

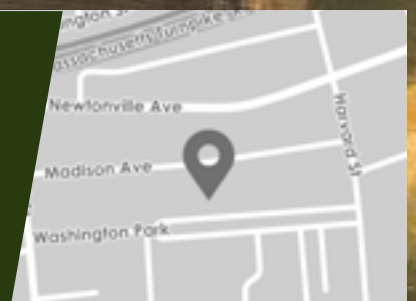
New Art Center in Newton

2020 | Annual Report



connect through art

61 Washington Park | Newton, MA 02460
617.964.3424 | www.newartcenter.org



ABOUT US

A MESSAGE FROM THE DIRECTOR & PRESIDENT

2 About Us

3 A Message from the Director & President

5 Exhibitions

6 Classes & Workshops

7 COVID-19 Renovations & Policy Updates

8 New @ New Art

9 In Our Community

10 Timeline of 2020

12 Infographic

14 Donors & Sponsors

15 Financials

OUR MISSION

We are a non-profit community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art.

OUR VALUES

The New Art Center will become an exemplary model of a community art center, lowering barriers to participation in the arts, and integrating the experience of art into the life of the community. Your support helps us to realize this vision and keeps our community vibrant and creative.

OUR VISION

The New Art Center is based on the belief that the practice of looking at, thinking about, and making art helps human beings solve problems, learn from their environment, build durable communities, and live meaningful lives. We work toward a future where all people can incorporate the experience of art into their daily lives.

OUR STAFF

Emily O'Neil Executive Director

Madeleine Delpha⁺ Director of Education

Marte Humbert Registrar

Jennifer Lamontagne*
Marketing & Communications Director

Julie Fox Ceramics Program Manager

Samuel Sadowsky⁺
Development Manager

Kyle Mendelsohn* Exhibition Coordinator

Nooshin Ghazi* Office Manager

Abbie Ireland⁺ Studio Coordinator

Jim Garber Facilities Manager

Quinell Feder* Development Coordinator

Pat Walker* Deputy Director of Programs

+New this year *Departed/retired this year



Teen students practice figure drawing in our School Vacation Program.

A Time Stamp of 2020

It is difficult to write about 2020 without talking about the successes we have had since the year ended. We will have to save those for the 2021 annual report, which (spoiler alert!) will be rosier.

This report is about a time stamp of 2020, the seemingly endless storm that made us all react to drastic changes, and about the way we cautiously navigated our way through turbulent waters.

New Art began 2020 with the highest student enrollment in our 44-year history, only to shutter due to Covid-19 in the first quarter of the year. While closed, we planned how to pivot our programming to feature online and remote learning opportunities to keep our community engaged, and quite frankly, to ensure the New Art Center's survival.

The timeline on page eight depicts the struggles and strategies we undertook in order to survive 2020. We learned many new acronyms in 2020 (CDC, SBA, PPE, PPP, UI, BIPOC) and added many new "ing-suffixes" to our vocabulary, such as Zooming, social distancing, and online and hybrid learning, to name a few.

While the struggle was ever-present, there were some silver linings including our state-of-the-art ventilation system, new arts and educational programming, as well as a geographically-expanded student base due to the success of our online classes and workshops.



New Art was also affected by the wave of national emotion in response to racial injustices which continue to be all too prevalent. As an organization, we began to unravel our own history to determine

A MESSAGE FROM THE DIRECTOR & PRESIDENT

how to grow and better reflect the diversity within our community and region. We believe in our mission as a non-profit community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art. However, we recognize that we can go farther in making New Art into a space where everyone truly feels represented, welcome, and safe. We still have much work to do in the area, and it is a focal point in our current strategic planning process.

As we look back on the 366 days of 2020 (yes, it was a leap year) we are proud and thankful to have had the support of our community, Board, faculty, and staff to help us through the darkest of days.

While we are still striving to outlast COVID-19, your support has enabled us to see a bright future.



Emily O'Neil
Executive Director

Dewey Nichols
Board President



A painting by instructor & artist Vincent Crotty.

