

molaa

ANNUAL REPORT

2018



2018

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LETTER FROM THE PRESIDENT & CEO



What a great year 2018 was for the Museum of Latin American Art (MOLAA)! It was truly a memorable year illustrated by the Museum's important achievements including the record-breaking Gala which boasted an income of over \$400,000 and featured the inaugural presentation of the LEGADO Award to Maestro Plácido Domingo. Triumphs such as this are only made possible thanks to the support of the donors and members like you, the Board of Directors, the staff, and the many dedicated docents and volunteers – an amazing team that I am privileged to be a part of.

Teamwork is essential in developing and implementing successful programming for all. That is why MOLAA maintains partnerships with many local, national, and international organizations including the Long Beach Opera, Smithsonian Institution, and the International Council of Museums.

Together we offered 10 innovative exhibitions enjoyed by almost 65,000 visitors. In addition, the newly established traveling exhibitions program increased the museum's national exposure in both New York and Miami. MOLAA's Education Program – funded by you – provided almost 200 tours and workshops attended by thousands of K-12 children, offering invaluable immersion with Latin American and Latino art.

MOLAA's permanent collection experienced a prolific increase with the addition of 27 works of art through acquisitions and gifts. We are also thrilled to announce the establishment of a \$300,000 acquisition fund which will allow the museum to further enhance its collection for years to come!

The future is bright for MOLAA as it continues to fulfill the newly-adopted strategic plan and strives to be the 21st century museum of Latin American and Latino Art. On behalf of the institution, I sincerely thank you and all of our supporters, including the Robert Gumbiner Foundation, the Arts Council for Long Beach, the City of Long Beach, and more for your longstanding generosity. We look forward to sharing another remarkable year at MOLAA with you!

Muchas gracias,

A handwritten signature in blue ink, appearing to read 'Lourdes', written in a cursive style.

Lourdes I. Ramos-Rivas, Ph.D.
President & CEO

MISSION

The Museum of Latin American Art (MOLAA) expands knowledge and appreciation of modern and contemporary Latin American and Latino art through its collection, ground-breaking exhibitions, stimulating educational programs, and engaging cultural events.

whoweare

VISION

The Museum of Latin American Art is the nation's pioneering museum of modern and contemporary Latin American art and culture.

- We are engaging
- We are unique
- We are intellectually stimulating
- We are relevant to diverse communities
- We are alive with culture!

CORE VALUES

- Diversity
- Accessibility
- Innovation
- Creativity
- Commitment
- Inclusiveness
- Equity

mola ■ ■

MUSEUM OF LATIN AMERICAN ART

was founded by Dr. Robert Gumbiner in 1996. Located in Long Beach, California, it serves the greater Los Angeles area. MOLAA is the pioneering museum in the United States dedicated to modern and contemporary Latin American and Latino Art. The Museum's permanent collection now numbers over 1,600 works of art.

MOLAA's galleries were once a roller skating rink known as the Hippodrome built in the 1920's. After completing a \$10 million expansion and renovation, MOLAA unveiled its newly expanded campus in 2007. Designed by prominent Mexican architect Manuel Rosen, the "new" MOLAA reflects contemporary Latin American architecture and style. Two forty-foot rectangular arches architecturally reflect the expansion's "Bridge to the America's" theme. One arch symbolizes Latin America and the other the United States, reflecting the encounter and metaphoric bridge between the diverse cultures. The expansion more than doubled the Museum's physical capacity to 55,000 square feet, adding a 15,000 square foot sculpture garden.



65,000
VISITORS

10,010
VISITORS SERVED
THROUGH TOURS AND
WORKSHOP

25,708
FESTIVAL
ATTENDEES

5%
INCREASE
IN VISITORSHIP

183
EDUCATIONAL TOURS
AND WORKSHOPS

13,298
AVERAGE MONTHLY VISITORS
TO MOLAA.ORG

27
ACQUIRED ARTWORKS
ACCESSIONED

8
MURALS ACQUIRED

200
TEACHERS TRAINED
AT OUR EDUCATOR NIGHTS

\$300,000
LARGEST GIFT
RECEIVED FOR
ART ACQUISITIONS

12,000
DOCENT AND
VOLUNTEER
HOURS

AUDIENCES

EDUCATION

Developed to bridge the gap in arts education and to reach out to the community's economically and socially disadvantaged youth, APRENDE—MOLAA's core arts education program, engaged K-12 students through direct learning experiences.

