment sales of \$285,301 by artists represented by our Gift Shop. TOTAL SALES: \$694,042.**
- We organize every year solo and group shows. This year, we organized an exhibition for 26 artists who were invited to create an original work of art using an assigned color from the SRM scale used to measure the color of beer. On average, we host at least 2 exhibitions per year with regional and Michigan contemporary artists, in addition to the *Regional*. We also regularly organize other exhibitions for living artists, reaching into the Midwest region, and nationally as well. **In the last 10 years, over 40% of all of our temporary exhibitions have been dedicated to local, West Michigan, and Michigan artists.**
- Our **Showcase**, a monthly display featuring a solo contemporary artist, is another opportunity we use to feature emerging artists. Typically we feature 6 -8 artists per year.
- We offer **framing and presentation workshops** every spring in order to assist and enhance our regional artists' opportunities of getting accepted into the *Regional*.
- We serve on local initiatives that support the living artist community and we create opportunities like **Art in 8**, special exhibitions related to **AH Fest**, and **invitational exhibitions like the one this past fall saluting the 75<sup>th</sup> Anniversary of the West Shore Symphony which included over a dozen paid art commissions.**
- We also lead the **Downtown Art Committee**, the group responsible for the installation of monumental public art, including *Muskegon, Together Rising, Avian Avatars, and Sails Ablaze*. We have also served on the **Capture Muskegon Committee**, currently working on public murals.