

Memorandum



CITY OF DALLAS

DATE January 4, 2013

TO Members of the Arts, Culture & Libraries Committee:
Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT Dallas Museum of Art Update

On Monday, January 7, 2013 the committee will receive an update on the Dallas Museum of Art. The museum director, Max Anderson, will brief the committee. Briefing materials are attached for your review.

If you have any questions, please feel free to contact me.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel Solis, Administrative Judge

A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager

DMA

DALLAS MUSEUM OF ART

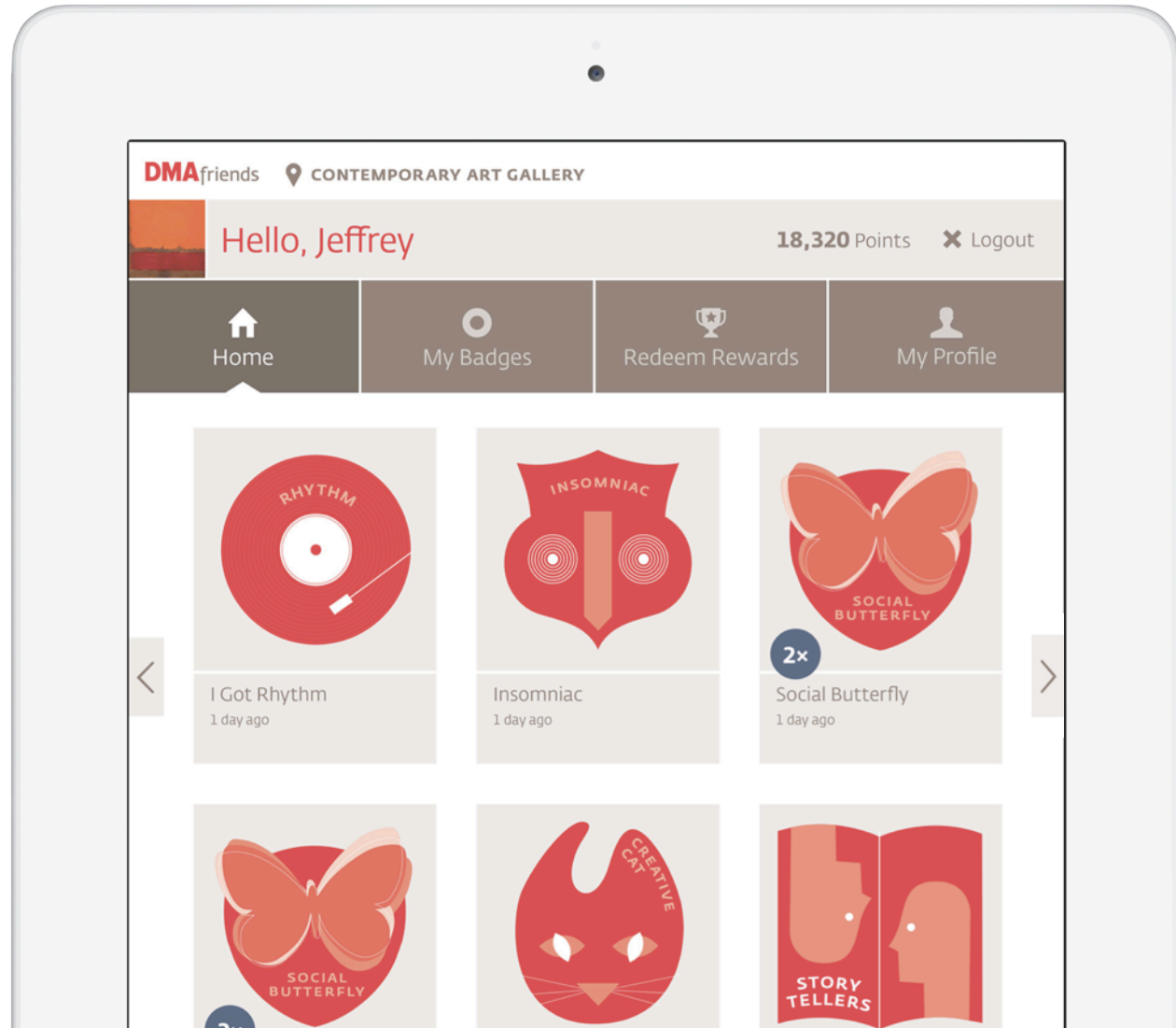
Promoting participation
and engagement with art