Dozens of students attended MOLAA's Summer Art & Culture Camp where they combined STEAM (Science, Technology, Engineering, Art, and Math) strategies to strengthen their abilities on important aspects of knowledge such as critical thinking, problem-solving, experimentation, and visual literacy.

These activities encouraged children and families of all backgrounds to explore diverse cultures. Thanks to your generous support, thousands of K-12 students including those with special needs, participated in the museum's school tours (13 of which were offered on a scholarship basis and workshops offered in both Spanish and English).



NATIONAL & INTERNATIONAL

Foro Mundial de la Gastronomía Mexicana vividly celebrated Mexican cuisine in North America with a successful event that attracted more than 17,000 visitors to MOLAA during August.

MOLAA's Argentina Travel Program invited an intimate group to explore the vibrant culture of Buenos Aires and to engage with artists and curators alike experiencing the unique perspective of the museum's President & CEO.



1. 2018 Summer Art & Culture Camp participants pose in front of the mural designed and painted by them as part of their workshops.
2. Students participate in an interactive guided tour of **Between the Earth and the Sky: MOLAA's 2018 Día de los Muertos Art and Altar** where children experienced altars through viewfinders.
3. MOLAA's Argentina Travel Program visited the studio of renown Argentinian artist, Marta Minujin, as part of their diverse itinerary where they participated in private studio and museum tours with artists and museum curators.
4. Inaugural ceremony at the VI Foro Mundial de la Gastronomía Mexicana (VI International Forum of Mexican Gastronomy) that was celebrated at MOLAA during August 16 - 19, 2018 in collaboration with the Mexican Consulate in Los Angeles and the Conservatorio de la Cultura Gastronómica Mexicana (Conservatory of the Mexican Gastronomy Culture).

EXHIBITIONS

Antonio Paucar
(Peru, b. 1973)
Suspendido en un Queñua / Suspended from a Queñua Tree, 2014
HD Video, 5:43 minutes
Courtesy of the artist and Gallery Barbara Thumm, Berlin



1. Relational Undercurrents: Contemporary Art of the Caribbean Archipelago

September 16, 2017–March 4, 2018

2. Nuna Mangiante: Aporías Móviles

February 3–April 29, 2018

3. Extracorporeal (Beyond the Body)

March 24–July 29, 2018



Cristian Castro
(Argentina, b. 1971)
EGG-771, 2008
Recycled materials, fiberglass, steel,
36 x 126 x 84 in.
Courtesy of the artist

4. El Exploratorio: Zona I—Beyond the Limits and the Processes of Creation

April 21–July 29, 2018

5. Beyond the Blueprint! Exploratorio Learning Lab and Display Room

May 12–July 29, 2018

6. Judithe Hernández: A Dream is the Shadow of Something Real

August 11, 2018–February 17, 2019



Judithe Hernández
(United States, b. 1948)
Les demoiselles d'barrio / Maidens of the Barrio, 2013
Pastel mixed-media on canvas
60 x 80 in.
M.2016.004



Above: Digital mural sponsored by Epson, highlighting 47 participating tattoo artists

7. INK: Stories on Skin

August 25, 2018–February 3, 2019

8. Portfolio Series: Cecilia Paredes

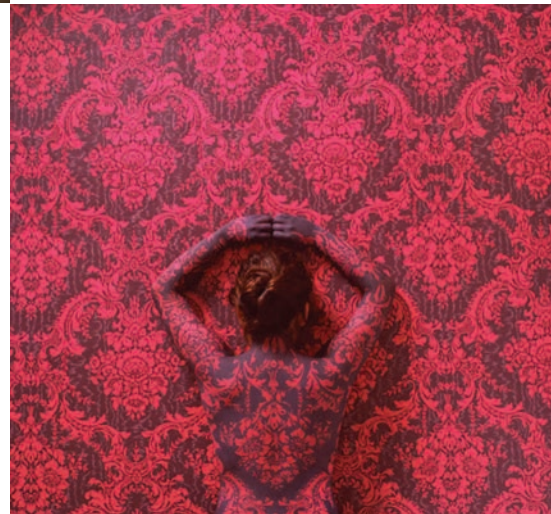
September 15, 2018–January 6, 2019

9. Between the Earth and the Sky: MOLAA's 2018 Día de los Muertos Art and Altar Exhibition

September 26–November 11, 2018

10. Palpable Objects

December 8, 2018–February 10, 2019



Cecilia Paredes
(Peru, b. 1950)

