



**LU**  
**AG** | Lehigh University  
**Art Galleries**

**FY19** ANNUAL REPORT



## Message from the Director

On August 1, 2018 I began my role as Director after having spent almost 20 years at the Metropolitan Museum of Art in New York City. I was drawn to Lehigh for many reasons, among them the impressive art collection, the excitement about the arts in the Lehigh Valley, and the pivotal moment of growth at the University given the *Path to Prominence*, a plan which includes a new College of Health, a renewed focus on student experience, and interdisciplinary research. The past year at the LUAG was filled with dynamic programs and spectacular exhibitions, but also with candid conversations with our staff and stakeholders about who we are, what we do, and why museums matter.

Through two team retreats and ongoing conversations with both Lehigh and our local community we identified five priorities for our work over the next 3 years:

1. Create a program strategy that increases engagement
2. Increase visibility
3. Increase support
4. Bolster infrastructure and facilities
5. Address staffing needs

We also conducted a deep analysis of our mission statement to determine if it still served our identity, our aims, and our constituents. The outcome of this analysis is a revised mission statement that will guide our work into the foreseeable future:

***We advance critical thinking, cultural understanding, and well-being for campus and community through transformative experiences with art.***

As you will see in the information that follows, it was a very full year with significant progress. I am excited, and honored, to lead the LUAG into a new and exciting future, and hope that you will join us by visiting the galleries often. We look forward to seeing you, and to hearing how we can make the LUAG an inspiring and irresistible resource in the lives of all we serve.



Sincerely,  

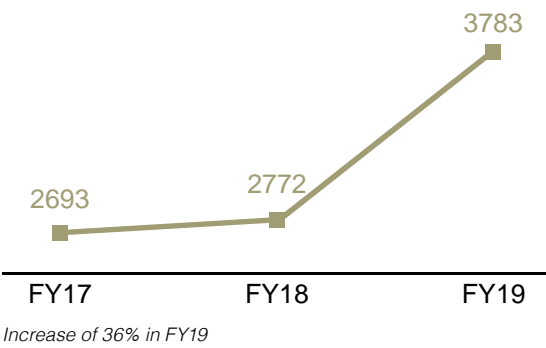

**William B. Crow, Ph.D.**  
Director of the Lehigh University Art Galleries  
Professor of Practice, Department of Art, Architecture, and Design



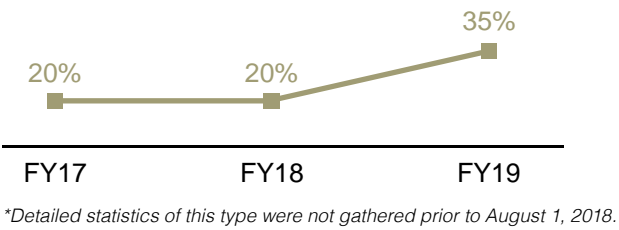
PRIORITY 1:  
**CREATE A PROGRAM STRATEGY  
THAT INCREASES ENGAGEMENT**

*In FY19 we revised and reinvigorated our approaches exhibitions and programs, making more thoughtful and intentional connections to timely topics that are relevant to our community. We also identified ways in which we could make stronger connections across disciplines, so that a wide range of audiences can benefit from the LUAG through their own studies and interests. Given that exhibitions and programs require months — if not years — of advance planning, we also recommitted ourselves to planning further in advance in order to maximize impact. This new approach will allow us to make more strategic use of resources, garner more engagement and support, and align our work more closely with curricula and local events.*

Total Attendance



Attendance/participation of Lehigh University Students, Faculty, Staff



Lehigh Student Engagement

Students are active agents in their own learning, and are critical partners to the LUAG as we maximize its relevance and impact. We took several key steps in FY19 to increase student engagement. In Spring, 2019 we formed the LUAG Student Advisory Committee, which now meets three times per semester to provide feedback and to design student-centered programming. Student Guides led conversations with the public about works of art at our fall and spring opening receptions, as well as our Open House. We were also delighted that students in the Spring 2019 course ART220: Modern Art created videos in partnership with the Center for Innovation in Teaching and Learning (CITL) about artworks in the permanent collection that are now featured on our website and social media.



