

what's NEW?

The New Children's Museum 2018 Annual Report



Children's museums play an essential role in cultural and social life by engaging children and families, and igniting imagination and creativity. They provide opportunities for play, learning and escape, and bring communities together through interaction, engagement and celebrating cultural diversity.

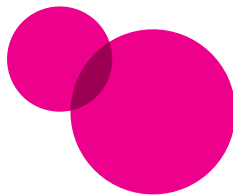
In 2018, we celebrated a milestone year as a children's museum. The year marked both our 35th year engaging children in San Diego and our 10th year as The New Children's Museum downtown. Our journey has been one of significant and continuous evolution. When we reopened in 2008, we added "new" to our name to signify our new approach of engaging children through contemporary art. We incorporate research from developmental psychology, early childhood learning, brain development, arts education, play and the visual arts to build impactful programming that provides joy and wonder while also developing critical 21st century skills.

After a celebratory year reflecting on our first decade as The New Children's Museum, we begin our next decade with optimism and excitement for what's to come. We just recently received the National Medal (article below), recognizing the impact we are making on children and families throughout San Diego. We want to thank our donors, supporters, sponsors and friends who have helped us become who we are today. We appreciate your continued support and will see you at the Museum soon!

Sincerely,

Tom Rosso
Board Chair

Judy Forrester
Executive Director



WHAT'S IN THE NUMBERS?

270,656
Museum Visitors



6,372
Member Families



13,446
School Visitors



182
Schools Served



19,196
Military Served



>> NATIONAL MEDAL WINNER

Each year, the Institute of Museum and Library Services, the primary source of federal support for the nation's libraries and museums, presents the [National Medal for Museum and Library Service](#). We are pleased to announce that The New Children's Museum is a 2019 National Medal winner! Representatives from the Museum traveled to Washington, D.C. to receive the award at a ceremony on June 12th held at the U.S. Botanic Garden on the National Mall.

The Museum was nominated for the award by Congressman Scott Peters for our community engagement efforts that reach deeply into San Diego communities to stimulate, cultivate and nurture creativity for children and families. We were **one of only five museums** to win the award, and **the only children's museum**.

Considered the **nation's highest honor for museums** and libraries, the National Medal is given to organizations for their dynamic programming and services that exceed expected levels of service. Through community outreach, National Medal winners bring about change that touches the lives of individuals and helps communities thrive.



NEW ART INSTALLATIONS IN 2018

CRYSTAL CORTEX JANUARY - MARCH 2018

Artist Jason Hackenwerth returned for our 10th anniversary year to create *Crystal Cortex*, a colorful biomorphic sculpture made of 14,000 latex balloons, spanning 50 feet tall and 30 feet wide. *Crystal Cortex* hung in the Museum's atrium to kick off 2018.



FLOWER TRUCK OPENED MARCH 2018

The "painted objects" on our Paint and Clay Patio have been visitor favorites for over two decades. For our birthday year, we introduced *Flower Truck*, a 1950s Dodge pickup truck reminiscent of one of our first painted objects in the early 90s.

NO RULES... EXCEPT (2008/2018) OPENED MAY 2018

To celebrate our milestone year, we brought back *No Rules...Except*, one of the original installations from when the Museum opened in 2008. Created by Allan Kaprow and reinvented by Brian Dick, the installation is fondly called the "Mattress Room" by visitors.



INNOVATORS LAB 2018 PARTNERSHIPS

The Innovators LAB is our collaborative makerspace where we create **design challenges** to nurture creativity, problem solving, skill building and learning. What sets it apart from other makerspaces is the inclusion of resident professionals and organizational partnerships. In 2018, we partnered with Cox Communications, ESET, SDG&E, Solar Turbines and Thermo Fisher Scientific.

>> 2018 VISIONARY AWARD WINNERS

PRESENTED AT THE MAY 10TH BIRTHDAY BASH!

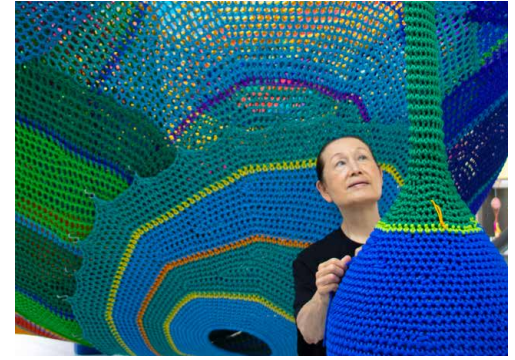
Founders: Sandra Arkin, Carol Fox, Sharon Omahan, Dorothy Shapiro, Carol Sigelman, Bea Thurber

Architecture/Design: Rob Wellington Quigley, FAIA, Jennifer Luce, FAIA

Honored Sustaining Supporters: Walter + Marianne Egger, Laurie Mitchell + Brent Woods



WHAT'S NEW FOR 2019



The New Children's Museum is now the home of **Whammock!**, internationally renowned textile artist Toshiko Horiuchi MacAdam's first large-scale work at a museum in the United States. The colorful, 28' x 20', interactive, three-dimensional textile environment resembles a giant hammock of crocheted circles, open pockets and dangling pendulums. MacAdam hand-crocheted thousands of feet (about 40 miles) of highly durable nylon in her Nova Scotia studio, working alongside her husband, Charles. The 14 hand-dyed colors she features in the art reflect her impression of the San Diego environment and landscape, including references to California poppies, the ocean and Mexican cultural influences. *Whammock!* opened to the public June 15th.