BOARD OF GOVENORS

Dewey Nichols (President)

Joelle Tomb (Vice President)

Jeff Greenstein (Treasurer)

Bryan Barash

Noah Berger

Susan Chapman

Nickki Dawes

Norman Finn

Ty Furman

Robin Hicks

Michael Kaufman

Jennifer London

Marcia Neiberg

Laura Sauter

Paula Witkin

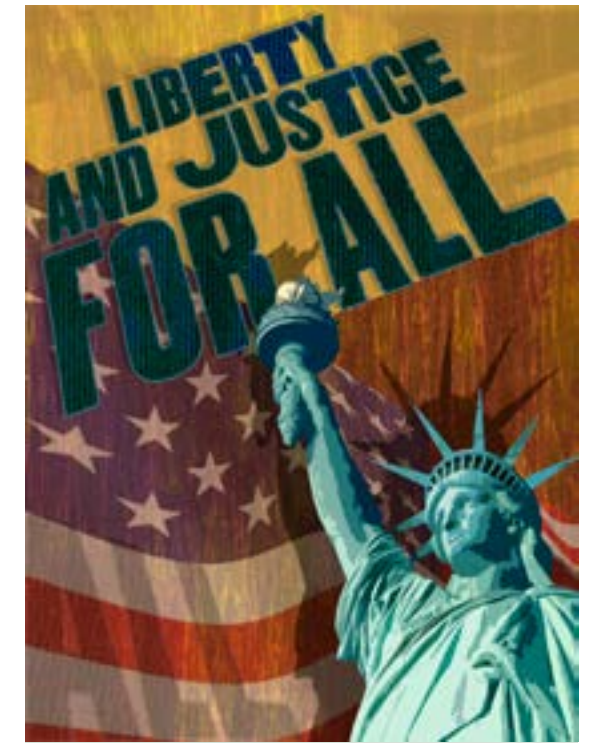
EXHIBITIONS

PEACEFUL PROTEST POSTERS: ONLINE EXHIBITION

Despite the circumstances of this past year, we invited members of our community to join us in an online exhibition to fight systemic racism. We launched a show entitled "Peaceful Protest" curated by Ibrahim Ali-Saalam with the intent of shedding light on both the recent acts of violence against people of color in the US, and also society's reaction. More than 43 artists submitted works, and a total of 55 pieces were featured.



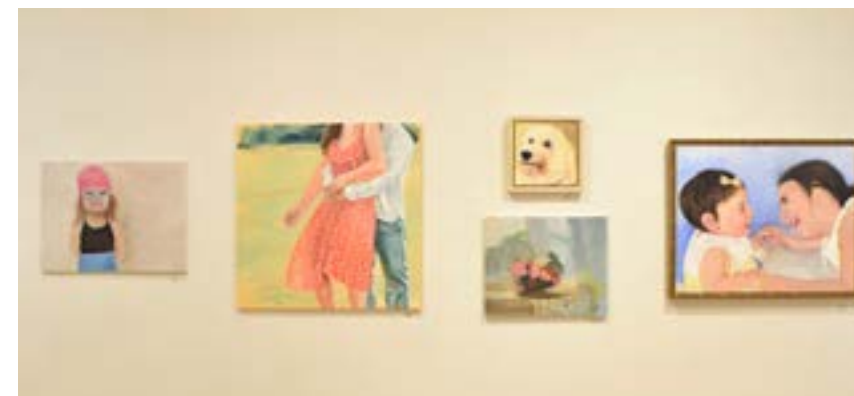
Instructor & artist Roberta Paul's *Naomie and Naima #8*, Acrylic on Panel.



Carol Abram's *Not Just for Some!* Photoshop.

VANTAGES & VISTAS

This exhibit featured work by faculty member Michael Wilson and a select group of his students. The collection presented pieces, showing emphatic juxtapositions between color and grayscale, and foreground and background. While many of the scenes and subjects depicted in these works are grounded in realism, the artists' use of scale, line, and color elevated the art beyond representation.



Snapshot of the Vanatages & Vistas exhibition.



Kyle Mendelsohn hangs work in the Holzwasser Gallery.

CLASSES & WORKSHOPS

ADULT & YOUTH CLASSES

Throughout the year we offered children, teens, and adults in-depth, comprehensive art classes taught by experienced local artists, both in-person and live online via Zoom. Mediums offered to all experience levels included drawing, painting, ceramics, encaustic painting, and fiber arts, among others.

ADULT WORKSHOPS

Our workshops offered adults short, focused art lessons taught by our faculty and visiting artists in-person and through live online via Zoom. Workshops allow students to try a medium, technique, or subject matter in four sessions or less.