Lehigh Colleges and Academic Departments reached

FY	COLLEGES	DEPARTMENTS AND PROGRAMS
FY17	College of Arts and Sciences Office of International Affairs	Department of Music International Center for Academic and Professional English (ICAPE) Department of Art, Architecture and Design Department of Sociology and Anthropology Latin American and Latino Studies Program
FY18	College of Arts and Sciences Office of International Affairs	Office of International Students and Scholars Department of Art, Architecture and Design Department of English International Center for Academic and Professional English (ICAPE) Department of Music Latin American and Latino Studies Program Asian Studies Program
FY19	College of Arts and Sciences College of Education P.C. Rossin College of Engineering and Applied Sciences Office of International Affairs	Office of International Students and Scholars International Center for Academic and Professional English (ICAPE) The Baker Institute Global Citizenship Initiative Department of Sociology and Anthropology Lehigh University - United Nations Partnership Department of Art, Architecture and Design Department of English Department of Modern Languages and Literatures Department of Music The Humanities Center Graduate Student Life Office





# Lehigh University Classes that visited the LUAG in FY19:

- Marsha Timmerman, Professor of Practice, Technical Entrepreneurship Program, Department of Mechanical Engineering and Mechanics, Methods in Visual Thinking
- Mary Newbegin, Language Specialist, International Center for Academic and Professional English, Composition and Literature 1 for International Writers
- Derek Handley, Assistant Professor, Department of English, Critical Reading and Composition
- Whitney Szmodis, Visiting Faculty and Assistant Director, Office of Fellowship Advising and UN Programs, Global Citizenship Initiative, Department of Sociology and Anthropology, Introduction to Global Citizenship
- Sarah Stanlick, Professor of Practice, Department of Sociology and Anthropology, Purposeful Curiosity
- Dong Ning Wang, Adjunct Professor, Asian Studies Program, Globalization in Asia
- Amy Forsyth, Associate Professor of Design, Department of Art, Architecture and Design, First Year Seminar: Sketching & Seeing: How Drawing Teaches You to See the World More Clearly
- Lucy Gans, Professor and Louis and Jane P. Weinstock Chair in Art and Architecture, Department of Art, Architecture and Design, Women in Art
- Anna Chupa, Professor of Design and AAD Department Chair, Department of Art, Architecture and Design, Digital Photography 1
- William Crow, Professor of Practice and Director of LUAG, Department of Art, Architecture and Design, First Year Seminar: Museums, The Public, and Social Responsibility, Modern Art of the Twentieth Century
- John Drescher, Professor of Practice, Educational Leadership Program, "Improvisation" Group
- Linda Ganus, Adjunct Professor and Communications and Orchestra Manager, Department of Music, Music, Art and Social Action
- Teresa Cusumano, Adjunct Faculty, Department of English, Composition and Literature 1 for International Writers
- Kayla Landers, International Center for Academic and Professional English, Composition and Literature 1 for International Writers
- Tong Soon Lee, Department Chair and Professor of Ethnomusicology, Department of Music, Drums and Gongs: Asian Music
- Amy McCrae, Coordinator, Graduate Life Office, Graduate Student Women's Group



# Attendance from other Colleges/Universities

FY	NUMBER OF STUDENTS/FACULTY	INSTITUTION
FY17	11	Lafayette College
FY18	36	Moravian College
FY19	162	Moravian College Northampton Community College Kutztown University

# PK-12 Schools and Educators

- BASD Visual Arts teachers, Election Day Professional Development Workshop
- BASD Superintendent and Leadership Team, LUAG Open House
- Any Given Child, Bethlehem partner—Evaluation Committee
- Cleveland Elementary School 3rd & 4th Graders
- Moravian Academy
- Lehigh Valley Charter Arts Academy

# Other Communities/Community Organizations

- Kress Society, Allentown Art Museum
- Adult Programs Docents, Allentown Art Museum

