

# MUSEUM OF FINE ARTS



2014  
ANNUAL REPORT

CONNECTING THE COMMUNITY THROUGH ART



## Letter from the Director

In 2014, we built on our achievement of renovating our collections galleries in 2013. Visitors discovered art that varied during the year, exploring innovative combinations drawn from across the collection. As an example, the themed exhibit “Childhood” juxtaposed contemporary photography, 18th-century paintings, 19th-century prints, and a rich cross-section of our collection of historic baby rattles.

Important special exhibitions engaged and enthralled our community. Each evolved from distinctive partnerships that built engagement with the community. “Art of Enchantment” resulted from collaboration with Tom and Mary James, significant collectors whose art is acclaimed by visitors who tour Raymond James headquarters. Augmented by our own collection and other area lenders, works ranged from ancient pottery to contemporary paintings. “My Generation” presented the emerging artists in China. The MFA and Tampa Museum of Art shared one vast exhibition across both venues, winning praise for our combined effort. At both museums, Chinese artists – most notably Xun Sun at the MFA – were in residence creating works in our galleries. At year end, the MFA exhibited Jamie Wyeth’s “Portraits of Rudolph Nureyev” from the Brandywine River Museum. A unique partnership with American Stage Theatre Company coupled the premier of *Nureyev’s Eyes* by playwright David Nash with the opening of our exhibition, a bonus for performing and visual arts.

Each of these exhibitions were important to engage our immediate community and the wider world of Tampa Bay. As significantly, our education and public programs made breakthroughs. During the academic year, a visit to the MFA was part of every Pinellas County School’s sixth grade social studies curriculum. Our encyclopedic collection from across the globe became their classroom to study world civilizations. This interaction with teachers, curriculum specialists, and our educators and docents, takes our educational engagement with schools to an altogether new level.

The Museum of Fine Arts involves many constituencies; our support groups organized exciting activities for the public, ranging from Stuart Society’s SmARTly Dressed, Wine Weekend, Art in Bloom, and Affaires d’art; to Collectors Circle’s public lectures by visiting experts; to Marly Music’s top-flight concert series; to programs supported by Friends of Decorative Arts and Friends of Photography.

Passionate support of our Annual Fund donors, Museum members, and sponsors makes such success possible. Entering our 50th year of public service in 2015, the MFA will shine brighter for these firm steps taken in 2014.

With deepest gratitude,

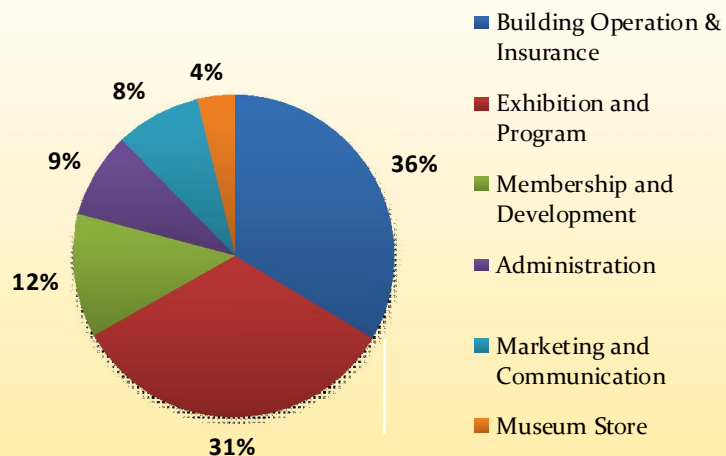
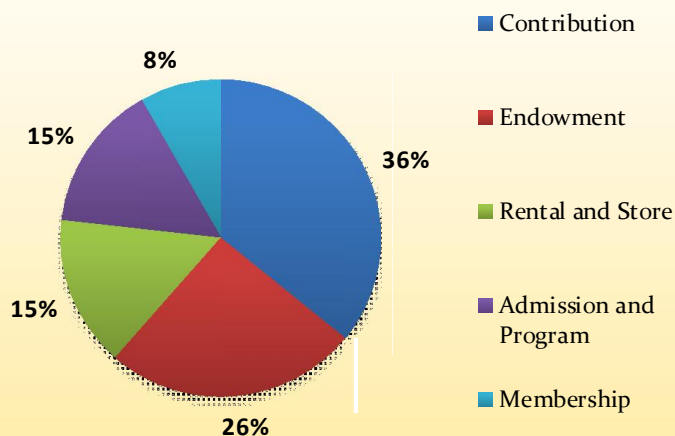
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## Financial Reports