SUMMER & VACATION

YOUTH PROGRAMS

Students explored a variety of mediums and techniques during our school and summer vacations offered both in-person and live online via Zoom. Sessions ran on MLK Day for grades K-5, February and April Vacation Weeks for grades K-12, and Summer Vacation for grades 1-12.

NEW CLASSES & WORKSHOPS

- Digital Photography Teen Workshop
- Introduction to Wheel Throwing
- Painting: From Nature to Abstraction
- Block Printing Workshop
- Cyanotype Workshop
- Holiday Gift Workshop for Parents & Grades K-5

We introduced our Art & Wine Series which paired online wine tastings from Urban Grape with art history lectures that focused on artists and artwork from the same region. Fall 2020's program, A Taste of Europe, featured three virtual tours of France, Spain, and Portugal.

We also introduced our *Artist Talk Series*, featuring contemporary artists. The presentations have included artists whose work explores themes ranging from community and empowerment to the impact of climate change.



An adult student mixes colors to add to their work.



Teens shape clay on the wheel during our February Vacation Week Program.



A young artists shows off several clay creations during our Vacation Week Program.

COVID-19 RENOVATIONS & POLICY UPDATES

BUILDING & FACILITY IMPROVEMENTS

We completed some important capital improvements to our main building to increase adequate social distancing and to further ensure the safety of our students, faculty, and staff. Capital improvements included:

- Improving the air quality throughout the building by adding air exchange units to bring in fresh air all year round
- Adding a new, ADA compliant bathroom in our Extra-Large Visual Arts Studio
- Enlarging the lower level classrooms by removing partition walls

SAFETY PROTOCOLS

To help ensure the health and safety of all members of our community, we implemented the following measures during our Fall in-person programs:

- We asked students to please stay home if they felt sick.
- All students, faculty, and staff were to wear facemasks at all times when in our facilities and on the premises, covering both mouth and nose.
- We reduced maximum classroom capacities, class enrollment, and staff spaces.
- Classrooms were rearranged to ensure 6 feet of physical space among students for social distancing.
- Visual social distancing markers and physical barriers were put in place to guide students in the building, including directional hallways and passageways for foot traffic.
- Hand sanitizing stations were set up in each classroom and around the building
- We incorporated daily cleaning and sanitizing of high touch surfaces in the facility.
- We reduced the number of staff in the Main Office to adhere to state guidelines and converted Holzwasser Gallery into office space.
- All exhibitions were held online.

For more information on COVID-19 renovations and policy changes, please visit www.newartcenter.org/policies



New HVAC units and ventilation systems being installed outside of the New Art Center building.



Students were masked and socially distanced with clear plastic barriers throughout our vacation weeks.

NEW @ NEW ART

IN OUR COMMUNITY

NEW LOGO, BRANDING, AND WEBSITE

We created a new logo that showcases our vibrant nonprofit community of artists, learners, and educators. Along with the unveiling of the new logo and a revamped website, we also announced the addition of a new building location, New Art Center @ Trio Newton, and multiple satellite galleries. Over the years we have become a vital part of the surrounding community where “new art” is made.

NEW ART CENTER @ TRIO NEWTON

New Art @ Trio Newton is a satellite classroom and gallery space of the New Art Center. Opened in July 2020, we offer drawing, digital, and lecture courses and workshops at this location, as well as creating a gallery space in the first floor corridor of the building. This space allows us to expand our course offerings and grow the number of students taking class in-person.



Instructor Dawn Scaltreto records a lesson for a pre-recorded class in the Extra Large Visual Art Studio.

LIVE REMOTE LEARNING AND HYBRID CLASSES

Online and hybrid classes, as well as prerecorded classes and lectures, allowed us to reach people in their homes all across the country. Thanks to this new programming, we reached people in 19 states and two countries.

NEW INSTRUCTORS

Josephine Coppinger (Teens & Parents), Goce Davidov (Teens), Chloe DuBois (Children & Teens), Eliza Mecklenburg (Children), Kyle Mendelsohn (All Ages), Destiny Palmer (Teens & Adults), Ibrahim Ali Salaam (Teens & Adults), Hannah Smith (Adults), and Julie Williams-Krishnan (Teens & Adults)



The new logo is on display outside of the Washington Park building.



