

a year in review



virginia museum of contemporary art
annual report fiscal year 2016-2017

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mission & history

Mission

The Virginia Museum of Contemporary Art (MOCA) is a nonprofit institution which exists to foster awareness, exploration, and understanding of the significant art of our time. Through excellence and diversity in our changing exhibitions and educational programming, MOCA stimulates critical thinking and dialogue throughout the Hampton Roads community.



Photo by Bill Murray

History

MOCA evolved from a 1952 art sale organized to benefit a local artist who had become ill. Inspired by this successful event, the organizing artists founded the Virginia Beach Art Association (VBAA). Having no permanent building, VBAA held summer art classes, lectures, and exhibitions in libraries and schools. In 1956, the organization produced its first outdoor art show along the oceanfront, the Boardwalk Art Show.

In 1971, VBAA and the Virginia Beach Museum of Art merged to create the Virginia Beach Center for the Arts, and in 1989, the construction of a permanent home for the Center was completed. In 1996, the **Center's** name was changed to the Contemporary Art Center of Virginia (CAC), and a building expansion took place in 2003, increasing the **building's** total square footage to 38,500. The structure houses galleries, classrooms, studios, a 268-seat auditorium, special event spaces, a museum shop, and administrative offices. The surrounding grounds feature several large sculptures, and the **museum's** sculpture garden functions as an additional gallery space, outdoor classroom, and event venue.

In 2010, CAC was awarded full accreditation by the American Alliance of Museums (AAM), the culmination of a rigorous four-year process that involved all museum staff. Having achieved such prestigious recognition, the Board of Trustees voted to make a final name change for the museum and in September 2011, the Contemporary Art Center of Virginia became the Virginia Museum of Contemporary Art (MOCA).

a message from Debi



2016 – 2017 was an exciting year at MOCA. Just as we predicted visitors traveled from everywhere to see *Turn the Page: The First Ten Years of Hi-Fructose*. The exhibition increased on average, our monthly walk-in traffic by 52% over previous year with 50% of the attendance coming from outside a 50-mile radius. The community engagement and support was amazing. We welcomed an exhibiting artist to MOCA each month. Greg “Craola” Simkins drew 400 to people on a Sunday afternoon to his live paint program and Wayne White sold out the auditorium. Visitor feedback was awe-inspiring, comments such as: “Hi-Fructose was an amazing exhibition, and we are so lucky to have had such great pieces on display in Virginia Beach. Really well-done!” “The featured works were stunning and blew us away. The talent on view was the best in the world.” “This is a show I’ll remember for a lifetime.” Curated by MOCA, *Turn the Page* was a benchmark exhibition.

The winter exhibition *Mindful: exploring art through mental illness* brought community resources and the public (all ages) together to address a sensitive topic, mental health. Curated by the Society for Contemporary Craft in Pittsburgh, MOCA experienced an overwhelming response to the exhibition and the concurrent educational programming.

2016, MOCA’s Boardwalk Art Show, the bedrock of the museum’s existence, received the highest accolade when it was rated as the third best outdoor art show in the country by *Sunshine Magazine*. In its 60+ year there is no greater honor than to be recognized by the artists themselves.

2016 -2017 was an outstanding year as you will see in the pages that follow. A year that would not have happened without the hard work and dedication of MOCA’s Board of Trustees and staff, our generous contributors, and unwavering volunteers. Thank you for helping us introduce the “art of now” to the community.

Artfully yours,

A handwritten signature in cursive script that reads "Debi Gray". The ink is dark and the signature is fluid and elegant.



Turn the Page: The First Ten Years of Hi-Fructose

May 2016 – December 2016

“Virginia MOCA's latest and largest exhibit has sparked conflicting conversations, but it's got everyone talking about art.”

- Betsy DiJulio, Coastal Virginia Magazine



Mindful: Exploring Mental Health through Art

January 2017 - April 2017

@VirginiaMOCA what a haunting, deeply emotional and surprisingly enough, open exhibit this #mindfulexploringmentalhealth is! #kudos



Nevet Yitzak: Warcraft

January 2017 – April 2017

“The work highlights the complex – and often underappreciated – process of weaving by conflating digital technologies with the centuries old practice of making rugs.”