# Special Events and Rentals Hosted at the LUAG

- Notations series
- Marita Golden
- Department of Music Staff Meetings
- Department of Music Student Testing
- United Nations International Labor Organization "The Future of Work" Conference Reception
- Zoellner Arts Center Preludes
  - The Lightning Thief
  - Mnozil Brass "Cirque"
  - STOMP
  - Post Modern Jukebox
  - Ultimate Queen
- Bach Choir CD Launch Reception
- LVAIC Queer Spirituality Group
- Retirement Celebration for Ricardo Viera
- Staff Appreciation Reception (Dubois Gallery)
- Art/Song Recital Series
- Dana Goia Meet and Greet
- Anita Hill Meet and Greet
- Global Union International Week Scavenger Hunt
- Lehigh University New Hire Tours
- Donald Byrd Lecture
- Post Show Reception for Sanchez-Werner
- Post Show Reception Dorothy and Eddie Palmieri & Band
- Departmental Chair and New Faculty Reception (Dubois Gallery)
- Touchstone Theater Festival Unbound Planning Meetings

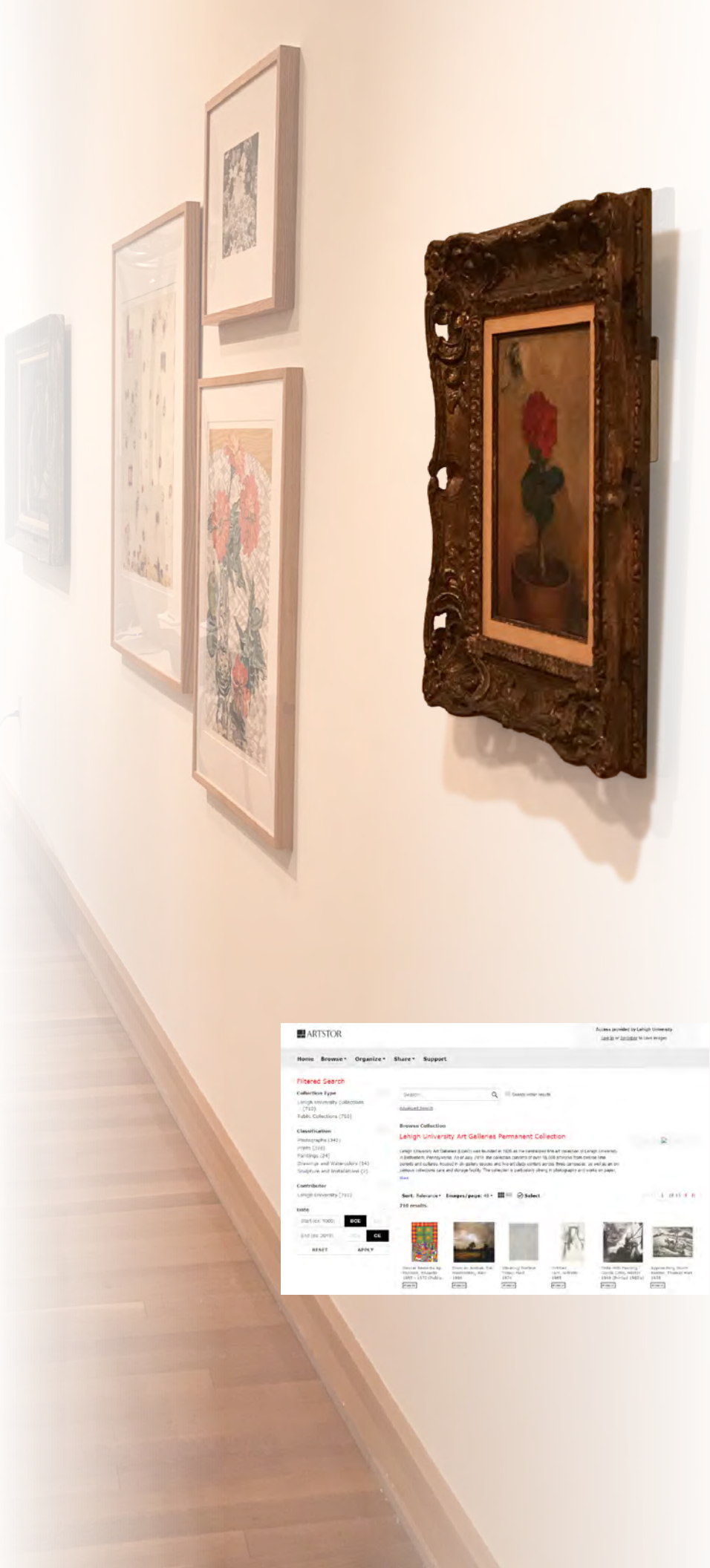
## 2018-19 Exhibitions

- The Teaching Museum: Selections from the Permanent Collection  
August 27, 2018 – December 7, 2019,  
LUAG Main and Lower Gallery
- Peter Berg: Labyrinths  
August 27, 2018 – December 7, 2018,  
Siegel Gallery, Iaccoca Hall
- The Future is Female: Prints by Women Artists  
August 27, 2018 – May 24, 2019,  
The Gallery at Rauch Business Center
- Peter Turnley: The Compassionate Lens  
August 27, 2018 – December 7, 2019,  
Dubois Gallery, Maginnes Hall
- Pedro Meyer: Truth from Fiction  
July 2, 2018 – May 24, 2019,  
Fairchild-Martindale Study Gallery
- Robert Doisneau: Paris After the War  
January 21, 2019 – May 24, 2019,  
Dubois Gallery, Maginnes Hall
- Elisabeth Frink: Mountain Hawks and Other  
Creatures  
January 21, 2019 – May 24, 2019,  
Dubois Gallery, Maginnes Hall
- Scale Shift: Large and Small Works  
January 21, 2019 – December 6, 2019,  
Siegel Gallery, Iaccoca Hall