The new logo adorns the entryway to the New Art @ Trio Newton location.

BIPOC CURATORIAL PROGRAM

The New Art Center's Black, Indigenous, People of Color (BIPOC) Curatorial Program is designed to offer opportunities for guest curators of color to curate exhibitions within New Art's ongoing Exhibition Program. The BIPOC Curatorial Program, established in July 2020, enables curators to develop exhibitions that spark dialogue and share personal vision and experiences through curation. We hope this opportunity will create much needed dialogue in our own community to counter systemic racism.

COMMUNITY ART PROGRAMS

BRIGHAM HOUSE: Throughout 2020 we continued our outreach program for young adults with developmental disabilities at the Brigham House in Newton, as we shifted to a live remote learning class model. We met with 10 students a session for approximately 30 sessions.

THE SECOND STEP: We offered a weekly private art therapy class for women and families healing from domestic violence with The Second Step, which met over Zoom for 22 live, remote classes.

CLEARWAY SCHOOL: In conjunction with Clearway School, we hosted and financially supported a ceramics class for young adults with learning disabilities. We met via Zoom for 15 live, remote classes.

EBT CARD TO CULTURE: New Art Center began to offer partial or full scholarships to EBT cardholders for all classes, workshops, and vacation programs.



A family shows off their work at a Free Family Day at New Art Center.

FREE FAMILY DAYS

On March 3rd, we hosted one Free Family Day sponsored by The Village Bank and Newton Cultural Council. We offered two art-maker spaces for over 150 children and their parents, grandparents, or guardians to make clay plaques and watercolor paintings.

CANCELLED PROGRAMS:

Free Family Day: Scheduled for May 3rd, our second Free Family Day was set to be a huge success following the immense popularity of the March 3rd Free Family Day.

Ice Cream Social sponsored by The Village Bank: We planned to host an event where people could purchase a hand-made pot made by a New Art Center student, and fill it with their favorite flavor of ice cream donated by Cabot's Ice Cream & Restaurant.

CARD MAKING FOR NEWTON FOOD PANTRY

We invited our community members and their families to create art cards for the Newton Food Pantry. The goal was to include some art along with grocery deliveries. We hosted an inspiration session on Zoom and had the cards dropped off at Washington Park. 207 cards were given to Newton Food Pantry after just a week.



Cards from the Card Making For Newton Food Pantry community project.

TIMELINE OF 2020



Masked up and ready to color!

JANUARY

Highest Winter enrollment in New Art's History - with 124 classes and 737 enrolled students!

FEBRUARY

- 3rd- Start of Spring Class Registration
- 6th- Vantages and Vistas: Students of Michael Wilson Exhibition

MARCH

- 1st- Free Family Drop In Art Day
- 13th- In-Person Classes & Events Cancelled Temporarily
- 13th- Emergency Relief Campaign Launched
- 16th- In-Person Classes and Events Cancelled
- 26th- Start of Pre-Recorded Classes
- 30th- Start of Live Online Learning Classes

APRIL

- 8th- Call for Art: New Art at Home Exhibition
- 10th- New Live Online Learning Classes Released
- 20th- All Staff Furloughed to 40% Time
- 22nd- First Round PPP Loan Received

MAY

- 5th- Giving Tuesday Now
- 11th- Newton Food Pantry Card Making Class
- 2019 - 2020 Creative Process Postponed
- 21st- SBA Disaster Recovery Loan Received

JUNE

- 1st- Start of Summer Program Registration
- 8th- Platform Pledge to Fight Racism & Social Injustices
- 9th- Release of New Brand Identity & Website
- 10th- Call for Art: Peaceful Protest Poster Online Exhibition
- 17th- Call for Art: Online Creative Process
- 24th- Renovation Planning Begins

JULY

- 6th- Start of Online Summer Program
- 13th- Building Renovations Begin
- 21st- Start of Peaceful Protest Poster Online Exhibition



Student Ritu Singh's *Breakwater Lighthouse Portland Maine* painting.

