2017
ANNUAL REPORT
2017 was a landmark year for the Museum of Latin American Art (MOLAA). It was a transformative year in which the Museum saw dynamic changes in leadership, created national and international alliances, expanded services impacting the community and launched first class educational programs and exhibitions. One of the principal projects was our participation in Pacific Standard Time: LA/LA, a Getty initiative which was about to launch when I arrived at MOLAA in the spring.

The Museum saw more than 61,000 visitors last year, a 40 percent increase from the previous year and gained 8,500 new social media followers. We trained 200 educators, provided 6,175 school children with tours and art workshops, featured the works of 66 local artists in our Education Gallery, partnered with 29 local nonprofits and offered 85 free or free with admission programs. Our docents provided 534 four hours and we hosted 16 interns, who contributed 1,800 hours in support of our exhibitions and programs.

MOLAA’s Curatorial department was honored with a Theo Award from the Themed Entertainment Association for the 2015 exhibition Transformations. MOLAA’s first solo exhibition of a Chicano artist, Dreamland: A Frank Romero Retrospective, showcased the largest painting ever installed at MOLAA, L.A. River, measuring 46’’11’’ in length. Our PST: LA/LA exhibition, Relational Undercurrents: Contemporary Art of the Caribbean Archipelago, featured 75 international artists, representing 16 Caribbean countries. In preparation for PST: LA/LA, we refreshed the exterior of our buildings with new paint, matching the original paint colors chosen by Manuel Rosen, the award-winning Mexican architect who designed MOLAA’s campus.

We collaborated with several community organizations and the City of Long Beach. A new city park, Gumbooter Park, named after MOLAA founder Dr. Robert Gumbooter opened in April. The Museum partnered with POW! WOW! Long Beach, providing a wall for a mural by Tatiana Suarez, a Miami-based artist of Brazilian/Salvadoran descent. Finally, Leadership Long Beach moved their headquarters to office space on our campus.

It was a notable year for contributions, as well. MOLAA received a bequest valued at $1 million from the Estate of Dr. Michael E. Brown. Dr. Brown was a committed arts patron and lifelong resident of Long Beach. The bequest helps support continued quality art and cultural programs. Important donations of art, such as Pink Lady Kenmore Dryer (2009), by Camille O’Reilly, donated by actor and comedian Steve Martin, were also received in 2017.

In 2018 we look forward to presenting 21st century exhibitions and public programs that include a global perspective, highlighting themes of accessibility and diversity and expanding collaborations with local nonprofits, community organizations and businesses.

On behalf of the Board of Directors, staff, docents, and volunteers of MOLAA, I would like to thank you for your support. I am confident that 2018 will be another stellar year for the Museum.

In appreciation,

Lourdes I. Ramos-Rivas, Ph.D.
President & CEO
WHO WE ARE
MODERN AND CONTEMPORARY LATIN AMERICAN AND LATINO ART

MISSION
The Museum of Latin American Art expands knowledge and appreciation of modern and contemporary Latin American art through its collection, groundbreaking exhibitions, stimulating educational programs and engaging cultural events.

“
A thriving arts and culture environment contributes to a city’s economic and civic welfare, provides jobs and opportunities for its residents, inspires and educates children and builds bridges between diverse segments of the population.

- MOLAA Founder, Dr. Robert Gumbiner

2017 BOARD OF DIRECTORS

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The 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 only 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 1920s. 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 Americas” theme. One arch symbolizes Latin America and the other the United States, reflecting the encounter and metaphorical bridge between these 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.

“We have a human size Museum that should have a feeling of enjoyment and interaction, where we might be able to better understand other people, their culture and idiosyncrasies...”

- Manuel Rosen, MOLAA Architect

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- MOLAA Founder, Dr. Robert Gumbiner
2017 COLLABORATIONS

GUMBINER PARK OPENS TO THE PUBLIC

April 23rd marked the opening of Gumbiner Park, a $5.1 million project that had been in the works for two years. The 36,590-square-foot park, located across the street from MOLAA and adjacent to the Pacific Island Ethnic Art Museum (PIEAM), includes a small outdoor performance area, playgrounds, a skate plaza, shade structures and a picnic area. The decision to name the park after the late Dr. Robert Gumbiner came from now Mayor Robert Garcia when he was the 1st District Councilmember. A philanthropist and healthcare pioneer, Dr. Gumbiner was among the first in the nation to create a health maintenance organization (HMO). In 1996 he created the Robert Gumbiner Foundation and founded MOLAA and PIEAM.