DMAfriends

DMAfriends



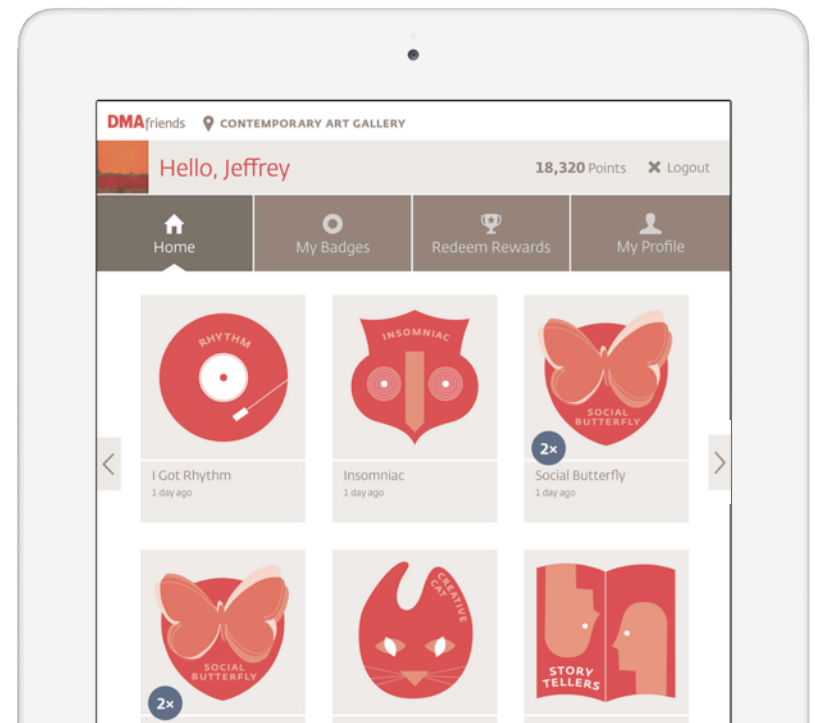
DMAfriends



DMAfriends

Badges are bundles of activities that are created by DMA staff.

Badges are used to magnify existing visitor behavior and encourage new forms of engagement



DMAfriends



Are you a night owl? A true insomniac?

Then stay up late with us! Come to five Late Nights in 2013 to receive this wild-eyed Insomniac Badge!

Late Nights occur once a month, when the Museum stays open until midnight. Join us for concerts, tours, artist talks, gallery performances, artist demonstrations, art activities for families, DJs in the galleries, film screenings, and much more.



What was the DMA collecting in the year you were born?

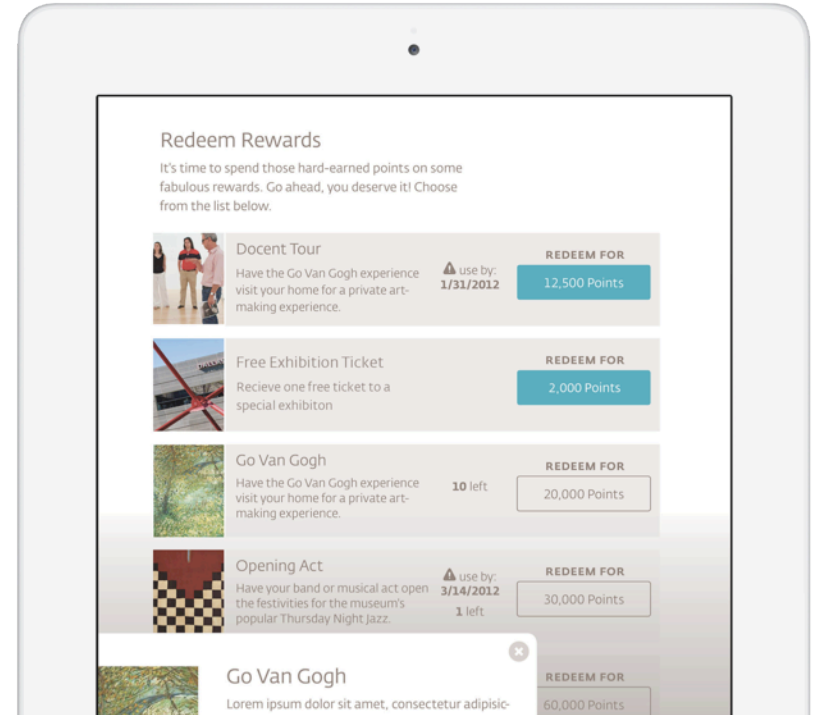
Help us celebrate the DMA's 110th birthday by being among the first 110 Friends to find a work of art made in the same year you were born, take a photo of yourself with it, and post it to Facebook! The winners will be gifted with the Birthday Badge.

The Museum has a collection of over 22,000 works of art from around the world from ancient to modern times. Admission to the DMA's collection is free, and we're celebrating in a big way during our January Late Night event. Come and join the fun.