Sea of Roses / Mar de rosas, 2011
Photographic paper mounted on aluminum sintra /
Papel fotográfico sobre sintra de aluminio
39 1/8 x 43 1/4 inches / pulgadas
Courtesy of the artist and saltfineart

MOLAA TRAVELING EXHIBITION PROGRAM

2018

1. Relational Undercurrents: Contemporary Art of the Caribbean Archipelago

Miriam & Ira D. Wallach Art Gallery

Columbia University, New York
May 31 – September 23, 2018

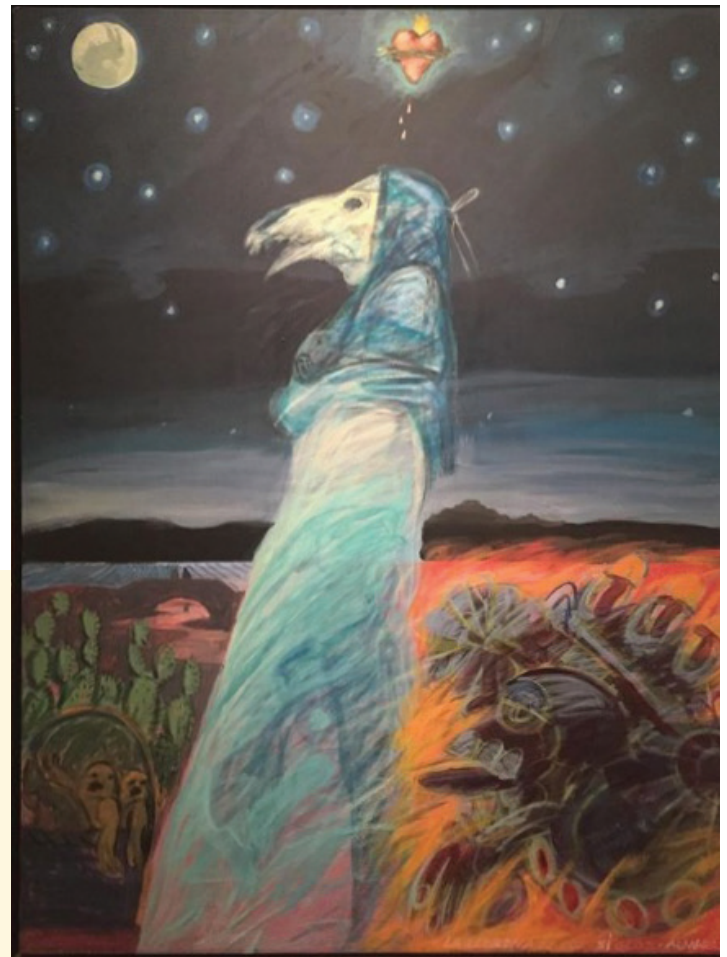
The Patricia & Philip Frost Art Museum

Miami, Florida
October 13, 2018 – January 13, 2019

GIFTS & ACQUISITIONS

Through donations of artwork and funds to develop our permanent collection, MOLAA was able to accession 27 works of art ranging from murals to video art, diversifying our collection in Latin American and Latino Art. New artworks represent artists from Argentina, Colombia, Cuba, Mexico, Nicaragua, Perú, Puerto Rico, and the United States.

Carlos Almaraz
(Mexico, b. 1941-1989)
*La Llorona de los Siglos/
The Weeping Woman*, 1973
Acrylic on canvas
Museum purchase with funds
provided by the
Lynne Okon Scholnick Fund
M.2018.023



Frank Romero
(United States, b. 1941)
Copper Dreams, 1989
Etching on copper sheet
Museum purchase with funds
provided by the
Lynne Okon Scholnick Fund
M.2018.026



**Date Farmers: Armando
Lerma and Carlos
Ramirez**
(United States, b.1975 and
b.1967)
Paradiso, 2010
Acrylic on metal and neon
Gift of Private Collector
M.2018.027

GALA

Featuring Latin jazz music, cocktails, hors d'oeuvres, and a fantastic silent auction, MOLAA's 2018 Annual Gala raised over \$400,000 to benefit the Museum's exhibitions and art education programs and became the most successful gala in the museum's history. With the Honorable Robert García, Mayor of the City of Long Beach, serving as the honorary host, this year's gala also featured a live auction of contemporary art, as well as an unforgettable performance by the Long Beach Symphony.