## 2018-19 Education Programs and Events

- Fall 2018 Opening Reception  
Lecture by Professor Lucy Gans, "Women in Art"
- Fall 2018 Study Night at the Museum  
Spring 2019 Opening Reception
- Art/Song Recital, Collaboration with Department of Music, LUAG Open House w/CITL, April 11
- Spring 2019 Study Night at the Museum  
Intercultural Communication Workshop with Elena Reiss
- World Premiere of Art 220 Student Videos  
Art & Creative Problem Solving Workshop  
presented in conjunction with ERAC Day of Professional Development for Lehigh Staff



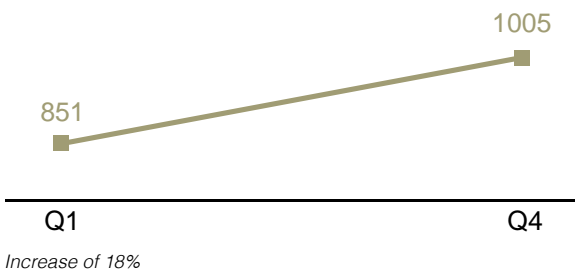
### PRIORITY 2:

## INCREASE VISIBILITY

While we are proud that the LUAG is ubiquitous on campus—six galleries, an extensive outdoor sculpture collection, two art storage/collections facilities, and one of the largest art collections in the region—we realized that in many ways we were remarkably invisible. This was due, in part, to a lack of signage on our own buildings, including the Main/Lower Galleries in Zoellner Arts Center. We also had an outdated, externally-hosted website in critical need of redesign, and we needed to launch the collection online so that both the Lehigh community and the general public could access these great works of art. We also renewed our relationship with the Communications and Marketing Department of the University, tapping their guidance and expertise to increase our reach and make our promotional vehicles more effective.

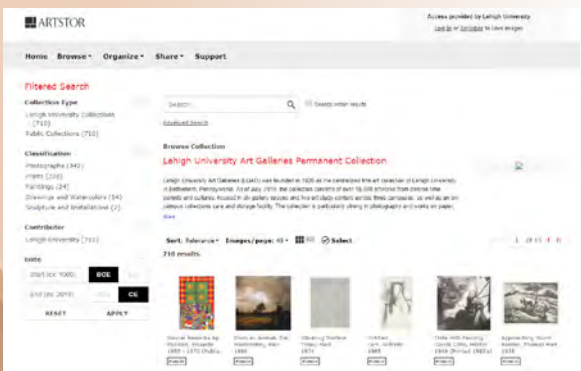
## Digital Engagement

Website visits and social media engagement all increased, the largest on Instagram between Q1 and Q4:



## Partnership with the Libraries:

We partnered with colleagues in the Lehigh University Libraries to refine our metadata and cataloguing of digital images of the collection, and for the first time we launched over 300 works in the collection online using the platform Artstor.