### Operating Revenue

\$3,165,954\*



### Operating Expense

\$3,331,941\*

\*unaudited



ROBERT HENRI (American, 1865-1929)  
VILLAGE GIRL - LILY COW, 1915  
Oil on canvas, Museum purchase with funds  
donated by The Stuart Society in honor of the  
Museum's 25th Anniversary 1990.20

“Art is not in pictures alone. Its place is in everything, as much in one thing as another. It is up to the community as a whole, in conduct, business, government and play.”

Robert Henri, American Artist

# EXHIBITIONS



GEORGIA O'KEEFFE (American, 1887–1986)  
GREY HILLS PAINTED RED, NEW MEXICO, 1930  
Oil on canvas, Anonymous gift, 2010.8

“We were very pleasantly surprised to discover this museum's collections were more expansive than we could have imagined. “

October 2014 Trip Advisor review



## 2014 EXHIBITIONS

- NEW MEXICO AND THE ARTS OF ENCHANTMENT featuring The Raymond James Financial Collection (January—May)
- AARON SISKIND'S HARLEM DOCUMENT (March—July)
- MY GENERATION: Young Chinese Artists Co-presented with Tampa Museum of Art (June–September)
- PHOTOGRAPHS FROM THE BUILDING OF THE PANAMA CANAL (July—November)
- RAUSCHENBERG AND ROSENQUIST: Images from Everywhere, Prints and Photographs (November–January)
- JAMIE WYETH'S PORTRAITS OF RUDOLPH NUREYEV: Images of the Dancer from the Brandywine River Museum (October—December)

From the American Southwest to mainland China, the Museum of Fine Arts took members and visitors on cultural excursions around the globe.

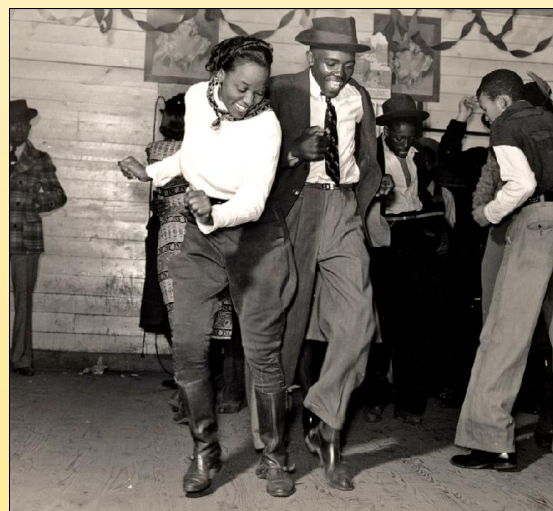
This year was also an exciting expansion of collaborations with other local arts organizations such as the Dali Museum, the Tampa Museum of Art and American Stage Theatre Company. These types of partnerships enrich the arts experiences throughout the entire community and across genres.

Opening the year with the art of New Mexico, artists such as Maria Martinez, Diego Romero, Tony Abeta and Dan Namingha in addition to the iconic Georgia O'Keeffe, gave voice to deep-rooted traditions through color, form and subject. A special feature of the exhibition was the breathtaking jewelry of contemporary masters.