AUGUST

- Renovation Updates:
- New HVAC System Installation
- Renovation of Jean Mineo, Young Artist Studio & Ceramics Classroom
- Renovation of Accessible Bathroom in E.L.V.A.S
- 6th- Start of Online & In-Person Fall Program Registration

SEPTEMBER

- 1st- All Staff Returned to Full-Time In-Person hours
- 12th- Renovations Completed
- 14th- Start of Online & In-Person Fall Classes
- 23rd- Madeleine Delpha Joins the New Art Center as Director of Education

OCTOBER

- 4th- Abbie Ireland Joins the New Art Center as Studio Coordinator

NOVEMBER

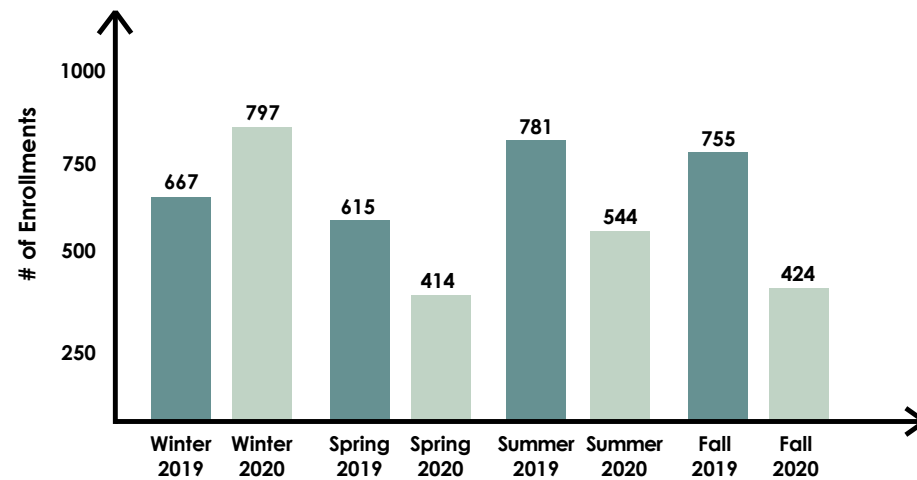
- 5th- Start of Online & In-Person-Winter Class Registration
- 18th- Samuel Sadowsky Joins the New Art Center as Development Manager

DECEMBER

- End of Calendar Year Fundraising Campaign

NEW ART @ A GLANCE - 2020

ENROLLMENTS



1200+
Total Students

2100+
Annual Enrollments

497
First Time Students

369
Students Taken 10+
Classes in 5 Years

493
Classes & Workshops

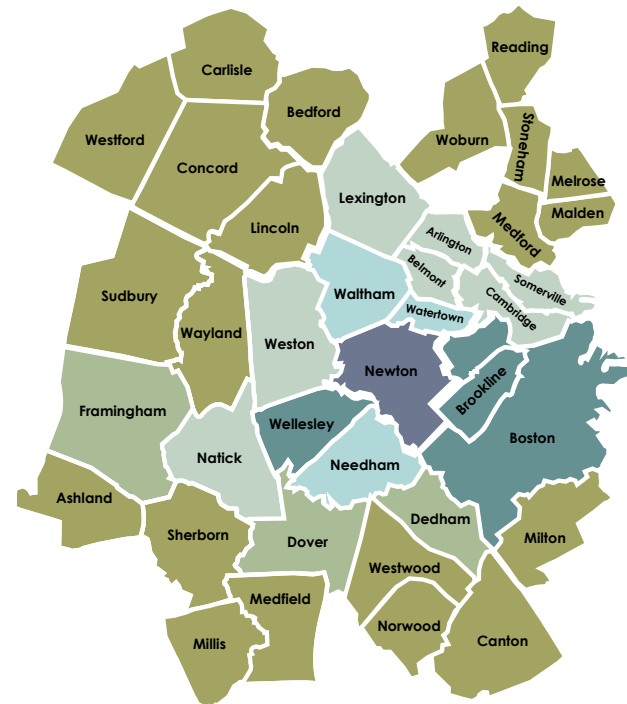
134
Zip Codes Served

55%
Newton Students

70+
Faculty & Staff

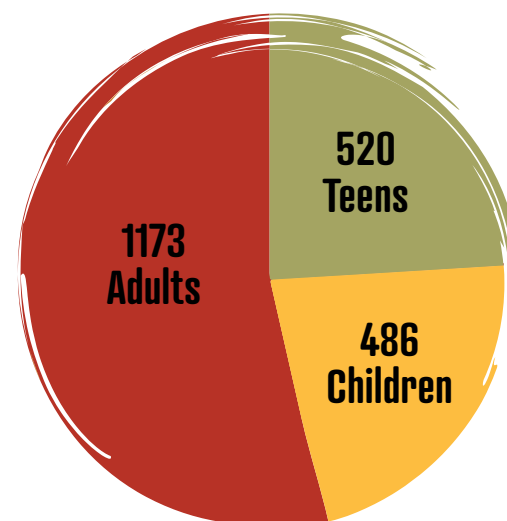
192
New Donors
\$18,761.67
Funded in
Scholarships &
Community Outreach