- Alpesh Kantilal Patel, Frieze Magazine



New Waves 2017

January 2017 –April 2017

MOCA proudly celebrated its 22nd juried exhibition. This annual tradition presents a small portion of the vast array of artistic talent found in our Commonwealth - over 300 artists submitted work.



Muse: Mickalene Thomas

Photographs and tête-à-tête
May 2017-August 2017

“In Muse, the artist carefully constructs images within the confines of her studio space as a tool for exploration and inspiration. Her collection of muses includes herself, her mother, her friends and lovers. An installation that replicates a corner of her studio, frequently used as the set for her photographs”
▪ ArtfixDaily.com



Southern Routes

May 2017-August 2017

“The exhibit explores the south's complex history, traditions, myths and stereotypes.”
▪ Professional Artists
June-July 2017



Jamie Betts: Left Behind

January 2017-April 2017

MOCA Community Gallery

"Like any good photographer rooted in the South, Jamie Betts responds to the call of the past and the passage of time in ways seldom seen in other parts of the country." ▪ Mark St. John Erickson, Daily Press



Blade Wynne: Yard Work

June 2017- August 2017

MOCA Satellite Gallery

Wynne's paintings walk a delicate balance between abstraction and realism. What may at first appear to be a barrage of color and form coalesce to become a whole. A pile of leaves or the edge of a house take shape in our line of vision. When Wynne paints, it is like a dance. He moves between color and form, back and forth, working to discover a visual solution to the different pictorial relationships.



Ashley Sauder Miller

June 2017- August 2017

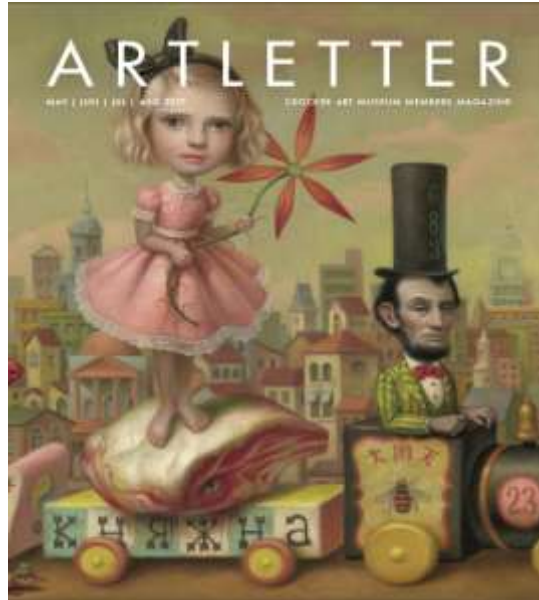
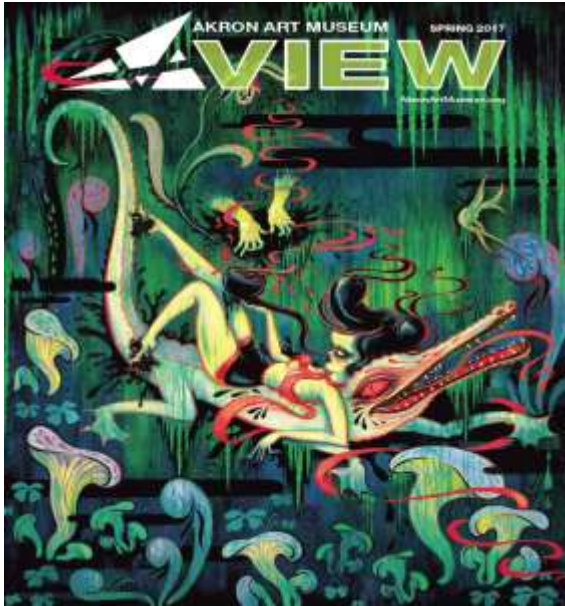
MOCA Satellite Gallery

