

Heard Museum

2015 ANNUAL REPORT



FROM THE DIRECTOR AND CEO



Dear Friends,

The first time I visited the Heard Museum was in 1989. At the time, I had no idea that I would one day be part of this dynamic institution. Instead, like so many others, I was simply awed by the beauty and depth of this unparalleled collection of American Indian art. Since I joined the museum as Director and Chief Executive Officer in January 2016, I have been extremely proud to help further the important work created every day by the artists, staff, leadership, and volunteers of this dynamic cultural landmark.

The Heard Museum is the largest private museum in the United States dedicated to the American Indian experience. Our collections, exhibitions, library and archives, retail operations, educational programming, and public events are like none other in the world. As we celebrate our recent accomplishments in this 2015 Annual Report, we also look forward to a very exciting future.

In the months and years ahead we will build on our legacy of excellence, in ever more exciting and impactful ways. In February 2017, we will unveil the Virginia G. Piper Grand Gallery, a new 10,000 square-foot flexible exhibition space where our visitors will experience large-scale exhibitions, and the Nina Mason Pulliam Crosswalk which will provide a pathway directly from the heart of the museum into the Boarding School Experience and other second floor exhibitions. These are just some of the new developments that will enable this institution to deepen its commitment to excellence in programming, and to further our efforts to ensure that everyone in this community has access and feels a sense of ownership and belonging to this unique Arizona icon.

I want to thank all of the artists, staff and board members, donors, volunteers, students, families, and visitors who continue to make the Heard Museum an integral part of the Arizona cultural community and a national treasure. We are looking forward to celebrating many successes in the years to come, and invite you to join us on this exciting journey.

Stay tuned,

A handwritten signature in black ink, appearing to read "D. Roche". The signature is stylized and fluid.

David M. Roche | Director and CEO

Tony Jojola (Isleta), b.1958 and Rosemary Lonewolf (Santa Clara), b. 1954. "*Indigenous Evolution (Detail)*," 2004. Gift of David and Sara Lieberman.



OUR MISSION

The mission of the Heard Museum is to be the world's preeminent museum for the presentation, interpretation and advancement of American Indian art, emphasizing its intersection with broader artistic and cultural themes.

Charles Loloma, Hopi (1921-1991). Detail of *Buffalo Dance*, Mural c. 1940.



ABOUT THE MUSEUM

Founded by Dwight and Maie Bartlett Heard in 1929, the Heard Museum has an international reputation for landmark exhibitions, programs and events reflecting Native heritage and artistic achievements.

The country's largest private museum dedicated to the American Indian experience, the Heard draws from an unparalleled collection of fine art and cultural objects. The museum sits on an 8-acre campus featuring an extensive library and archives, a renowned shop which provides significant economic support to Native artists and the American Indian Veterans Memorial – the only monument in the United States recognizing three centuries of service.

The Heard's acclaimed education and public programs, festivals and events offer expanded learning experiences for schools, families and adult learners. Core programs include in-depth school tours and activities, educator resources, dialogues with artists and scholars, family friendly exhibitions and highly attended festivals and events celebrating working artists, dance, music, film and more.

ABOUT THE HEARD MUSEUM COLLECTION

The Heard Museum collection comprises more than 40,000 works of art and artifacts primarily reflecting the material cultures and artistic traditions of the Southwestern tribes of the United States. The collection includes masterworks of pottery, weaving, basketry, beadwork, jewelry, katsina carving and fine art. The Fred Harvey Collection and the Barry Goldwater Collection are important and celebrated features of the Heard Museum collection.

More than 30 different tribal cultures from across North America are represented in the collection. They include: Pima, Navajo, Apache, Tohono O’odham, Zuni, Acoma, Hopi, San Ildefonso, Santa Clara, Cochiti, Santo Domingo, Zia, Tlingit, Tsimshian, Sioux, Kiowa, Cheyenne, Chumash, Panamint, Yokuts, Maidu, Chemehuevi and Inuit. New Mexican devotional and decorative arts and other art and artifacts from world cultures including Africa, Oceania and South America are also included in the collection.



ABOUT THE LIBRARY AND ARCHIVES

The Heard Museum is home to the Billie Jane Baguley Library and Archives, a comprehensive research facility offering extensive information about Indigenous art and cultures from around the world and an unparalleled resource collection on nearly 25,000 American Indian artists.