Photographs and prints from the Museum's extensive collection were used throughout the year for special exhibitions in the Works on Paper Gallery. Images by Aaron Siskind donated by Dr. Robert and Chitraneer Drapkin portrayed daily life in Harlem, and Ernest "Red" Hallen's prints documented the building of the Panama Canal. Prints and photographs were combined in a tribute to American masters Robert Rauschenberg and James Rosenquist, with works contributed by Iris and Stan Salzer and Thomas and Donna Brumfield.

"My Generation: Young Chinese Artists" co-presented with Tampa Museum of Art was a window on new China and the first U.S. exhibition to focus solely on the post-Mao generation of Chinese artists, all of whom were born after 1976 and the end of the cultural revolution.

Jamie Wyeth's portraits of dancer Rudolph Nureyev from the Brandywine River Museum followed, opening in tandem with the two-week run of American Stage production of "Nureyev's Eyes" by playwright David Rush. Both performing and visual arts explored the evolution of the relationship between these two artists.



MARION POST WOLCOTT (American, 1910-1990)  
*JITTERBUGGING IN JUKE JOINT NEAR CLARKSDALE, MISSISSIPPI 1939*  
 Gelatin silver print, Gift of The Stuart Society in honor of Alain DuBois,  
 MFA Assistant Director 1966-1984, 1981.93

# PROGRAMS



“MFA has a little bit of everything and is a great place to introduce kids to a wide variety of art.”

December 2014 Trip Advisor review

Education is central to the mission of the Museum of Fine Arts with more than 200 public programs offered throughout the year.



Founder Margaret Acheson Stuart believed, “If one child benefits from the Museum it will all be worthwhile.”

In keeping with Mrs. Stuart’s legacy, the Museum offers a wide range of programs for youth and families, encouraging interaction between children and caregivers as well as a life-long appreciation of the arts. Additionally, every day of the week, MFA docents give tours and share their knowledge with young and old alike.

Of special note is the partnership between the MFA and Pinellas County Schools for every sixth grade student—more than 6,000 children—to experience a visit to the Museum as part of the social studies curriculum. (*see cover photo*). Sponsors fund a family pass so these children can return to the Museum with their families for free. For many students, this is the first visit to a museum.

Whether learning about world cultures through rhythmic drumming or interpreting art through sign language, visitors benefit from gifts to the Museum of Fine Arts that allow the curators of public programs to create unique experiences for all visitors to enjoy, such as those shown here:

**Kidding Around Yoga | Drumming @ MFA | Art and Sign Language**  
**Make & Take Saturdays | Coffee Talks with Nan Colton | Art Bites**  
**Hot Gatherings, Cool Conversations, sponsored by**  
**Duncan McClellan Gallery and DMG School Project**  
**unchARTed: Random Acts of Culture | Marly Music Series**  
**Parrish Lecture | Collectors Circle Lectures and Study Trips**



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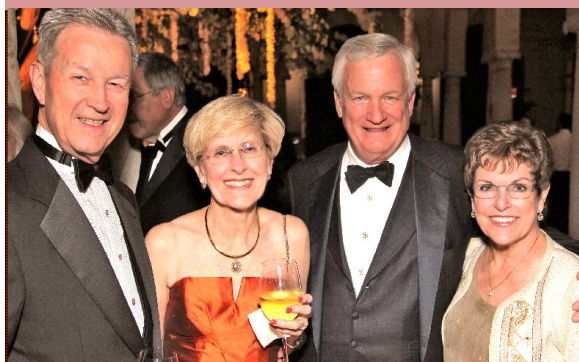
# SUPPORT GROUPS



“I had never thought about how the museum got started and was impressed with the influence of one woman to bring it about. “

*(Reference to Margaret Acheson Stuart, photo on left)*

Museum Visitor Email



## Support Groups

The importance of the support groups within the Museum is significant for volunteer hours given as well as dedication to promoting the MFA, art, and educational programs.