"These are not simply chairs, but symbols of a complex and ongoing narrative for the artist to explore. Chairs have immediate and personal connections to our everyday lives. They can be functional and efficient, a place to rest, a place for conversation, a place to eat, or a treasured heirloom that evokes and preserve memories." ▪ Wall Street International Art, August 26, 2017

Turn the Page: The First Ten Years of Hi-Fructose

Akron Art Museum, Akron, Ohio. February 10 - May 7, 2017

Crocker Art Museum, Sacramento, California. June 11, 2017 - September 17, 2017



traveling exhibitions



Artist Talk and Behind the Scenes Tour with Mark Dean Veca
May 2016



Live Painting Event and Master Class with Greg Craola Simkins
September 2016



Artist Talk with Wayne White
November 2016



Artist Talk and Master Class with Tara McPherson
July 2016

MOCA collaborated with our partners at Green Run Collegiate (GRC) for the fourth consecutive year. International Baccalaureate (IB) Visual Art students produced works of art to **complement MOCA's Mindful** exhibition. The student exhibition titled **Mindfully Cloaked** debuted at MOCA during A Mindful Night: Youth Panel Discussion + Pop-up **Exhibition. The student's** exhibition traveled to D.C., in June for the National Alliance for Mental Health National Convention and then to the Chrysler Museum in Fall 2017.



Klara Ramos, 17, said her cloak **was “meant to embody bipolar disorder.** She used warm colors on the left side of the cloak to represent manic episodes and used cool colors on the right to **symbolize depressive episodes.”**



Serenity Nichols, 18, chose **Alzheimer's because her grandma** suffered from dementia. She used a repetition of colorful dots to illustrate the constant need for repetition.



Master Class and Artist Talk
with Artist and Veteran Jesse
Albrecht
February 2017