The Library and Archives collections reflect the museum’s permanent collections, with particularly strong holdings in American Indian artists’ biographical resources, American Indian art and culture of the Southwest, American Indian fine arts, works created by American Indian authors, Inuit art and culture, Indigenous arts of Oceania, Africa and Asia, and museum studies and library and archival sciences.

Kiowa, Lattice cradle, c. 1890, Fred Harvey Fine Arts Collection at the Heard Museum, 83BE



FY15 EXHIBITIONS

HOME: NATIVE PEOPLE IN THE SOUTHWEST

Continuing Exhibition

Showcasing masterpieces from the museum's collection, Home takes visitors on an unforgettable journey through the Southwest and the vibrant arts and cultures of Native people. The exhibition dynamically weaves interviews with artists and Native community members with iconic artifacts and works of art to offer dazzling insights into American Indian history, art, and culture.

REMEMBERING OUR INDIAN SCHOOL DAYS: THE BOARDING SCHOOL EXPERIENCE

Continuing Exhibition

The first exhibition to ever document and illuminate this often unknown piece of American history, The Boarding School Experience draws on first-person accounts, memorabilia, works of art, and writings in a highly immersive setting. The exhibition

continues to be one of the most visited at the museum and plans are in place to overhaul and update the exhibit in 2018.

MODERN SPIRIT: THE ART OF GEORGE MORRISON

October 25, 2014 – January 12, 2015

This exhibition, organized by the Minnesota Museum of American Art in St. Paul and featuring 80 drawings, paintings, prints, and works of sculpture, was the first comprehensive retrospective of this seminal 20th-century artist and American Indian modernist.

THAT'S THE WAY I LIKE IT!

April 26, 2014 – February 8, 2015

Heard family, friends and fans had their turn as curators in our first-ever (and wildly popular) crowdsourced exhibition. Museum visitors and Facebook friends were invited to vote for their favorite artworks from new additions to the collection, with top vote-getters on view in the Lovena Ohl Gallery.



*SUPER HEROES: ART! ACTION!
ADVENTURE!*

May 16 – August 23, 2015

Following on the success of 2014's Build!, the Heard presented Super Heroes, a family-friendly summertime exhibition highlighting Native artists with a fresh take on super-human iconography, ranging from Indigenous versions of well-known comic book legends to new champions reflecting American Indian traditions and legends.

*TIME EXPOSURES: A PHOTOGRAPHIC
HISTORY OF THE ISLETA PUEBLO IN
THE 19TH CENTURY*

January 31 – September 27, 2015

Curated by the Isleta people themselves, this powerful exhibition juxtaposed pre-contact Pueblo traditions with life after the arrival of American settlers, and asked visitors to consider if the historic photos composed by non-Indians actually represent the true story of the Isleta people and their ways.

*LOLOMA: EXPRESSIONS IN METAL,
INK, AND CLAY*

February 28 – October 4, 2015

Celebrating the life and work of Hopi artist Charles Loloma, one of the most celebrated Native American jewelers, this exhibition also showcased his lesser-known pen and ink landscapes and textiles.

LEFT: Steve Lucas, Hopi-Tewa. Jar, 2001, 6.75" x 16. Gift of the family of Marcia L. Katterhenry.

Jeffrey Gibson, *American Girl*, 2013. Collection Nerman Museum of Contemporary Art, Johnson County Community College, Overland Park, Kansas. Gift of the H Tony and Marti Oppenheimer Foundation

*BEAUTIFUL GAMES: AMERICAN
INDIAN SPORT AND ART*

December 20, 2014 – November 19, 2015

Welcoming visitors to Super Bowl XLIX, this highly popular Heard-curated exhibition celebrated the pivotal and often ground-breaking accomplishments of American Indian athletes, and traced the origins of many contemporary sports back to their beginnings in tribal communities.



AL HOMELANDS



PRESENT DAY TRIBAL LANDS



EDUCATION + OUTREACH

The Heard Museum offers specialized learning experiences for school groups, families and adult learners both at the museum and off-site. More than 12,000 children visit the museum each year, more than half visiting through school tour programs, and free educational resources are available for teachers to bring learning about American Indian cultures and art into the classrooms.