### THE MARGARET ACHESON STUART SOCIETY

The Margaret Acheson Stuart Society, a non-profit entity in its own right and named for the Museum's founding benefactor, is the largest volunteer group with over 400 members and provisionals. As a major donor to the Museum, efforts of the Stuart Society encompass an array of unique special events unmatched in the community, including Wine Weekend, SmARTly Dressed, Art in Bloom and Affaires d'Art. Combined proceeds generated the single largest donation to the Museum in 2014.

### COLLECTORS CIRCLE

The second largest group is Collectors Circle with over 100 members whose interests in the appreciation of art are enriched through lectures and study trips sponsored in part by Northern Trust Bank and RBC Wealth Management, respectively. In April, Collectors Choice Gala is held at the Museum with proceeds going toward the acquisition of new works for collection.

### DOCENTS

Working tirelessly seven days a week are the corps of more than 60 docents who study each new exhibition as well as sharing their knowledge of the permanent collection to bring world cultures to life for students and visitors to the galleries.

The Stuart Society made the largest annual fund donation to the Museum by giving \$383,000 from their events.



Support groups  
gave more than  
15,000 volunteer  
hours to the  
Museum in 2014.



Cara Greenberg, *Wish*, Schiffer  
Books, N. Y., 1984

Brooke K. Rapaport and Kevin L. Staxton, "Vital  
Forms, American Art and Design in the Atomic Age  
1940 – 1960," Brooklyn Museum, 2001

Leslie Pina, "Fifties Modern," Schiffer Publishing  
2005

### FRIENDS OF PHOTOGRAPHY

Supporting the largest photographic collection in the southeastern United States, Friends of Photography are dedicated to increasing awareness of fine art photography through lectures, seminars and workshops.

### FRIENDS OF THE DECORATIVE ARTS

Friends of the Decorative Arts celebrate and study furniture, ceramics, jewelry, textiles and other functional works of art.

### MARLY MUSIC SOCIETY

In keeping with Mrs. Stuart's love of music, Marly Music Society fosters an understanding between the performing and visual arts through world-class concerts and partnerships with St. Petersburg Opera, the Florida Orchestra and local musicians.

### THE CONTEMPORARIES

A new group added in 2014 was created for individuals who share an interest in contemporary art. Initial offerings included visits to the local exhibitions and tours of working artists' studios.



LOUISA CHASE (American, b. 1951)  
UNTITLED, 1981  
Oil on paper  
Gift of Martha and Jim Sweeny 2010.12.3

# ANNUAL GIVING



RICHARD HALL (French, b. Finland 1860)  
GATHERING AT CHURCH ENTRANCE, 1884  
Oil on canvas, Gift of Simon Rosen 1991..35

“It is my hope that each of us will be sufficiently altruistic to know that our greatest purpose is serving the public. “ (St. Petersburg Times, May 28, 1965)

Rexford Stead, MFA Founding Director, 1965

### **\$25,000 and above**

Bill and Joanne Edwards  
William R. and Hazel Hough  
Thomas A. and Mary S. James  
Mark T. and Marianne Mahaffey  
The Margaret Acheson Stuart Society  
Jeff and Penny Vinik

### **\$10,000 - 24,999**

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Roderick and Marina Dillon  
William P. and Ann Edwards  
Peter and Mary Lee Jones

### **\$5,000 - 9,999**

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George R. Ellis  
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Kathleen Swann Brooks Family Foundation  
Kent and Toni Lydecker  
Dav and Glenn Mosby  
Barbara Godfrey Smith  
Tampa Armature Works, Inc.—Howard Mills

### **\$1,500 - 4,999**

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Fay Mackey  
Clark and Monica Mason

