



moca

Museum of Contemporary Art Tucson

MUSEUM OF CONTEMPORARY ART TUCSON
ANNUAL REPORT 2020

MISSION

MOCA Tucson inspires new ways of thinking through the cultivation, exhibition and interpretation of contemporary art.

VISION

MOCA Tucson is the pre-eminent, artist-centered contemporary art institution in the Southwest. We believe that art has the power to change the world. We cultivate critical dialogue between artists and audiences about today's world; support artists through the production and presentation of new, experimental work; and educate the artists and audiences of tomorrow.





**LETTER FROM EXECUTIVE
DIRECTOR AND BOARD
PRESIDENT**

Dear Friends,

MOCA Tucson’s 2020 story is exceptional. Despite a global crisis it was a year of extraordinary growth—we raised funds, spent less, opened exhibitions, took camps and public programs online, and grew our staff. We not only survived, but thrived! Together, we are thrilled to lead MOCA forward with an ambitious vision that builds upon the remarkable work of Laura Copelin, MOCA’s most recent Interim Director, who now serves MOCA as its Curator-at-Large. MOCA’s momentum signals excellence, and growth!

Some **highlights** from this past year: MOCA supported **106 artists** through exhibitions, residencies, and programs and engaged just over **10,000 people**, in-person and digitally. This is only 15% fewer visitors engaged than in 2019, despite MOCA being open 65% fewer hours due to the pandemic. This not only shows MOCA’s continued commitment to serving the community, but also MOCA’s success in establishing an active **digital presence**. MOCA reached nearly **8,000 people** through virtual programs, events, and educational offerings; garnered more than **10,000 followers** on its Instagram account; and hosted nearly **150,000 web page visits**.

MOCA’s momentum is trending up. **Financially**, we saw a 16% increase in donations and 106% growth in grants. Our community and foundations supported us, finding bridge funds to keep us moving in the right direction despite a 58% decrease in Gala revenue. One of many new partnerships is with the **Andy Warhol Foundation for the Visual Arts**, a longtime supporter that has committed \$150,000 for MOCA to regrant to local artists, furthering MOCA’s impact here, in our binational Sonoran Desert region.

As we look forward to 2021, we see **growth** and increased momentum. This includes ambitious exhibitions with internationally-recognized contemporary artists, including Pia Camil, rafa esparza, and Cecilia Vicuña; more robust educational and public programs; and MOCA occupying a bigger space in Tucson’s heart. Together, we will continue to establish MOCA as a **beacon for contemporary art** in the Sonoran Desert region and far beyond, making MOCA’s momentum impossible to stop!