STUDENTS BY LOCATION



- 1,000+
- 100-150
- 50-99
- 20-49
- 10-19
- <10
- 62 additional zip codes in 19 states & two countries

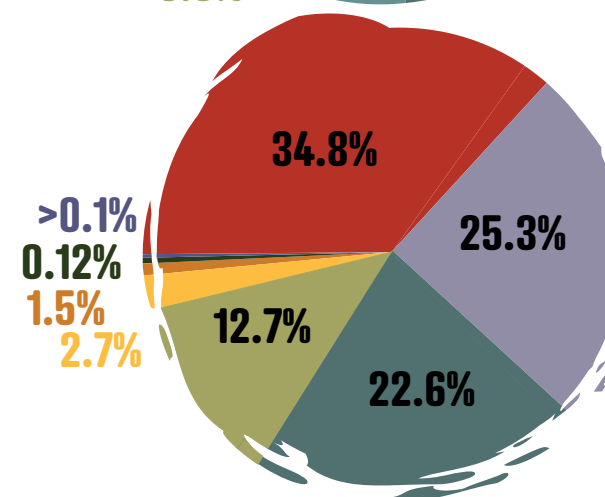
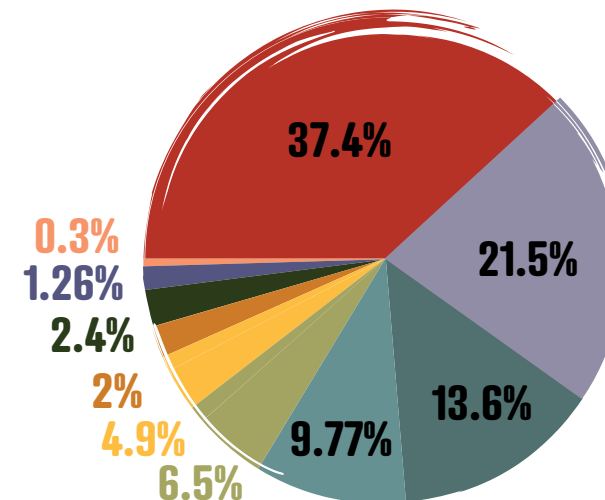
ENROLLMENTS BY AGE



RENOVATIONS

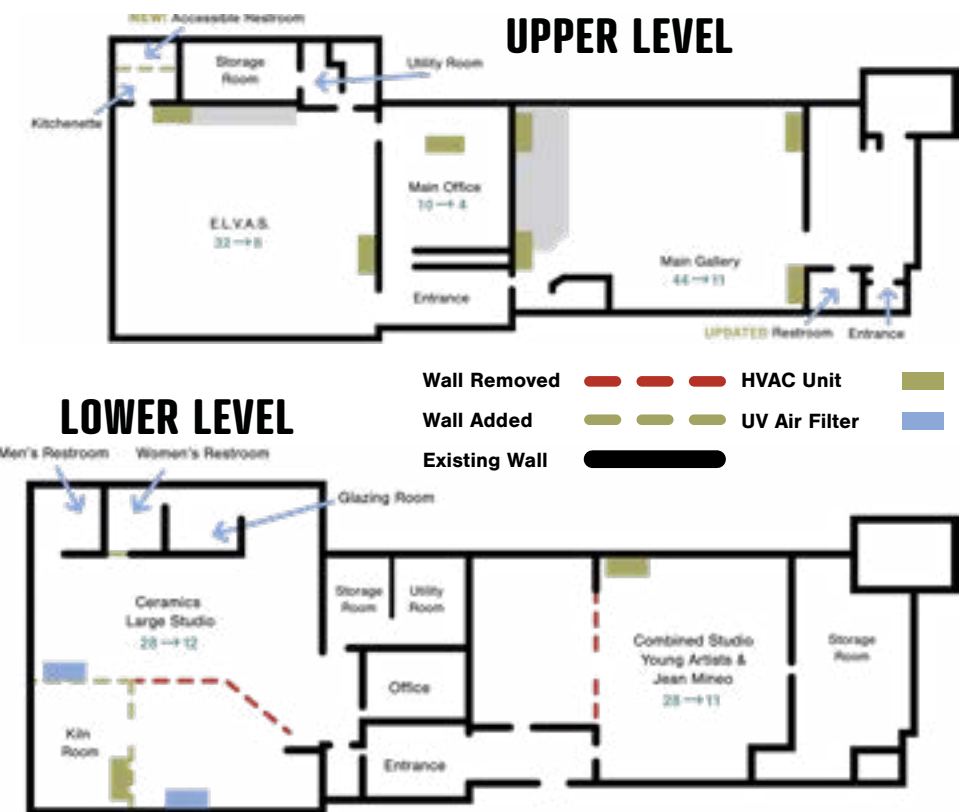
New Art closed our facility from March to September due to COVID-19. Prior to reopening, we prioritized capital improvements to make the building safer and healthier for all. We addressed the lack of HVAC/ventilation in the building and created adequate space for social distancing in all the classrooms. After removing walls, installing air ventilation, and making an accessible restroom in ELVAS, the total cost came to \$190,432. Thanks to a SBA Disaster Recovery loan and generous donations we were able to make these changes and adapt our space.