**The Annual Fund is the  
foundation of all support  
for the MFA.**

**These unrestricted gifts  
fund art activities, gallery  
talks, special exhibits,  
and so much more:**

- TOURS AND HANDS-ON ART ACTIVITIES FOR UNDERSERVED FAMILIES
- GALLERY TALKS BY GUEST LECTURERS AND ARTISTS
- DOCENT TRAINING AND TOURS
- CURATORIAL RESEARCH
- COLLECTION MAINTENANCE AND INSURANCE
- SPECIAL EXHIBITION AND INSTALLATION EXPENSES
- MEMBER OPENING PREVIEWS
- PUBLIC PROGRAMS AND EVENTS
- TEACHER WORKSHOPS



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Special giving levels recognize individual donors whose annual contribution is equal or above \$25,000 for Director's Circle and \$10,000 for Founder's Circle.

These donors place the Museum as a philanthropic priority, which is both visionary and inspirational.

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- WILLIAM AND HAZEL HOUGH
- TOM AND MARY JAMES
- MARK AND MARIANNE MAHAFFEY
- JEFF AND PENNY VINIK

### FOUNDER'S CIRCLE

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Mary Margaret Winning  
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Donald A. and Marylee Zink

## Legacy Society

These individuals belong to one of the Museum's most important donor groups. By confirming their intent to include the MFA in estate plans, they guarantee a legacy of art for generations to come.



*ALBERT WEIN (American, 1915-1991)  
HORIZONS (NEW HORIZONS) c. 1937  
Cherry wood, Museum purchase with funds  
donated in memory of Charles W. Mackey, Founding Board Member,  
and President Emeritus (1988-1998) 2007.9*

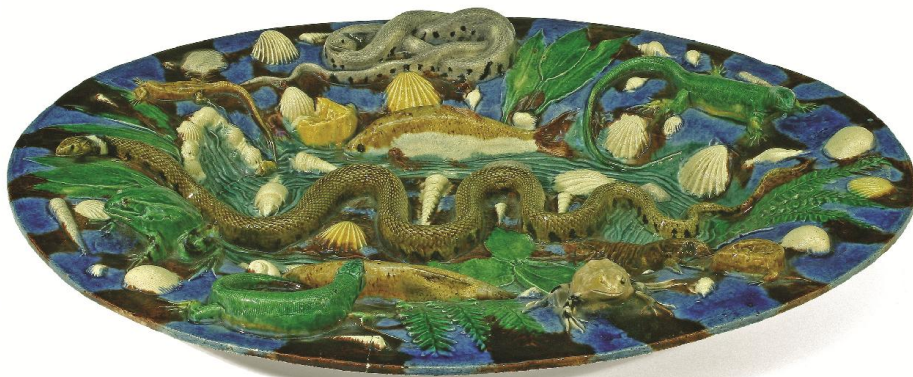
Margaret Strum Acheson Allesee  
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Jim Amrhein  
Mark C. Anderson  
Cynthia Astrack  
Dr. Susan Beaven  
Elizabeth Belting  
Anna Bianchi  
Robert S. Bianchi  
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Burk Uzzle  
Lana Van Galder  
Michele Vogel  
Louise B. Weaver  
Jane H. Weber  
Louise Wenzel  
Larry West  
Margo Woodrough  
Steve Woodrough  
Margaret W. Word  
Phyllis Zarnas  
Roger Zeh  
William K. Zewadski, Esq.

PLATTER  
Style of Bernard Palissy, 19th Century  
Glazed earthenware  
Gift of George E. Doubleday 1972.117



Gifts made in honor or in memory of a person or event have a lasting impact on the Museum and are a significant tribute to the honoree.

