



STUDENT FEES ADVISORY COMMITTEE PRESENTATION

NOVEMBER 2, 2017



As the GATEWAY between the University of Houston and the City of Houston, Blaffer Art Museum is a CATALYST for creative innovation, experimentation, and scholarship.

<http://www.blafferartmuseum.org/>

# SNAPSHOT

- Non-collecting museum presenting innovative contemporary art exhibitions that travel throughout the U.S.
- Blaffer produces:
  - Six to eight exhibitions per year including two student exhibitions
  - Public and educational programs, bringing internationally regarded experts and connecting with the campus community
  - Fundraises for exhibitions and programs
  - Admission is free and open to the public

# MISSION

- BLAFFER ART MUSEUM furthers the understanding of contemporary art through exhibitions, publications, and public programs of merit and distinction.
- As the GATEWAY between the University of Houston and the City of Houston, Blaffer Art Museum is a CATALYST for creative innovation, experimentation, and scholarship.
- Its exhibitions and programs are FREE AND OPEN TO THE PUBLIC, create community through dialogue and participation and inspire an appreciation for the visual arts as a VITAL FORCE in shaping contemporary culture.

# Overview of FY 17 ACCOMPLISHMENTS:

- The origination and realization of 5 major exhibitions:
  - *Matthew Ronay; Hilary Lloyd; Analia Saban; Blake Rayne, Cabin of the Accused; The Propeller Group* and accompanying publications and public programs
- Attendance: 11,000 annually
- Two popular student exhibitions, series of public and educational programs including museum guided tours and internships
- Support of the Blaffer Art Museum Student Association (BAMSA)
- Blaffer reflects the high Return on Investment of the state's robust art industry, which generates \$5.5 billion each year
- Estimated per student cost: About 47 cents per student (\$21,500/45,364 students)

# Accomplishments: Recent & Current Exhibitions



EXHIBITION DATES **OCT.28, 2017 – JAN.27, 2018**

**FRIDAY, OCT.27 / 6–9 P.M.** **OPENING RECEPTION**

**SERGIO PREGO:**  
*ROSE-COLORED DRIFT/  
TO THE STUDENTS*

**GABRIEL MARTINEZ:**  
*EVERYTHING TURNS  
AWAY QUITE LEISURELY*

The poster features two distinct visual backgrounds. The left side shows a person's silhouette standing in a vast, white, geometric space with translucent, crystalline structures. The right side has a dark, textured background of green foliage. Text is overlaid on these images in white and green.

# Recently on View: *The Propeller Group*

<http://blafferartmuseum.org/the-propeller-group/>

*Image: Still from "The Living Need Light, The Dead Need Music," courtesy of the artists*



Recently on view

*Blake Rayne: Cabin of the Accused*

- <http://blafferartmuseum.org/blake-rayne/>



# Recently on View: *Analia Saban*

- <http://blafferartmuseum.org/analia-saban/>



# Public programs free + open to all



# RELATIONSHIP TO DSA/UH STRATEGIC INITIATIVES

- As a gateway between the University of Houston and the City of Houston, Blaffer Art Museum is a place of creative innovation, experimentation, and scholarship. Funding from SFAC builds partnerships within UH and outside the University.
- In particular, *The School of Art Annual Student Exhibition* and *School of Art Master of Fine Arts Thesis Exhibition*, the Blaffer Art Museum Student Association (BAMSA), and student programming all reflect elements of UH's strategic principles, especially: Institutional Excellence, Student Access, Diversity, Research, External Partnerships.
- By providing professional exhibition opportunities for students, the Blaffer reinforces the Division of Student Affairs and Enrollment Services' first goal: to "Create new opportunities for student success through learning, engagement and discovery."

# *School of Art Master of Fine Arts Thesis Exhibition*

<http://blafferartmuseum.org/39th-master-of-fine-arts-thesis-exhibition/>



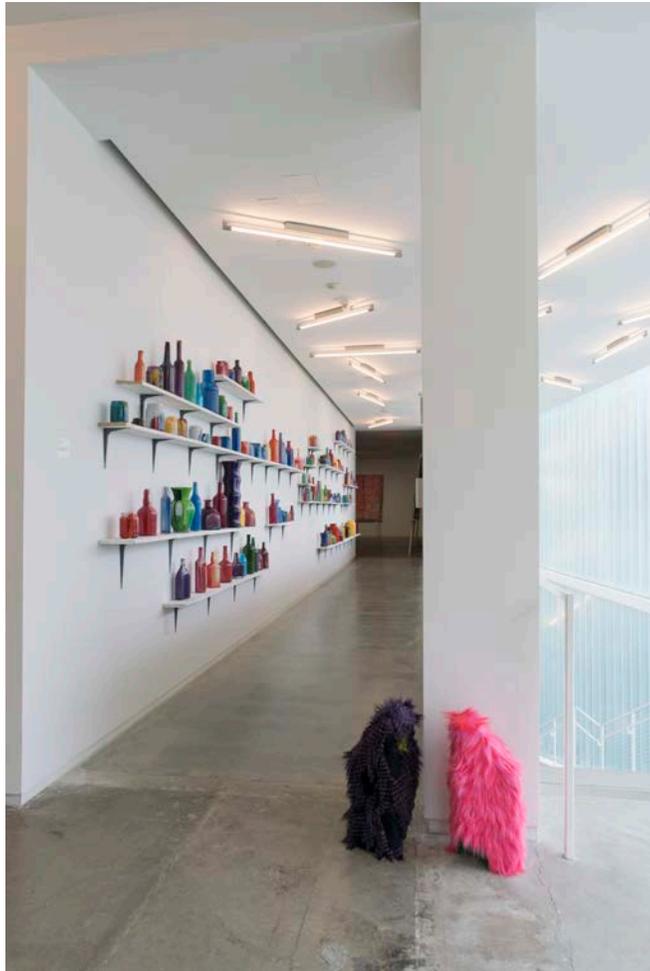
*View of 2017's 39<sup>th</sup> Annual UH School of Art Master of Art Thesis Exhibition*