LB OPERA & MOLAA BRING FRIDA TO LONG BEACH

The pain, passion and complexity of the life of Frida Kahlo, Mexico’s most prolific and well-known female artist, became the focus of a summer partnership between MOLAA and the Long Beach Opera. The Museum displayed Frida Kahlo: Through the Lens of Nickolas Muray, an exhibition of photographic portraits of Frida, taken by her long-time friend and lover, Nickolas Muray while Long Beach Opera brought Frida’s life to the stage in MOLAA’s Sculpture Garden with four June performances of the opera Frida, composed by Robert Xavier Rodriguez.

MOLAA PARTICIPATES IN POW! WOW!

POW! WOW! is an initiative designed to bring communities together to create amazing public art, joining some of the world’s top artists and muralists with local talent. It originated as a week-long event in Hawaii seven years ago and has grown into one of the country’s foremost public art/mural festivals. POW! WOW! took place in Long Beach from July 16 – 22 and brought internationally known mural artists to Long Beach to beautify blank walls throughout the city. One of the outside walls at MOLAA was transformed by Miami based artist, Tatiana Suarez, with a vibrant mural, rich with symbols from her Brazilian and Salvadoran heritage.

LEADERSHIP LONG BEACH RELOCATES TO MOLAA

In 1989, some of the City’s most influential and visionary stakeholders founded Leadership Long Beach. These founders envisioned the formation of a civic improvement program that would serve the community by educating and motivating leaders on issues important to the future and sustainability of Long Beach. Leadership Long Beach, through its principled leadership programs, has helped inspire and educate more than 1,500 community-engaged alumni to give back to Long Beach. In December MOLAA was pleased to welcome Leadership Long Beach to their new office on MOLAA’s campus.

PACIFIC STANDARD TIME: LA/LA

Pacific Standard Time: LA/LA, an initiative of the Getty, was a far reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles. Supported by grants from the Getty Foundation, Pacific Standard Time: LA/LA took place at more than 70 Southern California cultural institutions. MOLAA’s contribution to the initiative, Relational Undercurrents: Contemporary Art of the Caribbean Archipelago, on view from September 16, 2017 through March 4, 2018, was an exhibition curated by Tatiana Flores that featured twenty-first century art of the Caribbean, as seen through the framework of the archipelago. Relational Undercurrents focused on identifying thematic continuities in the art of the Caribbean islands and questioned the conceptual boundaries imposed on areas that are geographically contiguous and share similar ecologies, histories and issues.
2017 IMPACT DATA

40% INCREASE IN VISITORS FROM 2016*

6,175 KIDS RECEIVED TOURS AND ART WORKSHOPS

46’11” LENGTH OF FRANK ROMERO’S PAINTING L.A. RIVER, THE LARGEST PAINTING EVER INSTALLED AT MOLAA

200 TEACHERS TRAINED AT OUR EDUCATOR NIGHTS

29 PARTNERSHIPS WITH LOCAL NON-PROFITS, BUSINESSES, AND COMMUNITY AND ARTS ASSOCIATIONS

534 TOUR HOURS BY DOCENTS FOR 8,000 VISITORS

8,500 NEW FOLLOWERS ACROSS SOCIAL MEDIA

66 LOCAL ARTISTS FEATURED IN OUR EDUCATION GALLERY

2017 EXHIBITIONS

Los Diez: Selections from Latin American Fotografía and Ilustración 5, an AI-AP International Juried Competition
January 6 – 22
Alejandro Ordoñez, Guest Curator and Edward Hayes, Curator of Exhibitions

Trek Thru L.A.
February 12 - May 21
Gabriela Martínez, Curator of Education

Dreamland: A Frank Romero Retrospective
February 11 – May 21
Edward Hayes, Curator of Exhibitions