FINANCIALS



COVID CAPITAL EXPENSES:
\$191,097.07

SBA Disaster Recovery Loan: \$150,000
PPP First Round Loan: \$128,000
TOTAL DEBT: \$278,000 ↑100% from 2019



INCOME (INCLUDING COMPARISONS TO 2019)

- **Adult Art Classes & Workshops: \$366,151.00** ↓23% from 2019
- **Annual Fund: \$210,652.62** ↑73% from 2019
- **Child & Teen Art Classes/Workshops: \$133,137.25** ↓22% from 2019
- **Child & Teen Vacation Programs: \$95,555.05** ↓71% from 2019
- **Restricted Gifts/Scholarship: \$63,608.00** ↑4% from 2019
- **Grants & Foundations: \$47,970.00** ↑177% from 2019
- **Major Gifts: \$20,000.00** -33% from 2019
- **Board Contributions: \$23,764.50** ↑121% from 2019
- **Corporate Support: \$12,300.00** ↓14% from 2019
- **Credit Card Donation Fees: \$3,111.72** ↑141% from 2019

TOTAL INCOME: \$977,399.39 ↓21% FROM 2019

EXPENSES (INCLUDING COMPARISONS TO 2019)

- **Staff Wages, Taxes & Benefits: \$366,700.22** ↓10% from 2019
- **Faculty, Model Payroll & Taxes: \$267,487.32** ↓35% from 2019
- **General, Admin & Fundraising: \$238,722.65** ↑37% from 2019
- **Facility: \$134,039.06** ↑13% from 2019
- **Marketing: \$29,288.06** ↓23% from 2019
- **Utilities: \$16,067.10** ↓31% from 2019
- **Exhibitions: \$1,364.20** ↓83% from 2019
- **Rental: \$305.45** ↓50% from 2019

TOTAL EXPENSES: \$1,053,974.06 ↓11% FROM 2019

DONORS & SPONSORS

FINANCES

YOUR GIFTS MAKE IT HAPPEN!

As a non-profit, tax-exempt, 501(c)(3) organization, New Art thrives thanks to you! Your generous contributions directly impact and enable high-quality and innovative art education, exhibition, scholarship, and outreach programs.

Supporters who donate an annual gift of \$500 or more are recognized as *Friends of the New Art Center*. We are deeply grateful to the *Friends* for their pledges and gifts made between January 1, 2020 and December 31, 2020.