With much gratitude,

Kira Dixon-Weinstein
Board President

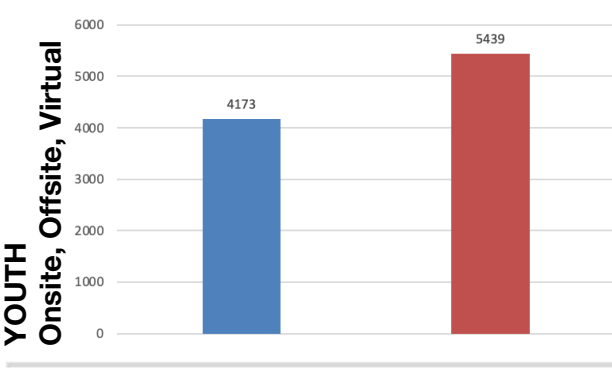
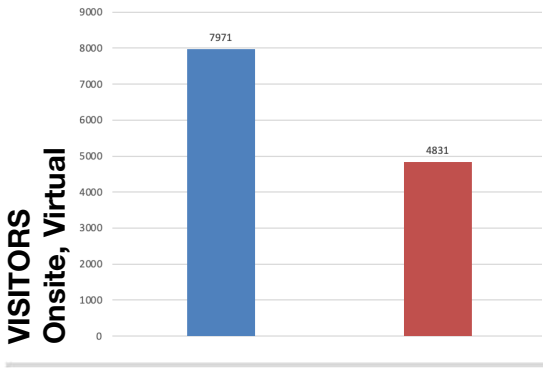
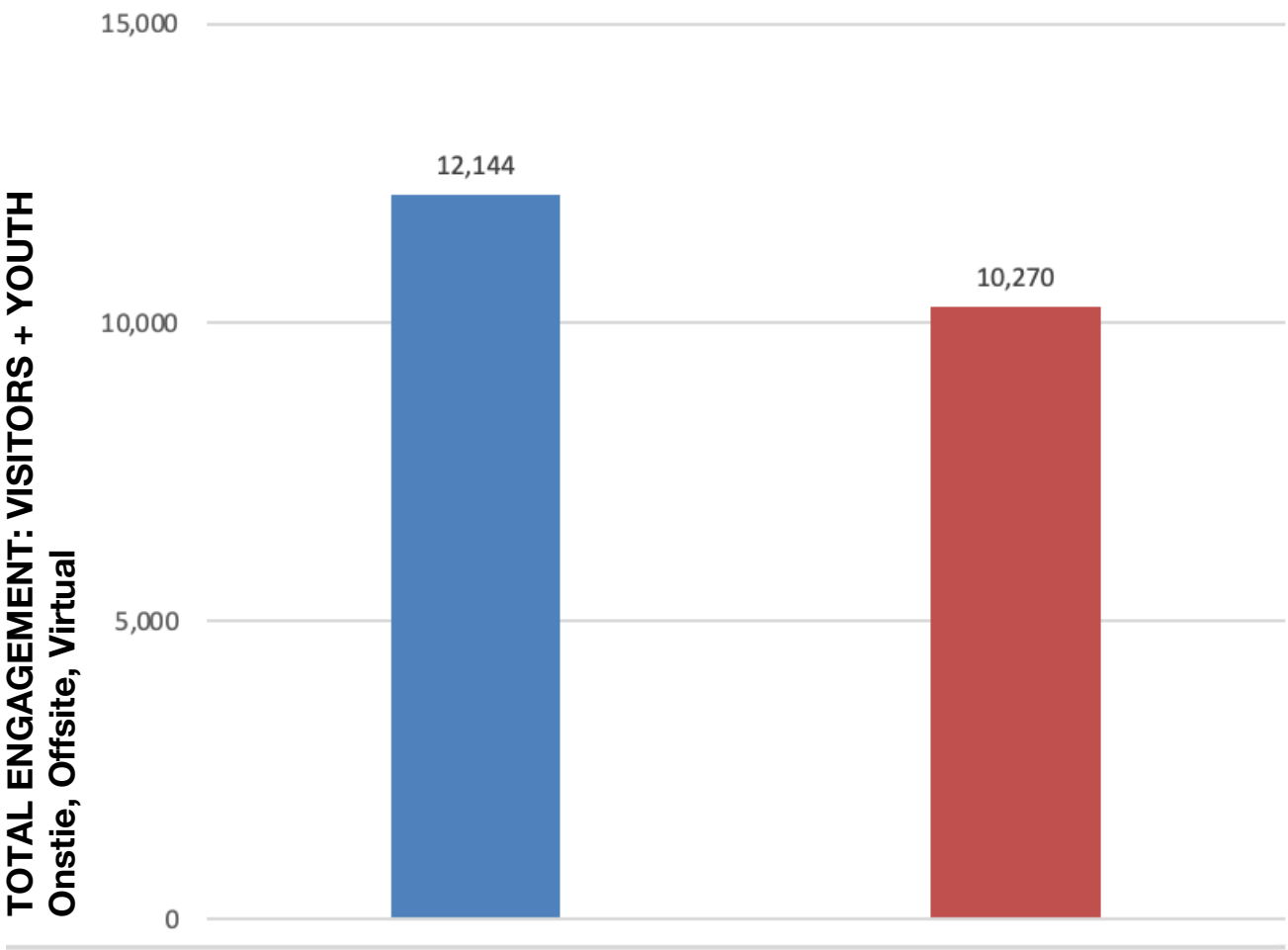
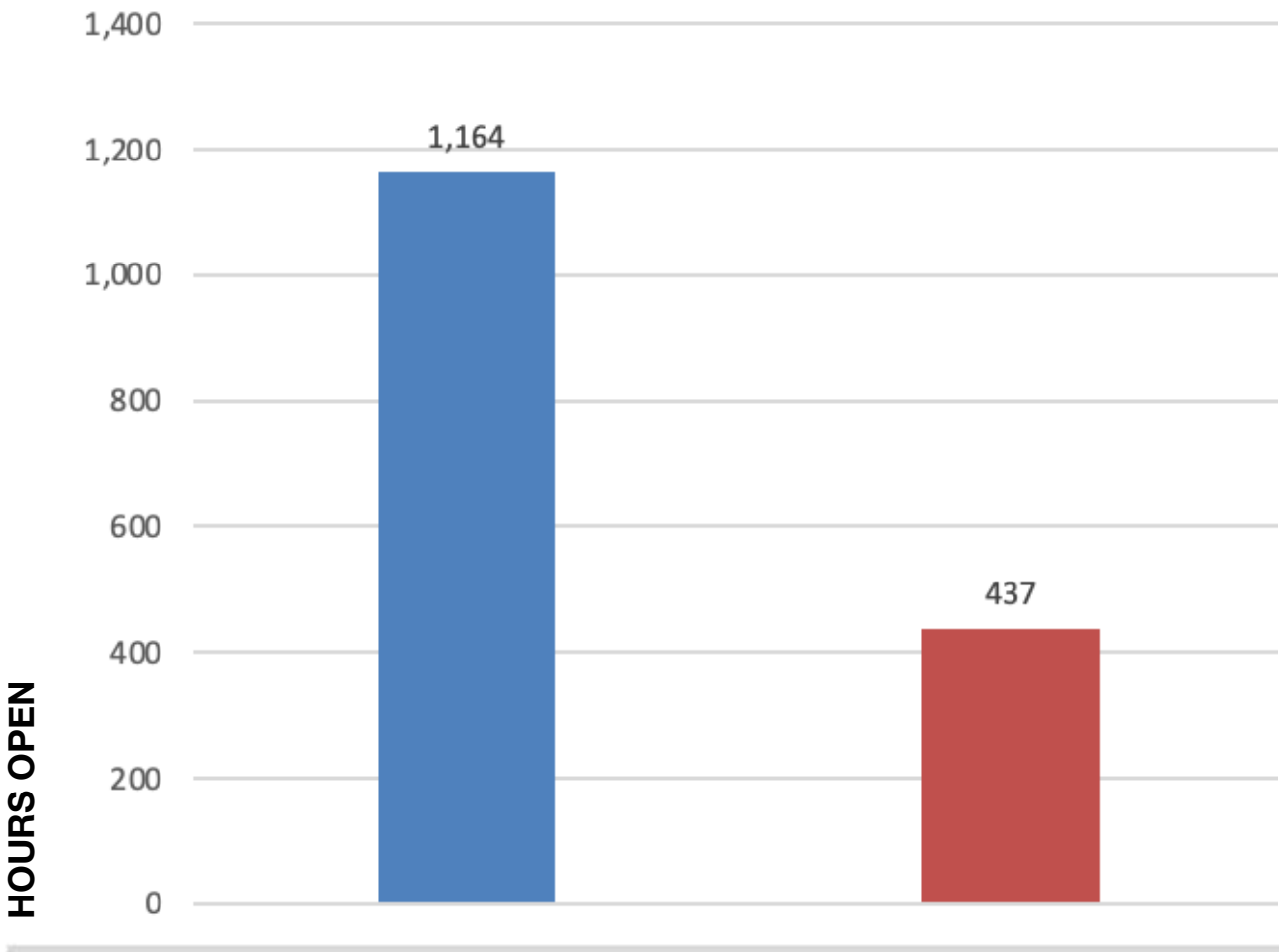