SCHOOL TOURS

The Heard Museum welcomes all schools and students to the museum through free guided tours for grades K-12, as well as special arts-based learning activities.

TEACHER RESOURCES

Free educator resources are available through the Heard website, include a Native American fine arts resource guide, student activities, teaching resource art posters and virtual tours teaching students about Arizona's tribal communities.

GALLERY TALKS & SPEAKERS

Our ongoing series of stimulating public conversations offer members and visitors unique insights into the Heard's exhibitions and collections as well as opportunities to engage with artists, curators, scholars, and community leaders. In addition to an ongoing exhibition speaker series at the museum, the Heard is a partner with Arizona State University to deliver the Simon Ortiz and Labriola Center Lecture on Indigenous Land, Culture, and Community at ASU.

THE HEARD MUSEUM COMES TO YOU

The Heard also offers free mobile learning resources to schools and teachers. Traveling panels and "suitcase exhibitions" are available for classroom and library installation at no cost to schools, and teach on subjects ranging from Hopi katsina dolls to the history of Indian boarding schools.

SHORT COURSES

Presented by the Heard Museum Guild, these multi-week, half-day classes feature nationally acclaimed thought leaders and offer intensive insights to further learning around key exhibitions, current topics, and collections.

GUILD INTERNSHIPS

The Heard Museum Guild-sponsored Internship Program partners with ASU's American Indian Student Support Services (AISSS) to offer talented American Indian students opportunities that contribute to scholastic success and promote professional skills. Internships are offered across museum departments, including Curatorial, Education, Development, Finance, and Marketing.

COMMUNITY RECOGNITION & AWARDS

In FY2015, the Heard Museum was proud to present Ernest Silva (Cahuilla/Serrano) with the eleventh annual *Spirit of the Heard Award*, recognizing his work in preserving American Indian cultures, languages, history and arts. The museum also continued its partnership with ASU to recognize outstanding American Indian Masters and Doctoral graduates through its *Eagle Spirit Award*.

FAMILY FRIENDLY EXHIBITS

The Heard offers tactile experiences for families and children with in-gallery, self-guided activities where visitors learn about diverse cultures and participate in creative learning to deepen a sense of cross-cultural understanding.

PUBLIC PROGRAMMING AND EVENTS

INDIAN FAIR & MARKET

March 7 & 8, 2015

Nearly 15,000 visitors attended the Indian Fair & Market in 2015, a world-renowned two-day marketplace featuring traditional and contemporary artworks by the nation's most outstanding American Indian artists. The Indian Fair also includes food, performances, ceremonies and activities for all ages, and provides significant economic support to Native artists.

MERCADO DE LAS ARTES

November 8 & 9, 2014

More than 60 Hispanic artists presented their work for nearly 4,000 visitors who also enjoyed the internationally-acclaimed mariachi, Azteca de Oro, a celebration of traditional foods, and an unforgettable procession of artists.

FIRST FRIDAYS: NATIVE + YOU

The Heard Museum's First Fridays continued to celebrate the cultural pulse of Phoenix and the greater Southwest with showcases of music, theater, spoken word, dance and more, along with themed offerings from the Courtyard Café. All First Fridays visitors enjoy free admission to the museum.

FREE SUMMER SUNDAYS

In 2015, more than 4,000 visitors, families, and children enjoyed free, all-day admission every fourth Sunday of June, July, August and September.

Nakotah La Rance, 2015 World Champion Hoop Dancer. Photos courtesy Lizard Light Productions.



A TRIBUTE TO HONOR OUR VETERANS

Veterans and groups, color guards, performers, and speakers gathered at the Heard's American Indian Veterans National Memorial on Veteran's Day for a sunset tribute to more than three centuries of military service by American Indian men and women.

25TH ANNUAL WORLD CHAMPIONSHIP HOOP DANCE CONTEST

February 7 & 8, 2015

More than 3,000 visitors cheered on the world's greatest hoop dancers, with prizes given to Adult, Senior, Teen, and Youth contestants. Nakotah LaRance (Hopi/Tewa) took top honors at the event commemorated a quarter century of thrilling performances.