DMAfriends

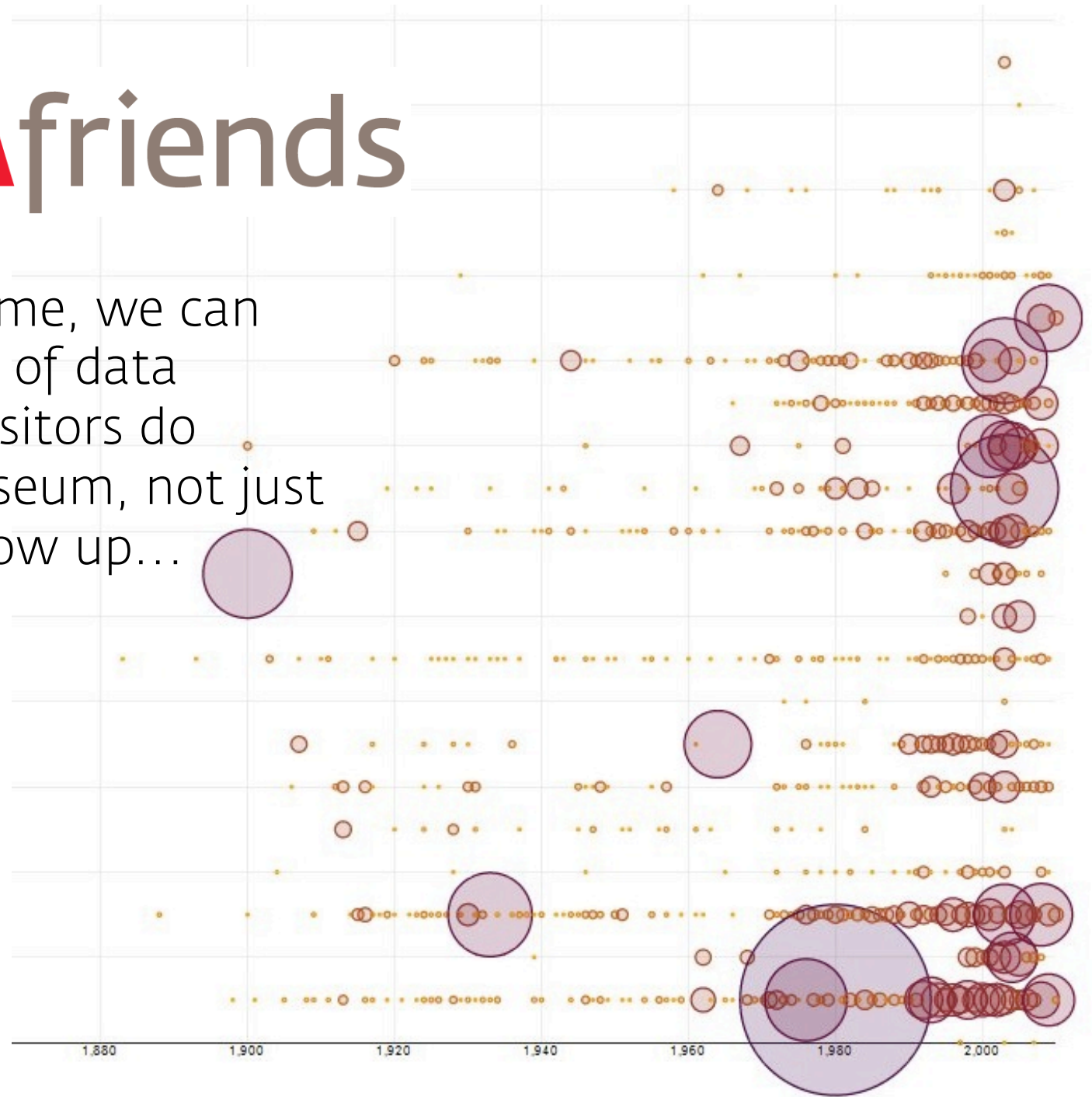
Points are awarded for completing badge activities

DMA Friends can use their points for a variety of rewards



DMAfriends

For the first time, we can have a stream of data about what visitors do inside the museum, not just when they show up...



Use high engagement as a “mirror” to the community



WHY DO MUSEUMS MATTER?



WHY DO MUSEUMS MATTER?

“When you can slip into a gallery for just 15 minutes to see a favorite painting, or when parents can take their children without having to budget for it, the museum takes on a societal function. It's no longer just a fortress or an amusement: it's a civic platform, where education and citizenship go hand in hand”.

Jason Farago, The Guardian, London, 30 Nov, 2012

WHY DO MUSEUMS MATTER?

"For Dallas, a museum membership should be like a library card: everyone should have one, and it should foster an engagement with the museum that goes beyond the occasional visit to a kind of civic pride".

"I hope it works. Because in a perpetually privatizing world, the kind of civic culture that the Dallas Museum of Art is trying to foster has become rarer than any antiquity".

Jason Farago, The Guardian, London, 30 Nov, 2012

THANK YOU!