Mindful Panel Discussion +
Community Resource Night
February 2017



MOCA + Story Exchange,
Mindful: Exploring Mental
Health Through Art
March 2017



A Mindful Night: Youth Panel
Discussion + Pop-up
Exhibition
April 2017



#3 in 2016 by
Sunshine Magazine

250,000 visitors

280 artists from
across the country



community engagement

adult and teen audio
tours

artist talks

art crush

conversations tours

curatorial tours

family fest

family night

master classes

military family day

outreach in schools

panel discussions

pre-k art day

studio art classes

student tours

student exhibitions

summer art camp

teacher institute

teacher workshops

teen studio

teen takeover

teen apprenticeship
program



education for all ages

MOCA by the numbers

773

educational
programs

333,163

total attendance

more than
17,083

K-12 student
participants

MOCA'S

Boardwalk Art
Show ranked

3rd

in U.S. 2016

270

art classes ages
2 to 102

9%

increase in
facility rental
income

33

educational
program partners

52%

average monthly
increase in walk-
in traffic

65%

of educational
programs are
free

55%

of operating
budget supported
by contributions

over

350

volunteers

over

27 M

media
imprints for
Turn the Page

financials

Balance sheet fiscal year 2016-2017

	unaudited	
	<u>30-Jun-17</u>	<u>30-Jun-16</u>
Current Assets		
Checking/Savings		
Cash on Hand	357	421
Public Art Work Fund	29,400	-
Restricted	65,894	39,424
Scott & Stringfellow	896,126	825,286
Unrestricted	299,875	145,719
Total Checking/Savings	1,291,653	1,010,850
Accounts Receivable		
Accounts Receivable	193,761	162,024
Total Accounts Receivable	193,761	162,024
Other Current Assets		
In Kind BWAS Art Donations	9,785	19,668
Inventory	8,569	8,569
Prepaid Expense	15,816	12,579
Prepaid Liability Insurance	6,188	-
Undeposited Funds	345	-
Total Other Current Assets	40,703	40,816
Total Current Assets	1,526,267	1,213,840
Fixed Assets		
Accumulated Depreciation	(1,747,541)	(1,668,586)
Furniture Fixtures & Equipment	570,697	567,315
Leasehold Improvements	2,065,365	2,065,365
Total Fixed Assets	888,521	964,094
	2,414,788	2,177,934
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	28,121.82	51,575.38
Total Accounts Payable	28,121.82	51,575.38
Credit Cards		
PNC Credit Card	10,428.27	11,662.10
Total Credit Cards	10,428.27	11,662.10
Other Current Liabilities		
Accrued Expenses	0	10,235.00
Admission Tax Liability	430.2	579.8
Deferred Revenue	73,730.00	76,460.00
Facility Rental Deposits	144,294.00	110,292.00
Payroll Liabilities	14,429.67	2,038.44
Sales Tax Liability	113.7	256.15
Total Other Current Liabilities	232,997.57	199,861.39
Total Current Liabilities	271,547.66	263,098.87
Total Liabilities	271,547.66	263,098.87
Equity		
Board Restrct'd Net (Endow)	200,723.74	180,558.86
Temp. Restricted Net (Cohen)	65,894.24	29,617.19
Unrestricted Capital (PP&E)	888,491.45	1,000,540.62
Unrestricted Operation	759,725.50	967,511.53
Net Income	228,405.33	-263,393.27
Total Equity	2,143,240.26	1,914,834.93
	2,414,787.92	2,177,933.80

Gratefully, MOCA recognizes the valued members, donors, foundations, businesses, Trustees, volunteers, and staff who enable the museum to fulfill its mission each year. The following lists serve to acknowledge those who have supported the museum through fiscal year 2016-2017.



Board of Trustees

executive committee

Meredith Rutter, Chair
David Durham, Immediate Past Chair
Andrew Hodge, First Vice-Chair
Scott Duncan, Second Vice-Chair
Mark Nelson, Treasurer
Christopher Crowder, Secretary
E.M. Terry Hardee III, At-Large
Mike Matacunas, At-Large
Debi Gray, Executive Director

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Valerie Neff
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James H. Spruance
Robert L. Stein
Linda S. Taylor

GENERATION MOCA a vibrant group of community minded young professionals, ages 21-40 who participate in a variety of cultural and **educational events in support of MOCA's mission. Each year they produce a wildly successful fundraiser to benefit the Museum.**

officers

Andrew Dreps, 1st Director
Elizabeth Napolitano, 2nd Director
Jesse Welsch, 3rd Director
Elissa Pierson, 4th Director
Alex Divaris, Chair & MOCA Board of Trustees Liaison

members

Renee Ainslie-Rodriguez
Caroline Arnold
Michele Berkhimer
Tip Brown
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Christen Faatz
Ryan Ferros
Amanda German
Amanda Hitcock
Kelsey Holmes
Ashleigh Maggard
Cassandra Maloney
Jason Oliver
Cassie Rangel
Colby Raymond
Morgan Ryder
Carley Shaw
Daniel Sumerlin
Loran Whigham
Christian Williams





\$5,000 and above luminaries

Anonymous

Nancy and Manny Arias

Arleen Cohen

Barbara and Andrew Fine

Sue and Craig Grube

Calvert and Harry Lester

Meredith and Brother Rutter

Petra Snowden and Dieter
Steinhoff

The PNC Financial Services
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Portsmouth Museum & Fine Arts
Commission

PRA Group

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City of Virginia Beach

Virginia Beach Arts &
Humanities Commission

Virginia Beach Hotel Association

Virginia Commission for the Arts

Virginia Tourism Corporation

Kay and David Kaufman

Beth and John Overton

Mr. and Mrs. Ralph Reynolds

Cynthia and Rod Rodriguez

Kelly Sokol

Irene and Randy Sutton

Lois Turnbull

corporate & foundation

Acoustical Sheet Metal, Inc.