## New signage for the art galleries on Zoellner Arts Center

We quickly realized that while we are fortunate to have a large amount of foot traffic just outside of our doors, few people actually knew that we were located inside. In the fall of 2018 we designed and applied window decals to the west-facing windows and doors of Zoellner Arts Center to make our presence known.

## Redesign of www.luag.org

We worked closely with the web development and design team in the College of Arts and Sciences to re-imagine and re-design our website. The new website will provide clearer and more user-friendly content, including information about the collection, education programs and events, and exhibitions. The redesigned website will launch in November, 2019. We also archived our previous website, which is now hosted internally at Lehigh as a WordPress site, and will be accessible to the public for those who wish to explore past exhibitions and events.

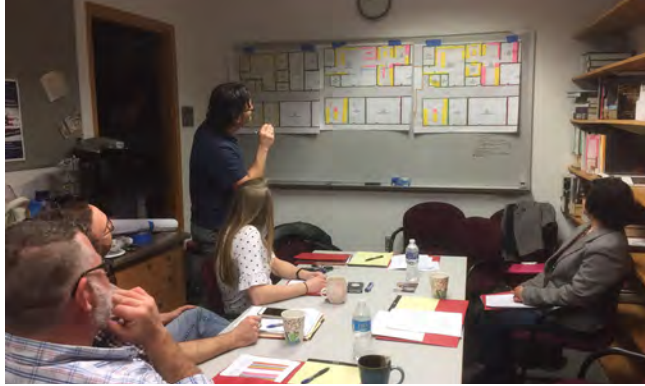


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- Advertising Partnerships: Fig, The Morning Call, ArtsQuest, The Brown & White, Discover Lehigh Valley, PBS39, The Bethlehem Patch, Bethlehem Chamber of Commerce, Lehigh Valley Live, WFMZ, Zoellner Arts Center

**PRIORITY 3:**  
**INCREASE SUPPORT**

While all museums continually aim to increase support, we have established this as a key priority over the next three years. The LUAG is fortunate to have a diverse collection of over 16,000 works of art, but is in need of resources to properly protect and conserve the collection for future generations. Works of art often require specialized care, including stable climate conditions and storage materials. Further, our aim to digitize and place the collection online requires significant staff time and resources, and we will seek support to make these collections accessible to all. As we develop and implement new education programs and resources, we will also need resources and staff support to reach the audiences that we aim to serve.



**2018-19 Donors**

- Lewis J. Baer
- Edwin R. Baldrige III
- Myron R. Barnstone
- Terri A. Bartholomew
- Mark Callahan
- Lucy Gans
- Dr. Jarrod Kaufman
- David and Jennifer Kieselstein
- Steve Osman
- Newel LLC
- Lydia Panas
- Martha and Jorge Schneider
- Shikar Family Foundation
- George Stephanopoulos
- Dick and Alice Thall
- Robert Walch
- Susan Rachel Wigodner
- William Earle Williams

**PRIORITY 4:**  
**BOLSTER INFRASTRUCTURE AND FACILITIES**

Over the past year, we identified key aspects of our daily work, spaces, and storage that needed attention and improvement. First, we implemented a new structure of regularized meetings, including a weekly team meeting with an agenda that is circulated in advance and created with contributions from the full team. We reorganized and clarified our paper and digital files, and reconfigured our physical offices and gallery spaces to maximize efficiency and impact. In collaboration with Development, Finance and Risk Management we revised and began to implement new and improved procedures for gifts-in-kind, as well as related documentation. With assistance from Facilities, we acquired an additional 900 square feet of collections care and storage space at our Building J facility, and began the process of redesigning our existing conference room at Zoellner to become the LUAG Reading Room in FY20, featuring over 2,000 books and publications available to the public.