ENGAGING THE COMMUNITY

ARTIST RESIDENCY

The Museum's Artist Residency program brings an artist, the Museum and our community together to create a new, immersive installation or studio space that will be on view at The New Children's Museum. One artist is commissioned for the residency each year. By engaging with families at seven community centers in San Diego through our **Mass Creativity** program, the artist is inspired to add to his or her initial concept as part of the process of creating a new art installation. The overall goals of the residency are to create experiences that meet the needs of current as well as underserved visitors, listen to community partners, devise new ways to reach all San Diego families and share our unique model with artists and the museum field. *The Wonder Sound* by artist Wes Sam-Bruce (2016) was the first installation to be created using this residency model.



Our 2018 Artist-in-Residence was Rizzhel Javier. Storytelling is at the core of her *People + Places* project. Workshops held in the community had participants drawing self-portraits and sharing stories on recorders. These were then made into dolls which the participants could give to "someone they missed." The final installation in The Community Gallery at the Museum included opportunities for visitors to record their own stories as well as a playspace with replicas of dozens of the dolls that were created at the workshops.

Our 2019 Artist-in-Residence is Tanya Aguiñiga, collaborating on workshops for our 2019 Mass Creativity program that focus on the theme of emotions and creating imaginary creatures. These workshops will ultimately inform the reimagining of a new Tot Studio space to be completed in the fall of this year.

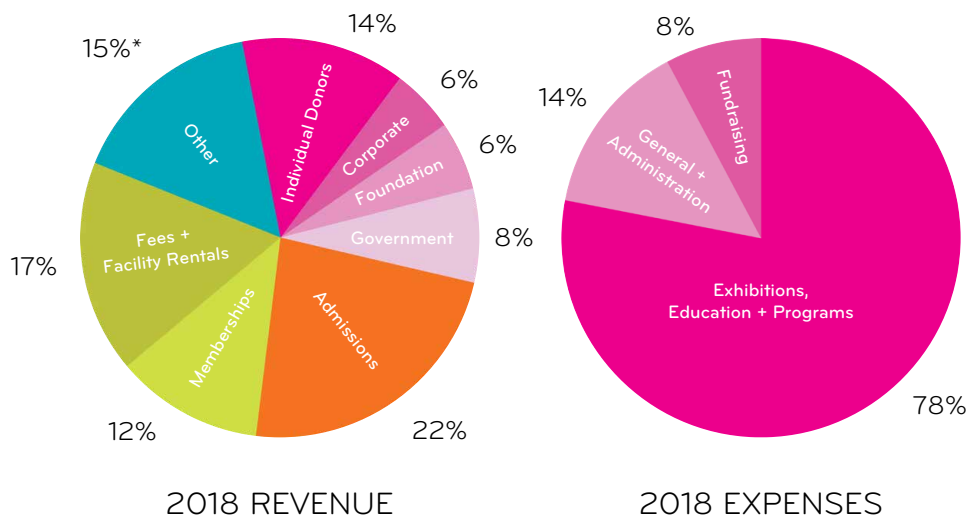


>> 2018 COMMUNITY PARTNERS

Barrio Logan College Institute, Braille Institute, Casa Familiar, Include Autism (now Community ConNext), Migrant Education, Monarch School, Ronald McDonald House Charities, San Diego Center for Children, SDYS Foster Care, Skyline Hills Library/Made in Paradise Hills, Solutions for Change, South Bay Community Services, Southern Sudanese Community Center, Support The Enlisted Project (STEP), The San Diego LGBT Center, USO San Diego, Vista Hill, Words Alive



2018 OPERATING BUDGET \$4.8 M



* Includes parking, in-kind, store, etc.

BALANCE SHEET

ASSETS

Cash	\$119,554
Grants and other receivables	\$167,128
Investments	\$1,968,381
Building and Equipment	\$18,479,310
Other	\$199,598
TOTAL	\$20,933,971

LIABILITIES AND NET ASSETS

Current Liabilities	\$972,441
Undesignated Net Assets	\$17,782,412
Unrestricted Endowment	\$1,980,182
Temporary Restricted Assets	\$198,936
TOTAL	\$20,933,971

YOU MAKE NEW POSSIBLE

Thank you to our generous 2018 Donors (\$5,000+)

LUMINARY (\$50,000+)

California Governor's Office of
Emergency Services
City of San Diego Commission for Arts
and Culture
Lynn Gorguze and Hon. Scott Peters
The Hearst Foundations
Institute of Museum and Library
Services
Laurie Mitchell and Brent Woods

SUSTAINER (\$25,000+)

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California Arts Council

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INNOVATOR (\$5,000+)

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Feast On This

Maktive Event Productions
Raphael's Party Rental

IN-KIND (\$10,000+)

Creative Catering & Events
San Diego Wine & Culinary Center

IN-KIND (\$5,000+)

Black River Caviar
Casper Sleep
ci Fabrics
Coast Catering / Crown Rentals
ECR 4 Kids
The French Gourmet, Inc.
Jerome's Furniture
Passion Planner
Personal Touch Dining
Precision Label
The Raymond Group
Wild Thyme Company

Includes donations January 1, 2018
through December 31, 2018

*Generously donated through
The San Diego Foundation
**Generously donated through
The Jewish Community Foundation

WELCOME TO OUR 2019 BOARD OF DIRECTORS (AS OF 6/1/2019)

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Inscripta

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