Atlantic Shores

Beach Ford

Big Bite Tour

Business Consortium for Arts
Support

The Capital Group Companies
Charitable Foundation

Dr. Oetker Virtuoso

Fulton Bank

GEICO

Helen G. Gifford Foundation

Howard Hanna

National Endowment for the
Arts

\$2,500—\$4,999

chairman's circle

Margaret and William Campbell

Marcia and Stephen Clark

Christina and Scott Duncan

Alison and Dave Durham

Kirsten and Andrew Hodge

Eden Jones

corporate & foundation

Chesapeake Fine Arts
Commission

E & J Gallo Winery

Hitt Electric Corporation

Lasik Vision Institute

Lipton

Segin System

Sentara Healthcare

Tito's Handmade Vodka

Virginia Beach Art Institute,
LLC

Walmart

Whole Foods



\$500 - \$ 999

Individuals

Robyn and Curtis Bailey

Mariann and Douglas Dickerson

Alicia and Robert Friedman

Beth and Nathan Jaffe

Eileen Kahn

Katherine Katsias

The Matacunas Family

Gayle Nichols

Katherine Reilly

Allen and Ann Richter

Thomas E. Robinson

Laurry and Howard Rodman

Robert Stein

Shirley and Ken Sutton

Marion Swaim

Ann and Andy Vakos

Annemarie Virga

James Virga

Anita Warriner

Corporate and Foundation

Esther and Alan Fleder Foundation

Virginia and John L. Sinclair Foundation

21st Street Art Gallery

In-Kind Contributors

Bay Mechanical, Inc.

Beautiful Events

Catering Concepts

Chef by Design

Coastal Virginia Magazine

Cuisine & Company

Cullipher Farm

Doran Consulting, LLC

Distinctive Gourmet

Endurance IT Services

Gold Key / PHR

Inside Business

McKenzie Construction

More Music Group

North End Catering &
Incredible Edibles Bakery

Perfect Event Rentals

Progressive Graphics

Richmond Magazine

Silver Affairs

Sinclair Communications

Steinhilber's Restaurant

TFC Recycling

Vacation Channel

VB Nightlife

VEER

The Virginian Pilot

Virginia Living Magazine

WAVY TV-10

WHRO PBS / NPR Eastern
Virginia

Young Veterans Brewing
Company

Yummy Goodness



\$1,000—\$2,499 Friends of MOCA & **The Collector's Circle**

Anonymous

Emily Barnhill and Ryan Napier

Mary Jane and Cabell Birdsong

Joan and Macon Brock

Mary Anne Kellam-Canada

Carrie and Dave Coleman

Chris Crowder

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Pace Frizzell

Marynell and Stephan Gordon

Barbara Gornto

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Valerie Neff

Dr. and Mrs. Larry J. Quate

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corporate & foundation

B. M. Stanton Foundation

Bay Mechanical, Inc.

The Brock Foundation

The Carney Center

Cavanaugh Nelson PLC

Charles Barker Automotive

Clark Nexsen Architecture and
Engineering

Divaris Real Estate

Edgar Cayce ARE

ESG Companies

Gold Key

The Katsias Company

La Promenade

The Morningstar Foundation

Mythics, Inc.

Rutter Mills, LLP

Southeast Virginia Community
Foundation

Tidewater Children's Foundation

Tidewater Home Funding

Town Center Office Suites

Twisted Link LTD

Warden Family Foundation

Wolcott Rivers Gates

staff and educators

Executive Office

Debi Gray, Executive Director
Dot Greene, PR & Marketing Specialist
Alex Piershalla, Marketing Coordinator
Rita Utz, Part-time Administrative Coordinator
Jane Cullipher, Part-time Accounting & Human Resources

Development & External Affairs

Emily Barnhill, Director of Development
Jennifer Golden, Assistant Director of Development
Ashley Williams, Development Coordinator
Rita Utz, Part-time Membership/Annual Giving

Exhibitions & Education

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Monee Bengtson, Registrar & Preparator
Heather Hakimzadeh, Curator
Truly Matthews, Associate Curator of Education
Rebecca Davidson, Manager of School & Educator Programs
Lea Bennett, Outreach & Family Programs Coordinator
Eliot Hicks, Part-time Assistant Preparator
Katie Kaltenbach, Part-time Outreach Educator/Visitor Services