Kate Green, Ph.D.
Executive Director



OPERATING HOURS AND ENGAGEMENT

2019 2020



2020 EXHIBITIONS

In 2020, MOCA presented solo exhibitions and one group exhibition by internationally-recognized contemporary artists, highlighting a diversity of mediums and concepts in contemporary art practice. Exhibitions included a newly commissioned, large-scale multimedia artwork by artist and writer Jibade-Khalil Huffman, which was installed on MOCA's facade and viewable during the last two months of the Museum's pandemic-related closure. In October 2020, MOCA reopened to the public with *Working from Home: New Commissions from Tucson*, revolving around commissioned works by five artists and two poets with connections to Tucson. *Working from Home* was supplemented by a variety of digital public programs, artist talks, a winter solstice celebration, and educational programs.

2020 Exhibitions

JANUARY 11 - MARCH 18, 2020

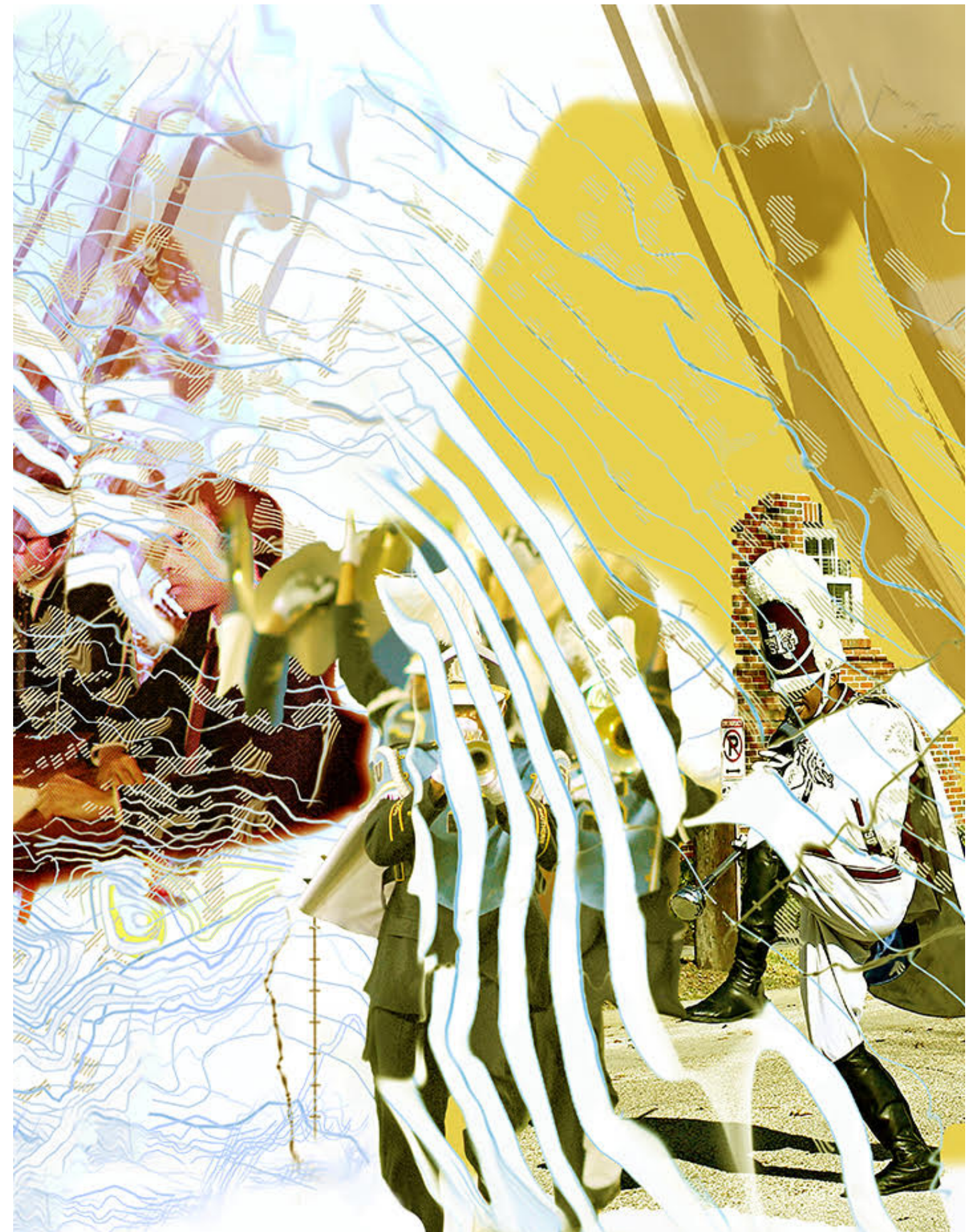
- Gary Setzer: *The Unique Title of this Museum Exhibition Differentiates it from Other Exhibitions Produced by the Artist while it Simultaneously Hints at the Substance of the Artwork it Contains*
- Diana Shpungin: *Bright Light / Darkest Shadow*
- Amir H. Fallah: *Scatter My Ashes on Foreign Lands*

AUGUST 14 - SEPTEMBER 27, 2020

- Jibade-Khalil Huffman: *Action Painting*

OCTOBER 3, 2020 - MARCH 28, 2021

- *Working from Home: New Commissions from Tucson*



2020 AUCTION

Due to the pandemic, MOCA pivoted its 2020 Gala and Local Genius Awards to an online auction, which took place from May 1-22 and netted \$80,000 with auction sales and donated Gala tickets and sponsorships. The 2020 Genius awardees will be honored at the 2021 Gala and Local Genius Awards, held virtually on April 17, 2021. Awardees include Valer Clark, pioneering borderland ecological restorer; Gabby Giffords, U.S. congresswoman and gun safety champion; Dante Laurretta, planetary scientist and OSIRIS-REx principal investigator; and Las Mujeres de Manzo (Guadalupe Castillo, Margo Cowan, Isabel Garcia, Raquel Rubio Goldsmith), formative immigration activist collective.



