Message from the Director

Just like so many museums across our nation, we at the Appleton Museum of Art, College of Central Florida, experienced a very challenging year. In spite of the fact that our major exhibition Art of the Chopper did not meet our expectations, we nevertheless attracted substantially more visitors, with admission revenue that exceeded $50,000 more than the previous year. In addition, our museum family grew significantly and now consists of 1,573 memberships, an increase of 14 percent. All other income indicators also showed positive trends. Perhaps more importantly, we still had a great deal of fun!

We were pleased to welcome our new Curator of Exhibitions Ruth Grim as part of our team and we are looking forward to many exciting exhibitions and programs this coming year. Our major exhibition this year will be Reflections: Paintings Of Florida, 1865-1965, From the Collection of Cici and Hyatt Brown. We invite everyone to experience this exceptional exhibition and share in our great Florida heritage as seen by some of America’s most important painters.

Again, I thank you for all the support you have rendered to our very special museum this past year. I also thank the College of Central Florida for its never-ending guidance and in particular our hard working and talented staff at the museum.

Onward and upward,

John Z. Lofgren, Ph.D.
Director

The Appleton Mission

The Appleton Museum of Art brings art and people together; to inspire, challenge and enrich present and future generations through our wide range of collections, exhibitions, programs and educational opportunities.

Programs

During the 2009-2010 fiscal year, the Appleton Museum of Art presented a variety of educational programs and musical events. Seven After Hours events attracted 1,351 evening visitors and four Sunday afternoon concerts were attended by 756 visitors. In a cooperative program with the Ocala Civic Theatre, three Holiday Duet performances were presented on the Appleton’s stage and 258 guests enjoyed traditional songs of the season sung by the theater’s leading actors.

The Education Department offered a wide range of programs including a summer camp where students learned how to record and produce an old fashioned radio show which was later broadcast on WOCA-AM/1370. Special lectures included Dr. V. Chellammal, a Fulbright Scholar-in-Residence from India, and Larry Charles, an artist and member of the International Guild of Realism. Painting classes were taught by artists Morgan Samuel Price and Vicki Prichard, and a First Saturday’s children’s art education program began. The Museum Film Study program presented 40 films including a special series of motorcycle-oriented films during the Art of the Chopper exhibition. A total of 1,992 visitors attended these classes, lectures and films throughout the year.

Five hundred eleven visitors attended the Appleton’s two Family Day Festivals. The Asian Harvest Festival in the fall featured a Red String Wayang Theater puppet show and a children’s concert by Deng Hapong. The African-American Festival in the spring included folk storyteller Jumide Nabavi and a lecture by Florida artist O.L. Samuels. The Appleton’s Arts Education Open House in January featured 12 area arts education organizations which distributed information about their music, dance and visual arts programs to 426 visitors. In addition, folk singers and storytellers Sparky and Rhonda Rucker regaled 77 visitors with folk tales and songs in early May.

Other student programs included the 29th Annual Sixth District Congressional Art Competition that exhibited the works of 45 high school students from eight regional schools. The museum participated in the Marion County Public Library’s CREATE program which fosters the arts among local teens. Art activities were taught to 369 visiting school students as a part of their museum tours and two college students successfully completed the Independent Study in Museum Studies.

Docents attended 13 educational meetings on the museum’s collections and new exhibits, and they worked in shifts on weekends to provide interpretive information to visitors during the Art of the Chopper exhibition. In addition, a museum donor funded 10 days of arts programming presented by Act For Youth Theatre in Levy and Marion county schools and community centers.

From left: Chain of Mystery by Indian Larry; The Members Preview opening of the Art of the Chopper exhibition featured 30 custom motorcycles designed and built as works of contemporary art.
Visitors and Volunteers

The Appleton welcomed 23,516 visitors and sold 1,695 memberships of all types. Forty-three docent-guided tours were provided during the year to 1,293 visitors of which 660 were school age children.

The popular Trips ‘N’ Tours program provided 15 day trips and one extended trip to various museums and historical sites for 795 guests. Destinations included the Tampa Museum of Art, Fernandina Beach in Amelia Island, DeBary Hall Mansion on the St. Johns River, Raymond James Financial Center in Tampa Bay, Leepa-Rattner Museum of Art in Tarpon Springs, the Stephen Foster Folk Culture Center, the Orlando Museum of Art and a tour of the museums and musical centers in Nashville, Tenn.

Last year, 106 volunteers contributed 3,745 hours of vital service to the museum including docent tours, visitor services, gift shop, curatorial, office and administrative work. The Independent Section, which has been tracking the value of volunteer time since 1980, estimated the value of a volunteer hour last year at $20.85 for a total of $78,083.25 in manpower contributed to the museum.

Exhibitions

The following are the 12 temporary exhibitions presented at the Appleton during the 2009-2010 fiscal year, both traveling and from the permanent collection:

- Aesthetics of Power: Weapons and Ceremonial Artifacts from the Permanent Collection, June 19-Aug. 16, 2009
- Florida Indiglenes: Carvions of the Sunshine State, Sept. 12-Oct. 18, 2009
- Unmarrid “Tony” Etharong: Recent Works, Oct. 31-Nov. 29, 2009
- Megan Samuels Pricc: Florida's Plein Air Artist, Feb. 12-April 11, 2010
- Southern Journeys: African-American Artists of the South, April 3-May 23, 2010
- American Masters from the Collection of John and Jean Wilkinson, April 17-Aug. 8, 2010
- 29th Annual Sixth District Congressional Art Competition, April 24-May 9, 2010
- Appleton Biennial 2010: Florida Installation Art, June 12-Aug. 8, 2010

Through generous gifts of its supporters, the Appleton Museum received three works of art from donors and purchased one art piece.


Giving Back

During the past fiscal year, the Appleton Museum has proudly supported the following community organizations with gifts of family memberships and free admission passes:

- Belleview Middle School
- Big Brothers/Big Sisters, Citrus
- Centerpoint Community Church
- College of Central Florida Foundation
- Comerston School
- Grace Episcopal Church
- Haven Hospice
- Hospice of Marion County
- Kiwanis Club of Dunnellon
- Lake Wales Kiwanis Foundation
- Marion County Literacy Council
- Marion Country Springs Festival
- Marion County Veterans Helping Veterans
- Marion Cultural Alliance
- New Horizon Academy
- Oak Run Garden Club
- Ocala/Marion County Chamber of Commerce
- Screen Actors Guild Foundation
- Voices for Children

2009-2010 Membership

2009-2010 General Admission
The Art of Giving

With your support and the support of our Central Florida community, the Appleton Museum of Art opened its doors to the public in 1987. Built to display and preserve the collection of Arthur I. Appleton, the museum has continued to expand the permanent collection and its programming which includes traveling exhibitions, educational programs and cultural events.

Continued growth of the museum and its programs requires careful planning, and, of course, continued funding. This year, the museum has received many gifts toward growing and improving our programs and endowments. These gifts help the Appleton make essential steps toward meeting the cultural needs of our community and enriching the lives of future generations.

Please join us in thanking those who have helped us further the Appleton’s commitment for excellence in the visual arts for Central Florida.

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Some of the students from the Appleton Museum’s Magic of Summer camp program.