LUMINARIES (\$10,000+) - Andrew Dibner Family Fund • Robin & Brian Hicks • Nate & Karen Levy • Massachusetts Development Finance • Sue Rosenthal & JoAnn Cohn • Sandy Berbeco & David Cohn

CHANGE AGENTS (\$5,000 – \$9,999) - Commonwealth of Massachusetts • Melanie Henriques & Jeff Eisen • Liz Hiser & Charlie Hoban, Hoban Family Charitable Foundation • The Village Bank • The Young Authors Foundation

LEADERS (\$2,500 – \$4,999) - Carol Stoll Baker • Norman Finn • Jessica Straus & David Berman • Janet & Ron Zwanziger

ADVOCATES (\$1,000 – \$2,499) - Noah Berger & Indu Mani • Newton Cultural Council • Cynthia & George Cole • Edgerley Family Foundation • Ty Furman • Gail Hansen • Cristina Lete • Michael Miele & Anne Esbenshade • Roberta & Colin Moore • Beverly Myers • Marcia Neiberg & Tai Senior • Dewey Nichols • Cheryl & David O'Neil • Emily O'Neil & Doug Hatfield • Liang & Bernard Schweizer • Kimberley Spencer & Greg Gomez • Mark & Paula Witkin • Christopher Yens & Temple Gill

FRIENDS (\$500 – \$999) - Julia Abbott • Susan Abrams • Steven Golden Adler • Clifford & Nelina Backman • Doris & Michael Boudens • Karen Britton • Evan Crosby • Sarah Damelin • Lynn Dennis • Keri Dogan • Elizabeth Dunn • Portia & Chris Durbin • Sarah & Jeff Ecker • Coventry Edwards-Pitt • Susan & Brian Enyerat • Matt Epstein & Deb Hiatt • Newell & Kate Flather • Susannah Fox • Anne Gatewood • Irene Greif • Halloran Family Charitable Fund • Elizabeth Heilig • Mary Jennings • Sunwoo Kahng & Peter Boberg • Connie & William Kantar • Michael Kaufman • Lasell Village • Kristen Leontie • Mark Development • Denise & Milorad Matejic • Anne Newman • Linda Hammett & Andy Ory • Lisa Porter • Don & Conchita Prada Strange • Carole Robinson • Michael & Patricia Rosenblatt • Rotary Club of Newton • Laura Sauter • Gabriele Stewart • Joelle Tomb • Karen Weinhaus • Anonymous



These financials represent revenue and expenses from January 1, 2020 to December 31, 2020.

	2020	2019	% Change from 2019
Income			
Adult Art Classes & Workshops	\$366,151.70	\$476,968	-23%
Child & Teen Vacation Programs	\$95,555.05	\$324,824	-71%
Child & Teen Art Classes & Workshops	\$133,137.25	\$170,836.85	-22%
Exhibition	N/A	\$6,030.97	-100%
Event Rentals	\$850.00	\$675	29%
Misc	\$298.55	\$80.98	269%
Annual Fund	\$210,652.62	\$121,958.61	73%
Restricted Gifts/ Scholarships	\$63,608.00	\$61,310	4%
Major Gifts	\$20,000.00	\$30,000	-33%
Grants & Foundations	\$47,970.00	\$17,340	177%
Corporate Support	\$12,300.00	\$14,300	-14%
Board Contributions	\$23,764.50	\$10,734.38	121%
Special Events	N/A	\$5,400	N/A
Credit Card Donation Fees	\$3,111.72	\$1,293.12	141%
Total Income	\$977,399.39	\$1,241,572	-21%

Expenses			
Education Expenses: Faculty and Model Payroll & Taxes	\$267,487.32	\$414,107.23	-35%
Personnel Expenses: Staff Wages, Payroll Taxes & Benefits	\$366,700.22	\$408,844.08	-10%
General & Administrative & Fundraising	\$238,722.65	\$174,068.77	37%
Facility	\$134,039.06	\$118,499.45	13%
Marketing	\$29,288.06	\$37,852.43	-23%
Utilities	\$16,067.10	\$23,149.97	-31%
Exhibitions	\$1,364.20	\$8,254.48	-83%
Rental Expenses	\$305.45	\$615.00	-50%
Total Expenses	\$1,053,974.06	\$1,185,391.41	-11%

COVID-19 Related Debt			
SBA Disaster Recovery Loan	\$150,000.00		100%
PPP First Round Loan	\$128,000.00		100%
Total Debt	\$278,000.00		100%
COVID-19 Capital Expenditure	\$191,097.07		100%

new art center in newton

We are a non-profit community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art.



On the cover: Maura Glandorf's Zion Glory

Designed by:

Marketing & Communications Senior Manager Madison Florence
and Marketing & Design Intern Brianna Ricker