Operations & Facility Management

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Kay Barbini, Facility Marketing
Lauren McHale, Visitor Services Coordinator
Gabriella Grune, Part-time Visitor Services
Katie Kaltenbach, Part-time Visitor Services
Jaton Hines, Part-time Head of Security
Andrew Black, Security
Fred Conley, Security
Tom Czaplicki, Part-time Security
Chris Miller, Part-time Security
Larry Johnson, Maintenance Technician
Ronnie Elliot, Part-time Maintenance

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Melanie Columbus
Deanna deMonch
Leigh Drake
Donna Iona Drozda
Janet Lynn Eggen
Violet Galante
Jennifer German
Rich Gray
Kim Herman
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Leah Krueger
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Beverly Mayfield
Lauren McHale
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Suzanne Stevens
Susan Schutte
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Shelia Braithwaite
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Janice Duly
Christina Duncan
Mary Gerloff
Veronica Grey
Gaby Grune
Brian Herman
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Jennifer McDuffie
Jonquil Moore
Els Neuteboom
Gayle Nichols
Jade O'Day
Elizabeth Passerieux
Jim Setzer
Brittany-Nicole Waller
Sarah Week
Katie White

Over 350 total volunteers and interns contribute 13,000+ hours to MOCA each year! These dedicated individuals work with staff to provide crucial support for education, events, operations, and special projects.







Turn the Page: The First Ten Years of Hi-Fructose
Opening Weekend Celebrations





Credits:

Cover: *Turn the Page: The First Ten Years of Hi-Fructose*. Installation view. Photograph by Glen McClure. **Pg. 3:** AJ Fosik, *The Abyss Stares Back*, 2011, wood, paint and nails, 39 x 27 x 14 inches. Collection of Ken and Lauren Golden. Photograph by Max Yawney. Michael Janis, *Echoes*, 2015, kilnformed glass, glass powder imagery 10 x 30 x 4 inches. Photograph by Anything Photographic. Nevet Yitzhak, *War Rug #1* (still frame), 2014. Courtesy of the Artist. **Pg 4:** Wade Mickley, *Solitude*, 2014, mixed media. Courtesy of the Artist. Mickalene Thomas, *Racquel Leaned Back*, 2013 © Mickalene Thomas. Courtesy the Artist; Lehmann Maupin, New York and Hong Kong; and Artists Rights Society (ARS), New York. Kate Medley, *Fratesi's Service Station*, 2015, archival pigment print. Courtesy of the Artist. **Pg 5:** Jamie Betts, *Reclamation, Abandoned Home Rural VA*, 2015, giclee watercolor print on gatorfoam. Courtesy of the Artist. Blade Wynne, *Compost*, 2015, oil on canvas. Courtesy of the Artist. Ashley Sauder Miller, *Fixer Chair*, 2014, acrylic, oil, oil pastel, woven paper and plastic on canvas. 36 x 36 inches. Courtesy of the Artist. **Pg 6:** Cover of Akron Art Museum Magazine. Camille Rose Garcia, *The Ghost of G Sharp Seven*, 2013, acrylic and glitter on wood panel, 48 x 60 inches. Courtesy of the Artist and Kohn Gallery, Los Angeles. Photograph by Karl Puchlik, © Camille Rose Garcia. Cover of Crocker Art Museum ArtLetter. Mark Ryden, *The Meat Train*, 2000, oil on canvas. Private Collection. *Turn the Page: The First Ten Years of Hi-Fructose*. Installation view at the Crocker Art Museum. **Pg 22:** *Turn the Page: The First Ten Years of Hi-Fructose*. Installation view at MOCA. Photograph by Glen McClure featuring Beth Cavener, *Unrequited* (Variation in Pink), 2015, resin infused refractory material, paint. Courtesy of the Artist and Corey Helford Gallery, Los Angeles. Yoshitomo Nara, *Anima*, 2011, acrylic on wood panel. Courtesy Pace Gallery.