## Memorials and Tributes

***In memory of Arnold Argintar***

Eric Lang Peterson

***In memory of Hilda M. Barstow***

Barbara DeMaire  
Dr. Earnest and Sally Truby

***In honor of Kathy Beyer***

Dr. John E. Schloder and Terence Leet

***In memory of James Brown***

Eric Lang Peterson

***In memory of Dr. Eddy Burns***

Dr. John E. Schloder

***In honor of Bob Churuti***

Kimberly Ritrievi

***In honor of Laila Alice Cohen***

Dr. Albert and Rosalie Cohen

***In memory of Doug Cone***

Dr. John E. Schloder and Terence Leet

***In memory of John Damm***

Dr. John E. Schloder

***In memory of Mary Virginia Davies***

Eileen Bartelt  
David Connelly  
Barbara DeMaire  
Dr. Kent and Toni Lydecker  
Dr. John E. Schloder  
Dr. Earnest and Sally Truby

***In memory of Mary Lou Deuel***

Paul and Carole Y. Bardes

***In honor of Summer Dicus-Boydston***

Mj Dicus

***In honor of Dr. Robert L. Drapkin***

Dr. John E. Schloder

***In honor of MFA Curators of Public Programs***

Donald and Ruth Campagna

***In memory of Nancy Ellis***

George R. Ellis

***In memory of Florence Fayer***

Mark and Janet Willen

***In memory of Dr. Albert Few***

David Connelly

***In honor of Seymour Gordon, Esq.***

Dr. John E. Schloder and Terence Leet

***In memory of Ruth Leonard***

Dr. John E. Schloder and Terence Leet

***In honor of Anne Long***

E. Stan and Iris Salzer

***In memory of Helen B. Lydecker***

Eileen Bartelt  
David Connelly  
Pattie Davis  
Dr. Mack and Susan Hicks  
Kent and Toni Lydecker  
Dr. Richard E. and Mary B. Perry  
Lorraine Rahall  
Dr. John E. Schloder  
Jack and Vicki Sofranko

***In honor of Mrs. Carmela Manfrey***

Kazuko Ficara

***In honor of Mrs. James McCorkle***

Dr. John T. and Louise Garrigues

***In memory of Mrs. Bernice McCune***

E. Stan and Iris Salzer

***In memory of Isaac M. Mills***

David Connelly

Dr. John E. Schloder

William K. Zewadski, Esq.

***In memory of Arthur Minters***

Gordon Caplan

***In memory of Barbara E. Moler***

Eugene and Margaret Ponessa

***In memory of Ray Murray***

Dr. John E. Schloder

***In memory of Janet Pardee***

Larry and Jo Roy

E. Stan and Iris Salzer

***In memory of Cecil H. Roach***

Eileen Bartelt

David Connelly

Dr. Richard E. and Mary B. Perry

Dr. John E. Schloder

***In memory of Sheldon Rothman***

Frantz Christensen and Helen Hameroff

***In memory of Thelma Rothman***

Eileen Bartelt

Eric Lang Peterson

Dr. John E. Schloder

***In memory of Kevin Jay Sanders***

Louise Reeves

***In honor of Royce Haiman***

Ann Shelton

***In honor of Dorothy Silverstein***

Jean Swintek

***In honor of the Stuart Society***

Janet M. Raymond

***In memory of Anna Uldall***

Doug and Barbara DeMaire

George and Elizabeth Hernes

Dr. John E. Schloder

Vik and Patty Sriram

***In honor of Carol A. Upham***

Dr. John E. Schloder

***In memory of Phyllis Stover Williams***

Patsy Anderson

***In memory of Joe Sprain***

Antique Galleries of St. Petersburg

Ann Atwood

Jacquelyn Baker

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Donna Terzian

John Gary Webster

Ed Weissman

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*The Museum is grateful for the many tributes made in memory of Joe Sprain. These gifts will support the Marly Music series in 2015, which will be dedicated to Joe, photo left.*

## Donors to the Collection

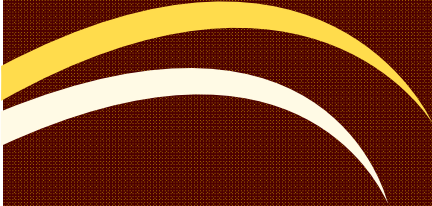
The Museum expresses deep gratitude to the following donors of artworks in 2014. Multiple gifts are noted in parentheses.