Clockwise from upper left: Valer Clark, Gabby Giffords, Las Mujeres de Manzo, Dante Laurretta.

2020 DIGITAL PROGRAMS

Throughout 2020, MOCA successfully pivoted to offering its programs digitally. Art talks, readings, exhibition walkthroughs, educational programming, and downloadable at-home activities were made available on MOCA’s website and via Zoom. Over the course of the year, MOCA digitally engaged over 8,000 people, many of whom were students at Title I Schools reached through MOCA’s signature Satellite program. In October 2020, MOCA reopened to the public with limited operating hours while continuing to offer digital programs, thus engaging audiences in Tucson and far beyond.



Em Miller with Ellen Melamed and Meredith Glaubach. Risk/Reward, 2020. Courtesy the artists.

YOUTH EDUCATION AT MOCA

In 2020, MOCA Tucson served over 5,000 youth, both in-person and digitally, a significant increase from 2019 despite pandemic-related closures. Throughout the year, MOCA continued to offer its signature programs—Minor Mutiny Teen Council, School of Drag, Stay Gold, Young Fauves—as well as its mobile arts program, MOCA Satellite, which reached students in five of Pima County’s seventeen districts.

ART NOW!

Our longstanding Art Now! lecture series featured a variety of topics and diverse speakers, including artists, poets, and scholars such as Tamar Ettun, Amir H. Fallah, YeRin Kim, Dr. Paul Ivey, Jibade-Khalil Huffman, Dot Devota, and Raquel Gutierrez.

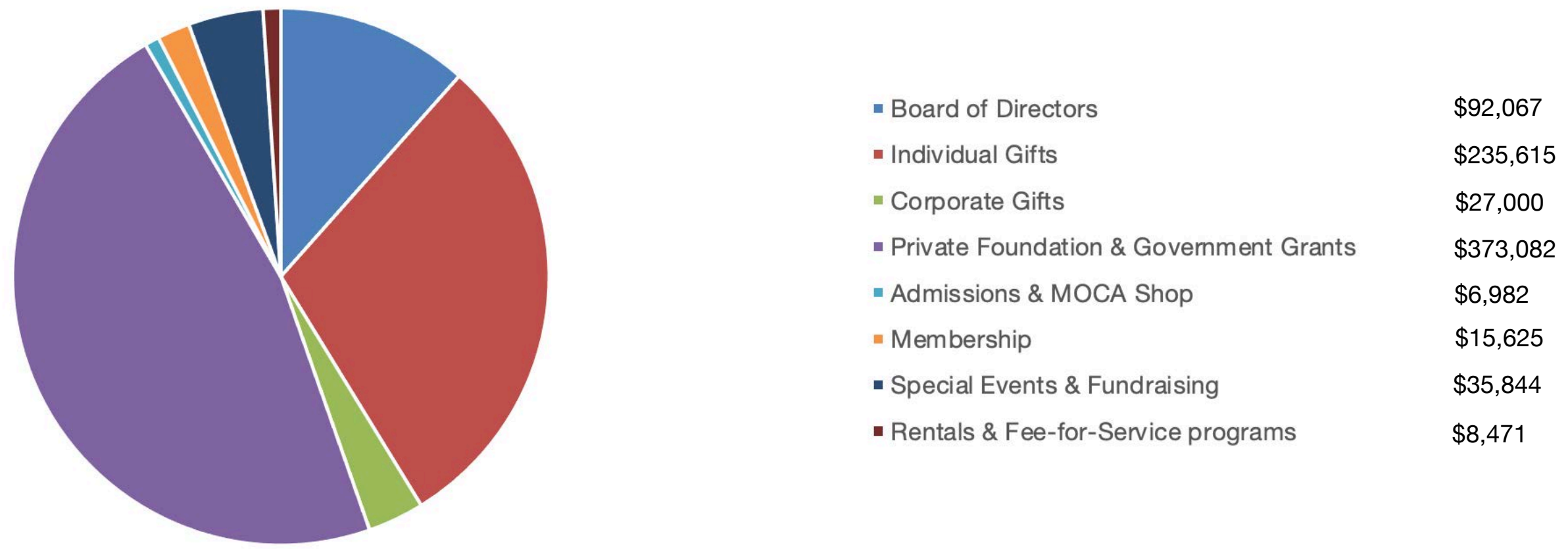


Teens prepare for MOCA's School of Drag showcase.