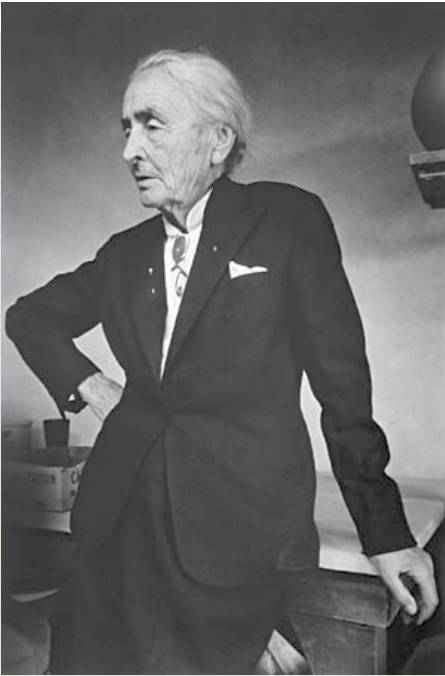
**2018-2019 Acquisitions Highlights**



**GEORGE SEGAL**  
*Paint Can on Shelf #2*, 1983  
Pastel on paper  
Gift of The George and Helen Segal Foundation



**DMITRI BALTERMANTS**  
*Brezhnev and Nixon Sharing the Podium (with Gromyko seated)*, 1972 (2003)  
Gelatin silver estate print  
Gift of George Stephanopoulos  
in Honor of Ricardo Viera



**DAN BUDNIK**  
*Georgia O'Keeffe, Ghost Ranch Potting Shed I, New Mexico*, 1975 (1996)  
Silver print, 5/25  
Gift of Alice and Richard S. Thall '55  
in Honor of Ricardo Viera



**ROSE SERRA**  
*Untitled*, 1998  
Silver print, 1/6  
Gift of Alice and Ricard S. Thall '55  
in Honor of Ricardo Viera



**GEORGE SEGAL**  
*Young Woman Against Door*, 1998  
plaster/wood/metal/paint  
Gift of The George and Helen Segal Foundation

PRIORITY 5:

ADDRESS STAFFING NEEDS

*People are the greatest asset of any museum. The dedicated team at the LUAG rose to the challenge of implementing new methods and approaches to their work, and contributed their insights, experiences, and ideas to help shape future plans. This was a year of substantial staffing changes. Director Ricardo Viera retired after 44 years of service to Lehigh. Two other staff members, Administrator Denise Stangl and Visitor Services/Museum Education Coordinator Pat McAndrew departed after decades of service.*

*Given these changes, we implemented a new staffing structure, revised and clarified position descriptions for all staff, and promoted several staff members to better reflect responsibilities. After an extensive national search, we also hired the inaugural Curator of Education, Stacie E. Brennan, who began work at the start of FY20.*

*We also hired two work-study positions and implemented regularized meetings and training with LUAG Volunteers, including a workshop on cross-cultural interpersonal communication skills.*



Looking Ahead

In the coming year we are excited to launch several important projects. We were awarded a two-year federal grant from the Institute of Museum and Library Services (IMLS) that will support the creation of a 5-Year Strategic Plan, bring guest experts to campus, and support LUAG staff to travel on study trips to peer institutions in New York City and Philadelphia. We will also present the results of this work at a national conference when the grant concludes in 2021. We will re-launch our website, [www.luag.org](http://www.luag.org), in November, 2019, after having spent over a year developing its redesign. This new website will include the collection online, initially with some 400 artworks from the permanent collection, but will grow to 4,000 artworks by June 30, 2020.

We will also create the inaugural Director’s Advisory Council in FY20, a team of trusted experts, advocates, and supporters that will advise us as we implement these changes, and who will also help the LUAG garner increased support. In July, 2020 we will launch the LUAG Membership Program, an initiative that will provide free memberships to Lehigh students, faculty, and staff, and a range of benefits for members who would like to be more deeply engaged with the LUAG.

The 2019-20 academic year at the Lehigh University Art Galleries promises to be filled with exciting growth and change. Come visit our inspiring exhibitions, participate in our thought-provoking programs, and explore everything that the LUAG has to offer. We look forward to seeing you soon.



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