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Trenam, Kemker, Scharf, Barkin, Frye, O'Neill, and Mullis  
Lothar Uhl (8)  
Sylvia Walbolt  
The Andy Warhol Foundation for the Visual Arts, Inc.  
William Knight Zewadski

*\*Museum Purchase with funds donated*



LOUIS COMFORT TIFFANY (American, 1878-1933)  
and TIFFANY STUDIOS (American, active c. 1900)  
DAFFODIL LAMP SHADE WITH IRIS BASE c. 1900  
Leaded glass and gilt bronze, 20" (diameter)  
Gift of Mary Alice McClendon 2014.20



Gifts of art  
coupled with funds  
designated for  
museum purchase  
added over 100 works  
to the collection.



## In Kind Contributors

Gifts of goods and services help the Museum serve the community in a variety of ways. To show appreciation for these donors, please give your patronage to the following companies and individuals who give from their businesses:

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## Corporate Partners

Businesses and corporations partner with the Museum in myriad ways, from exhibition sponsorships to event participation, to grants. The MFA is grateful for the following 2014 organizational support

American Stage Theatre Company  
Bank of America  
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City of St. Petersburg  
The Bill Edwards Group  
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Tampa Bay Times  
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Westminster Communities of Florida



## Matching Gifts

Many companies can double the impact of a donation with a matching contribution. Check with your Human Resource department and help this list grow:

IBM  
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RBC Wealth Management

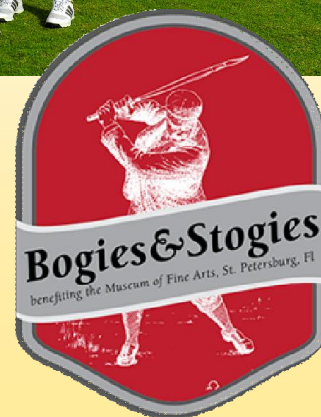
"This is a small city that does a giant job of sharing the arts."

January 2015 Trip Advisor review

## Golf Tournament

The third annual Bogies & Stogies Tournament was held Monday, October 20, at the beautiful Renaissance Vinoy with an awards banquet that evening in the Marly Room at the Museum. Our winning foursome this year included Cary Putrino, Tim Main, Joe Keegan and Curtis Putrino. The event successfully raised over \$27,000 toward the MFA programs and exhibits.

Special thanks go to our committee co-chairs Bob Churuti and Linda Jantschek with event chair Maureen Gabe, supported by committee members John Dunn, Stephanie Edwards, Jeff Fox, Bob Hilton, Reid Holden, Don Howe, Kathleen Matecki, Fred Razook, Sue Riggins, Ron Salamone, Kent Whittemore, Carol Treichel, Kate Hargrove, Lois Fivian, Elizabeth Samuelson, Denise Degnan, Ginny McCarthy and Libby Salamone. Additional thanks go to Stuart Society members and provisional for their invaluable volunteer support throughout the event.



## Many thanks go to the individuals and companies sponsoring Bogies & Stogies:

Adidas  
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Bank of America  
Beach Drive Retail  
Birch & Vine  
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Brown & Brown Insurance  
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Raymond Virgilio, CPA, MSA