INAUGURAL LEGADO AWARD

Great artists realize that their gift comes with the duty to give back and to hold the door through which they have entered the art world, open to the next generation of talent. Throughout our history, the towering figures of art have created a legacy through their own work and also through mentoring the talent of the future. MOLAA was proud to create LEGADO: A Legacy for the Arts, and to present the inaugural award to Maestro Plácido Domingo.



LEGADO Award Recipient 2018, Maestro Plácido Domingo



Above: MOLAA President & CEO, Dr. Lourdes I. Ramos-Rivas, Plácido Domingo, and Board Co-Chairmen, Mike Devolet and Dr. Robert N. Braun.



Top right: Richard Neri, 2018 Gala Chariman



Bottom right: Long Beach Mayor Robert García with Maestro Plácido Domingo.

LETTER FROM THE CO-CHAIRMEN



Robert N. Braun, M.D.
Co-Chairman



Mike Deovlet,
Co-Chairman

The Museum of Latin American Art (MOLAA) enjoyed another year of growth during 2018 thanks to the generosity and support of members, collaborators, and sponsors like you. On behalf of the Board of Directors, we want to acknowledge major supporters such as Los Angeles County Arts Commission and the Robert Gumbiner Foundation. We applaud the many goals achieved together!

This past year MOLAA presented the inaugural LEGADO: A Legacy for the Arts Award to Maestro Plácido Domingo. This award recognizes towering figures within the global artistic community that have created a legacy through their career, through mentoring emerging artists, and through their philanthropic efforts. MOLAA also adopted a new strategic plan which provides a blueprint for the museum's growth through 2021. The plan began with a feasibility study conducted by Lord Cultural Resources that revealed exciting possibilities.

In addition, MOLAA's permanent collection enjoyed significant growth during the year as well. The museum's acquisitions were greatly enhanced with a \$300,000 gift from Lynne Okon Scholnick, to establish a fund for future acquisitions. As the institution continues to realize a new vision for the future, we want to recognize and welcome our newest Board Member, Cástulo de la Rocha (representing AltaMed). He has joined the Board to support MOLAA as the nation's leading museum of modern and contemporary Latin American and Latino art and culture. We will continue to expand the Board of Directors by recruiting at the local, national, and international levels, a combination that will strengthen MOLAA's visibility and development. We are thrilled to share this distinctive time of growth with you.

Robert N. Braun, M.D.
Co-Chairman

Mike Deovlet
Co-Chairman

MOLAA 2018 BOARD OF DIRECTORS

Mike Deovlet	Co-Chair	MA Wealth
Robert Braun	Co-Chair	S.M. Morgan ,Inc.
Sofia Riley	Vice Chair	TGIS Catering
Zach Horowitz	Secretary	Universal Music Latino Group
Tim Degani	Treasurer	Boeing (Retired)
Burke Gumbiner	Director	Robert Gumbiner Foundation
Lynne Okon Scholnick	Director	Sculptor
Rosa I. Caldera	Director	Bank of America
Celia S. Birbragher	Director	ArtNexus
Castulo de la Rocha	Director	AltaMed
Tony Gales	Director	Rossi LLP
Diane Henschel	Docent Guild Chair	

DONORS

The Museum of Latin American Art is grateful for the generous donations and contributions received from the following organizations and individuals to support the Museum's operations and programming in FY 2018. (Jan. 1 – Dec. 31, 2018)

\$100,000+

Robert Gumbiner Foundation
Lynne Okon Scholnick

\$50,000+

Dr. Robert Braun and Dr. Joan Friedman
Target

\$25,000+

AltaMed
Arts Council Long Beach
Mike Kelley Foundation for the Arts
Nissan

\$10,000+

Bank of America
Faustino and Martha Bernadett
California Institute of the Arts
City of Long Beach
Tim and Gay Degani
Mike and Caryl Deovlet
Tony and Valerie Gales
Rico and Michelle Garcia
Allen and Charlotte Ginsburg
Wanda Graves and Stephen Duscha
Burke F. Gumbiner and Susan Ware
Zach and Barbara Horowitz
Intenze Products, Inc.
Kenneth T. & Eileen L. Norris Foundation
The Lenart Art Education Foundation
Long Beach Community Foundation
Sofia and James Riley
San Manuel Band of Mission Indians
Schulzman Neri Foundation
Southern California Edison