THE HEARD MUSEUM BY THE NUMBERS

THE MUSEUM AND COLLECTION

- More than 40,000 historical artifacts and works of American Indian art comprise the Heard collection, including katsina dolls, jewelry, textiles, ceramics, and basketry
- Approximately 4,000 works of fine art by American Indian artists from the 20th century to the present
- 130,000 square feet of indoor space, including 12 exhibition galleries, education, meeting and performance facilities, administrative offices, collections storage, retail facilities, and a world-renowned library and archives
- Approximately 150,000 visitors in 2015 enjoyed exhibitions and participated in special events like the Indian Fair and Market, El Mercado de las Artes, and First Fridays
- More than 12,000 Arizona school children visit annually, and nearly 400 schools from 20 states use the Heard as a source of curriculum material
- Approximately 70% of Heard Museum visitors reside outside of Arizona
- Approximately 450 Guild and Council volunteers donate more than 40,000 hours and conduce more than 2,100 tours annually

THE BILLIE JANE BAGULEY LIBRARY & ARCHIVES

- Nearly 25,000 American Indian artists are represented in the library's unique Artists Resource Collection, containing biographical information, correspondence, catalogues, and interviews
- More than 300,000 historic and contemporary photographs
- Approximately 300 linear feet of personal collections and manuscripts



- Major collections include the Fred Harvey Company photographs and papers, the Barry Goldwater photographic collection, American Indian Boarding School collections, and American Indian artist collections including Harry Fonseca, Kay WalkingStick, Ramona Sakiestewa, and others.

THE MUSEUM CAMPUS

- The Heard Museum's historic 8-acre campus includes four courtyards featuring important sculptural works from its collection amid stunning desert landscaping
- The museum's outdoor performance venue, the Libby Amphitheater, offers ample space audiences to enjoy special performances and ceremonies
- The American Indian Veterans National Memorial is the only national memorial dedicated to the military service and sacrifices made by Native Americans
- The Heard Museum Shops offer an unparalleled selection of authentic and one-of-a-kind rugs, pottery, katsina, jewelry, and works of art, providing significant income to the American Indian artists represented in the retail space
- Books & More offers visitors and tourists a unique selection of books, souvenirs and mementos
- The museum's Courtyard Café, recognized by Bon Appetit for its fresh, Indigenous ingredients, offers daily food service indoors and al fresco
- The Steele Auditorium is a flexible meeting, event, and performance space with theater seating for almost 400 patrons
- The Dorrance Education Center is a hub for the museum's educational and public programming, with space for conferences, meetings, and classroom activities

The Barry Goldwater Katsina Collection, *HOME: Native People in the Southwest* (opened 2002)

FINANCIAL OVERVIEW

STATEMENT OF FINANCIAL POSITION AS OF SEPTEMBER 30, 2015

ASSETS

Cash and Cash Equivalents	886,029
Net Receivables	231,121
Net Merchandise Inventories	2,553,483
Prepaid Expenses	179,788
Pledges Receivable	145,577
Investments	5,011,144
Assets Restricted to Investment in Property and Equipment	1,250,000
Property and Equipment	17,082,033
Other	6,546

Total Assets **27,355,721**

LIABILITIES AND NET ASSETS

Lines of Credit	1,500,000
Accounts Payable and Accrued Expenses	687,098
Deferred Income	484,386
Deposits	91,198
Gift Annuity Payable	30,152
Undesignated Net Assets	17,043,105
Board Designated Net Assets	1,888,864
Temporarily Restricted	2,648,541
Permanently Restricted	2,982,377