YeRin Kim, still from People Scape / Landscape of Relationships, 2017-18. Courtesy the artist.

FY20 FINANCES



	2018	2019	2020
REVENUE	\$715,856	\$672,970	\$794,686
EXPENSE	\$828,358	\$667,961	\$581,311
NET	(\$112,502)	\$5,009	\$213,375

2020 MAJOR GIFTS

\$50,000+

E. Courtney Johnson
Holualoa & Kasser Family*
Fletcher & Liz McCusker
The Andy Warhold Foundation for the Visual Arts
National Endowment for the Arts
Windgate Foundation

\$25,000+

John Burcher*
Aroha Philanthropies
Arizona Commission on the Arts

\$10,000+

Carolyn Bass*
Terri Kessler & Lisa Lovallo
Amy Zuckerman
Mel & Enid Zuckerman*
Arts Foundation for Tucson and Southern Arizona
The Gadsden Company
University of Arizona

\$5,000+

Samuel Ireland
Community Foundation for Southern Arizona
Pima Community College Foundation
Trinity Project Investors, LLC
Vantage West Credit Union

\$2,500+

Stephen & Susan Balsamo
George Bradbury
Karen Christensen & Kenneth Kay
Kira Dixon-Weinstein & Adam Weinstein
Randi Dorman & Rob Paulus
Chrissy Frey
Jean Hoffman
Bettie Johnson
Liana & Michael Krupp
Lizbeth & George Krupp
Stacey Richter
Charles G. Stone II & Kimberly von Brandenstein
James Tharp & James Lindheim
Danny Vinik & Mary Ann Brazil
Arizona Arts
Cox Communications
Desert Diamond Casinos & Entertainment
Long Realty Cares Foundation
Pueblo Vida Brewing Company
Southwest Gas Corporation

*MOCA Major Donor Circle, multi-year giver

\$1,000+

James H. & Frances R. Allen
Annamaria & Giuseppe Biagini
Anthony Canchola
Elizabeth Cherry & Olivier Mosset
Monika Dorman
Robert and Laurie Kaye Glaser
John Hudak
Angela & Michael Kapp
Penny & Dan Kautz
Kwan Lee
Justin Martinez & Erika Santa Cruz Martinez
Max McCauslin
Stephen Quinlan & Ron Garnica
Catherine "Renee" Morton
Barbi Reuter
William Russo & Richard Giuliani
Peter F. Salomon & Patricia Carr Morgan
Jerusha & Marc Schmalzel
Laura Smith & Martin Nederpelt
Luis R. Soto & Beatriz Carrillo
Randi & Harlan Steinberger
Joanne Stuhr
Kerry & Jeff Winkelman
David Wright & Lysa Stone
Anat Ebgi Gallery
Downtown Development Corporation of Tucson
Metropolitan Tucson Convention & Visitors Bureau
Tofel Dent Construction

AS OF DECEMBER 31, 2020

BOARD OF DIRECTORS

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Danny Vinik, Vice President
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John Burcher
Karen Christensen
Chrissy Frey
Samuel Ireland
Courtney Johnson
Dan S. Martin
Justin Martinez
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Kris Kerry
Terri Kessler
Lisa Lovallo
Denise Newton
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Anne Ranek
Hope Reed
Stacey Richter
William Russo
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Evie Stefenson-Marquart
David Taylor
Kerry Winkelman
Lesli Wood
Amy Zuckerman

MOCA TUCSON STAFF

Kate Green, Ph.D., Executive Director

Eli Burke, Education Director
Kevin Burns, Development & Communications
Laura Copelin, Curator-at-Large
Carrie Hess, Finance Director
Wylwyn Reyes, Exhibitions Director
M Smith, Visitor Services

MOCA TUCSON TEACHING ARTISTS

Dante Celeiro
Stephanie Engs
Lex Gjurasic
Frank Heightchew-Howard
Ondrea Levey
Nazafarin Lotfi
Em Miller
Harrison Orr

MOCA TUCSON 265 S. CHURCH AVENUE TUCSON, AZ 85701
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Amir H. Fallah, *Scales of Justice*, 2019, acrylic on canvas, 6' x 4'. Courtesy the artist.