# *School of Art Master of Fine Art*

## *Thesis Exhibition facts:*

- 2017 ATTENDANCE: MFA AND STUDENT SHOW TOGETHER BROUGHT IN ABOUT 2,400 GUESTS TO THE MUSEUM IN JUST 24 DAYS
- THIS SPRING WILL MARK THE 40TH ANNUAL MASTER OF FINE ARTS THESIS EXHIBITION
- IN 2017, 15 GRADUATING ARTISTS MADE THEIR PROFESSIONAL DEBUT

# MFA Exhibition extended throughout the museum's surroundings



*MFA exhibitions continued to Blaffer's corridor space (as seen from museum's main entry) and outdoors, to the Fine Arts Courtyard, for maximum visibility. At left, Kyla Crawford. At right, Trey Duval.*

# MFA Exhibition included public programs



*Left: Gallery Talk by exhibiting artist Elise Weber*

*Right: School of Theatre and Dance students perform at the BAMSA Red Block Bash*

# *The Annual School of Art Student Exhibition*



## About 100 STUDENT ARTISTS EXHIBITED THEIR WORK IN 2017



*Pictured left to right: Student artworks in many media and subject matter fill the museum's entrance into the largest of its 8 exhibition spaces showcasing student work.*

# BLAFFER ART MUSEUM STUDENT ASSOCIATION

- **MISSION:** In January 2005, the former Blaffer Student Association was founded with the goal to increase student participation in the museum community. Now, the new Blaffer Art Museum Student Association (BAMSA) goes beyond the museum's mission. BAMSA welcomes all university students from all academic disciplines. Our mission is to generate and establish resume and CV-worthy events, opportunities, and experiences for not only the UH art students but everyone in the arts community through active engagement in the University of Houston's own Blaffer Art Museum
- **2016-17 ATTENDANCE:** BAMSA events were attended by an estimate of more than 700 students
- **COLLABORATION WITH OTHER STUDENT GROUPS:** 14 student groups took part in the fall Bash with 17 groups represented in the spring

# BAMSA Red Block Bash

Held each October and April. Celebrates the arts on campus, featuring student performances, art-making activities and refreshments



# Expanded Goal: BAMSA Talks

## Professional Development Opportunities

- Career Development Panel
- Resume-Writing Workshop in partnership with Career Services

# EDUCATION PROGRAMS SUPPORTING STUDENTS

- Range of free public and educational programs
- Tours
- Visiting Artists and Scholars
- Internships
- Increased participation of student groups

# RESPONSE TO CHALLENGES

- Challenges:
  - Creating a greater campus profile
  - Reaching students from all areas of campus
  - Reaching students in residence halls
- Response: distributing invitations and yard signs throughout the campus, building social media, collaborating with other units and participating in campus events
- Next step: First Friday Tours, will be marketed to students and through Residential Life

# BLAFFER ART MUSEUM NEEDS:

- FUNDING TO INCREASE ACCESSIBILITY OF ALL MUSEUM PROGRAMS
- FUNDING TO ENHANCE ACADEMIC WORK OF DEGREE-GRANTING PROGRAMS AND CONTRIBUTE TO STUDENT SUCCESS
- FUNDING FOR PROGRAMS THAT STRENGTHEN THE CAMPUS ARTS COMMUNITY

# BUDGET OVERVIEW

- The base funding of \$21,500 is crucial to realizing two ambitious, museum-wide exhibitions of student artwork
- The funding covers construction, installation and deinstallation labor, materials, and equipment for the MFA and Student Exhibitions
- The funding also covers Blaffer Art Museum Student Association (BAMSA) programs, including the semi-annual Red Block Bashes
- The additional one-time request of \$3,500 covers docent training, fees, and expenses for a series of free first-Friday gallery tours for all UH students

# ONE-TIME FY19 AUGMENTATION REQUEST

FIRST FRIDAY TOURS



*Pictured: Museum docents tour the exhibition with artist Tuan Andrew Nguyen of The Propeller Group*

# Looking Ahead

- We want to increase the percentage of student visitors to the Blaffer Art Museum above its already strong 50%
- We want to discover new ways of connecting audiences to exhibitions and providing learning opportunities
- We want to enhance our successful student-centered programs, including the two annual student exhibitions and the Blaffer Art Museum Student Association, and to establish a new First Friday Tour Program for UH students

Q & A