**Total Liabilities and
Net Assets** **27,355,721**

STATEMENT OF ACTIVITIES YEAR ENDED SEPTEMBER 30, 2015

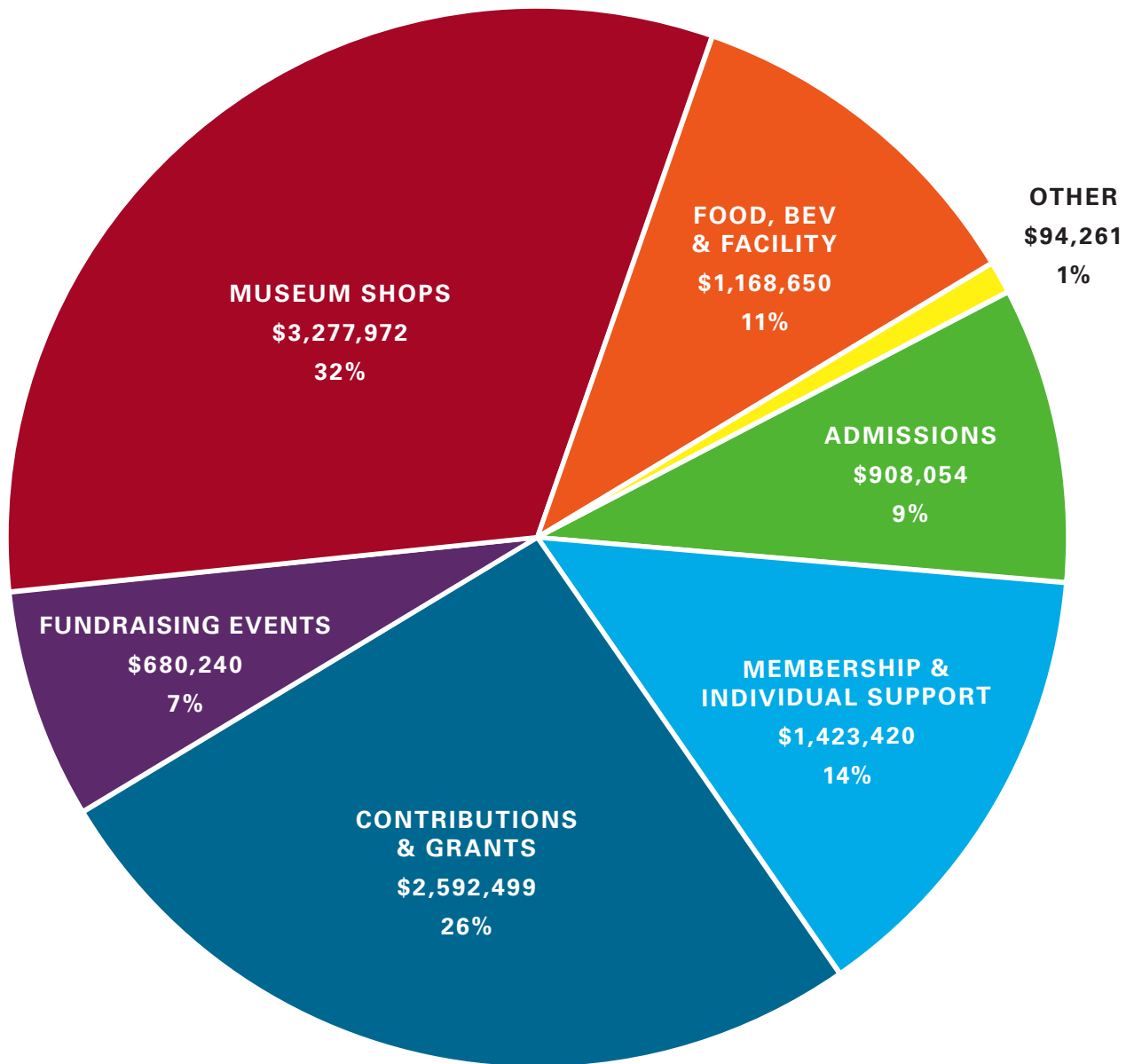
**Net Assets – Beginning
of Year** **25,683,361**

Total Revenues and Support	10,145,096
Program Expenses	5,739,464
Supporting Expenses	5,284,510
Excess of Expenses Over Revenue	(878,878)
Non-Operating Activities	(241,596)
Change in Net Assets	(1,120,474)

Net Assets – End of Year **24,562,887**

The Heard Museum received an unqualified opinion from its auditors, CliftonLarsonAllen LLP, on the audit of its consolidated financial statements for the year ended September 30, 2015.

FY15 OPERATING REVENUES





LEADERSHIP SUPPORT

The Heard Museum wishes to thank the following supporters who generously contributed \$1,500 or more between October 1, 2014 and September 30, 2015.

\$1,000,000 - 1,500,000

Virginia G. Piper Foundation

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A scene from Moondance 2015. Photographed by Haute Photography.

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