\$5,000+

Juan Ball
Arturo Barquet
Susan Bienkowski
Chapman University
The Chauncey F. Lufkin III Foundation
Marylyn Ginsburg
Long Beach Convention & Visitors Bureau
Nancy Foster Williams Family Foundation
Hilary Poochigian
Port of Long Beach
Monica Roper
Fernando Vasquez
Michael Weber

\$2,500+

Habitation Saint-Etienne
Skip Kessel
Kevin & Jennifer Peterson Foundation Fund
Blanca and Alfonso Madrid
Jon and Margie Masterson
David and Margaret Mgrublian
Jesus and Jessica Muro

\$1,000+

American Business Bank
Phil Appleby and Pat Paris
Debra Autrey
Bonnie Cogbill
Matthew Davis and Mark Dressner
Disney Worldwide Services Inc.
Charles and Margaret Durnin
Alicia and Alonso Gonzalez
Teresa Gordon
Mark Guillen
Argyro and George Hadey
Russell and Avalon Hill
Clara Hurtado and Jorge Barrera
Alfredo Izmajtovich
Henry Matson
Gwen Morgan-Beazell
Rudolph Munzer
Richard Neri and Kurt Schulzman
Nostrum, Inc.
Billy Ocasio
Patricia Pineda
Lourdes Ramos
Bill Ross
Lidia and Eduardo Rubinstein
David A. Sachs
Jerry and Margaret Schubel
John Shaib
Alyse George Shaw
Elise Sinay Spilker
Sarah Sullivan and Michael Johnston
Terry Hines & Associates
John and Kathy Wavell
Valerie and Arnold Winslow

\$500+

Bertha Aguirre
Debra Autrey
Ryan and Karen Autrey
Barbara B. Blackwell
Larry and Isabel Bischoff
Valorie Born
Eileen and Harold Brown
Gloria Cervantes
Sandra and Richard Darling
Allen Dinkoff and Roseanna de Maria
Amy Eriksen
Ellen Friedman
Nancy Gains
Russell Gersten
Fabiola Hensley
K. Newton Family Charitable Fund
Thomas Lawson
Mercedes Navarro
Jeannine Pearce
Renee Ralls
Jean Bixby Smith
Swift Properties LLC
Marshall Taylor
James Watson
Marilyn Ziering

In-Kind Contributions \$25,000+

Parents Latina
People en Español
Robert Gumbiner Foundation
TGIS Catering

STATEMENT OF ACTIVITIES

For fiscal year ended December 31, 2018
(Unaudited)

SUPPORT

Contributions & Grants	\$1,505,815
Donated Facilities	\$322,548
TOTAL SUPPORT	\$1,828,363

REVENUE

Membership	\$93,696
Admission	\$79,368
Programs	\$260,505
Net Support-Banquet Operations/Special Events	\$69,364
Net-Museum Store*	(\$8,483)
Endowment Revenue	\$1,510,000
Total Revenue	\$2,004,450

TOTAL SUPPORT AND REVENUE **\$3,832,813**

EXPENSES

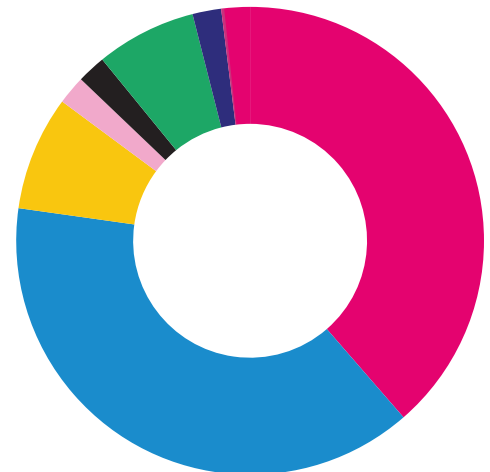
Program Services	\$2,380,198
Management & General	\$858,243
Fundraising	\$337,573
TOTAL EXPENSES	\$3,576,014

Excess (or Deficit)..... **\$256,799**

TOTAL NEW ASSETS, END OF YEAR **\$40,235,044**

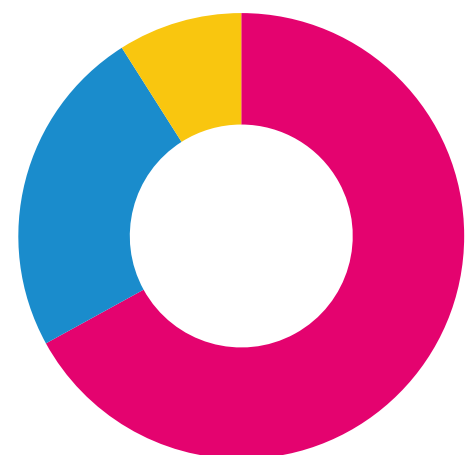
*The MOLAA museum store is currently going through a rebranding of its inventory items, its product lines and overall inventory volume of units, in an effort to regain its competitive market share as in previous years.