# MEMBERSHIP



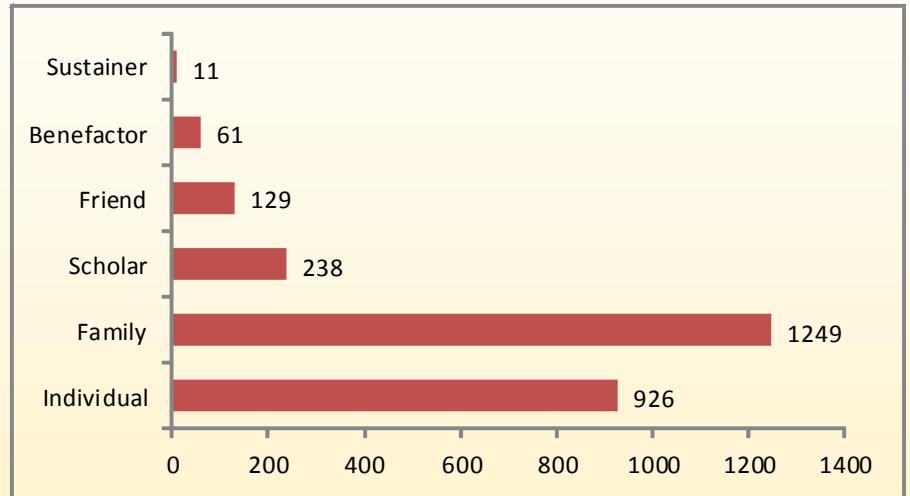
“A collection that embraces the whole world  
allows you to consider the whole world.”

Neil MacGregor, Art Historian



Membership helps bring world-class exhibits and programs that benefit the whole community. With six different membership options from which to choose, more than **2,600** households are supporting the Museum in this way.

Family Memberships are the MFA's largest segment at 48% and Individual Memberships are 36% of total households.



In 2014, membership retention increased by 11% with dues contributing 8% of MFA total revenue.



## Ways of Giving



**SIDNEY WAUGH (American, 1904-1963)**  
**GAZELLE BOWL 1935**  
*Glass, etched*  
*Gift of the Estate of Mrs. Helen Harper Brown*

### Outright Gifts

Outright gifts can include cash, appreciated property, gifts of art or other tangible personal property. All cash gifts are 100% tax deductible.

### Gifts of Securities

By giving appreciated securities to the Museum, donors may avoid paying capital gains tax and receive a tax deduction for the fair market value of the gifts. For details on the transfer of stocks, please contact the Advancement Office.

### Gifts of Real Estate

Real property can be deeded to the Museum and may warrant a sizeable tax deduction now while continuing to occupy the property for life. Your personal tax advisor may be able to help you select the best arrangement to suit your individual situation.

### Planned Gifts

Planned gifts such as a charitable remainder trusts, charitable lead trusts, retained life estates, retirement plan designations, life insurance designations, or bequests may reduce inheritance taxes and benefit the Museum. Check with your financial advisor for the best plan, and let us know of your intent so we can recognize you as a member of our Legacy Society.

### Naming Opportunities

In recognition of leadership gifts, there are naming opportunities throughout the museum's main building, and the Hazel Hough Wing. Learn more about the naming opportunities by contacting the Advancement Office.

### Matching Gifts

Many businesses will match an employee contribution, effectively doubling or sometimes tripling the impact of your donation. Check with your company's personnel office for more information.

**For more information about how to support the MFA, please contact the Museum of Fine Arts Development Office (727) 896-2667 or visit [www.fine-arts.org](http://www.fine-arts.org) under "SUPPORT."**

All gifts qualify as charitable donations and are tax exempt under our status as a 501c3 non-profit organization in the State of Florida with federal tax ID number 59-0949278.

# THANK YOU!



This Annual Report acknowledges donations to the Museum of Fine Arts during our 2014 fiscal year, January 1 to December 31.

Every effort has been made to ensure accuracy. If an error is found, please accept our sincere apology and notify the Development Office in order for our records to be amended.

CONNECTING THE COMMUNITY THROUGH ART

## MISSION

The purpose of the Museum of Fine Arts is to increase and diffuse knowledge and appreciation of art, to collect and preserve objects of artistic interest and merit, to protect works of art, to provide facilities for research, and to offer instruction and opportunities for aesthetic enjoyment of art for all people.



## MUSEUM OF FINE ARTS

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St. Petersburg FL 33701-3498

727.896.2667  
[www.fine-arts.org](http://www.fine-arts.org)

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