SUPPORT AND REVENUE



- Contributions & Grants
- Endowment
- Donated Facilities
- Membership
- Admissions
- Programs
- Banquets/special Events (Net)
- Museum Store (Net)

EXPENSES



- Program Service
- Management & General
- Fundraising



STAFF

ADMINISTRATION

Lourdes Ramos-Rivas, Ph.D., President & CEO
Maria N. Nazario, CAE, Chief Operating Officer/CFO
Solimar Salas, Director of Museum Content & Programming
Esmeralda García, Executive Assistant

COMMUNICATIONS

Luis Zavala, Lead Graphic Designer
Gabriela Di Sarli, Graphic Designer

CURATORIAL

Carlos Ortega, Curator of Collections
Edward Hayes, Curator of Exhibitions
Susan Bolaños, Registrar

DEVELOPMENT

Sarah Sullivan, VP of Development
Michelle Klein, Assistant Director of Development
Jennifer Alcántara, Events Specialist

EDUCATION

Gabriela Martínez, Curator of Education
Melissa Tran, Education Programs Coordinator
Elizabeth Aguilar, Volunteer Manager
Kristina Sánchez, Tour & Workshops Coordinator

FINANCE

Tim Buckingham, Accounting Manager

MUSEUM STORE

Juanita Trujillo, Store Manager
Alexa Lyon, Store Associate
Cyrus Lizarraga, Store Associate

OPERATIONS

Jaclyn Holst, Operations Coordinator
Randy Collins, Facilities Manager
María Jiménez, Facilities Services
Luis Santiago, Facilities Services

SECURITY

Tim McGovern, Security Supervisor
Arthur Stevens Jr., Security Lead
Jerry Granillo, Security Guard
Clifford Opara, Security Guard
Alejandro Pérez, Security Guard

GALLERY ATTENDANTS

Jesse Boyer, Gallery Attendant
Joni Gomes, Gallery Attendant
Felicia Ramírez, Gallery Attendant
Patrick Thompson, Gallery Attendant
Danielle Velasco, Gallery Attendant

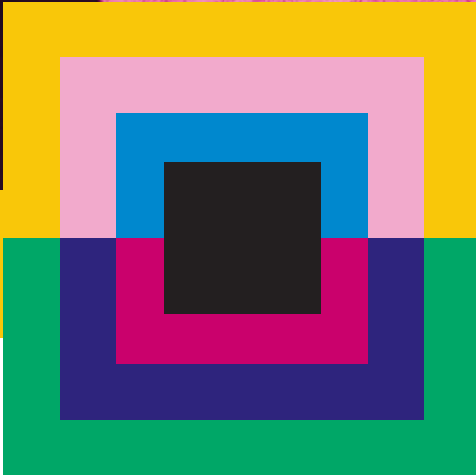
VISITOR SERVICES

Tony Sims, Visitor Services Supervisor
Arturo Báez, Visitor Services Associate
Gabriela Enciso, Visitor Services Associate

DOCENTS

Chair: Diane Henschel
Co-chair: Connie Rumer
Co-Secretaries: Paula Matusa & Fabiola Ruiz
Treasurer: Marianne Gastelum

Veronica Allenbaugh
Marylou Amato
Diana Baldwin
Jan Berliner
Hortensia Breton
Ken Brown
Harold Cannon
Linda Carr
Claudia García Copley
Yani Desousa
Holly Farris
Linda Fox
Christina Gaines
Ken Gaines
Yolanda Hendricks
Jill Hutchings
Karen Kyster
Barrie Lamonte
Yvonne Levy
Karina Gaete Llanos
Susana Luna
Mary Mend
Christine Munoz
Mercedes Navarro
Debbie Rodríguez
Kimberly Gumbiner Rose
Gail Routledge
Sandra Roveri
Josefina Ruiz
Lynne Okon Scholnick
Alyse Shaw
Adalín Torres Zayas



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MUSEUM OF LATIN AMERICA



American Alliance of Museums



Smithsonian Affiliate

MOLAA is generously supported, in part by a grant from the Arts Council for Long Beach and the City of Long Beach.