Frida Kahlo: Through the Lens of Nickolas Muray
April 29 – September 3
Organized by the Nickolas Muray Photo Archives

MOLAA Collection Highlights
June 7 – August 20
Edward Hayes, Curator of Exhibitions

En Visión: Picturing the Self
June 11 – September 17
Nalini Elias, Education Programs Coordinator

Portfolio Series: MONDONGO
June 23 – August 20
MOLAA Curatorial Department

Relational Undercurrents: Contemporary Art of the Caribbean Archipelago
A Getty Pacific Standard Time: LA/LA exhibition
September 16, 2017–March 4, 2018
Tatiana Flores, Guest Curator

Dia de los Muertos Altar Display and Art Exhibition
October 4 – November 19
Gabriela Martínez, Curator of Education

2017 GIFTS

1 LUCIA MAYA
(United States, b. 1953)
Elixír del olvido / Elixir of Oblivion, 1995
Oil on canvas
Gift of Ana Iturralde in memory of José María Iturralde, Sr.
M.2017.001

2 PEDRO FRIEDEBERG
(Italy, b. 1936)
Amnesia del Doctor Caligari / Amnesia of Doctor Caligari, 1967
Acrylic and ink on museum board
Gift of Timothy and Jill Deal
M.2017.002

3 MULTIPLE ARTISTS
(Cuba & U.S.A, 1940s – 1970s)
La Huella Múltiple, 1999
Varying print techniques on paper
Gift of Darrel Couturier
M.2017.003.a-bbb

4 CAMILO ONTIVEROS
(Mexico, b. 1978)
Pink Lady Kenmore Dryer, 2009
Dryer and automotive paint
Gift of Steve Martin
M.2017.004
EDUCATIONAL EXPERIENCES FOR STUDENTS, TEACHERS, & DOCENTS

The Education Department’s chief task of educating diverse audiences was accomplished through tours, workshops, trainings, and the production of classroom resources. MOLAA’s APRENDE School & Workshop program served 2,871 students. Almost 200 educators participated in four exhibition-themed Educator Nights where they received training via hands-on activities and lectures. The Education Department provides MOLAA Docents with tour information through lectures on art historical movements, art processes, and historical context so they may share their information with our visitors.

CULTURAL PROGRAMMING

The Department implemented thirty-eight unique cultural programs throughout the year. Highlights include a lecture on Art and Activism, a documentary screening on the life of journalist Rubén Salazar and panel discussions on Women in Photography and Contemporary Caribbean artists. The Long Beach Zine Fest and Latino Comics Expo connected 4,689 visitors with over 200 contemporary writers and illustrators from throughout the United States in a convention setting. Six free family festivals served 12,570 visitors while highlighting topics like Garifuna traditions of Central America and Los Angeles Chicano culture.

DÍA DE LOS MUERTOS / DAY OF THE DEAD

MOLAA engaged audiences of all ages and backgrounds through a holistic Día de los Muertos program which included a unique curriculum and educator packet, specialized school tours & workshops, a family festival attended by 3,717 visitors and a series of programs. Adults enjoyed a special edition of Buen Provecho, while youth were provided with free after-school workshops based on Día de los Muertos/Day of the Dead traditions.

EXHIBITIONS & EXHIBITION COLLATERAL

MOLAA’s education team curated three exhibitions: Trek Thru L.A. featured depictions of the local landscape by thirteen L.A. based artists in dialogue with works by Frank Romero and MOLAA’s Permanent Collection; En Visión: Picturing the Self presented self-portraits by students from Las Fotos Project, an arts education program for teen girls; and the annual Day of the Dead Art & Altar Exhibition included ofrendas, paintings, prints, photographs, sculptures and installation works produced by thirty-four local artists.

MOLAA’s Education Department fulfilled its mission of providing a platform for investigation, cultural production, and an exchange of ideas around Latin American and Latino art and culture through interpretive collateral, workshops and trainings, and a series of dynamic programs and exhibitions.
L.A STORY
Saturday, March 4
MOLAA, in partnership with Antonio Pelayo Productions, created an evening that attracted over 500 individuals and celebrated L.A.’s Chicano lifestyle and car culture. Guests enjoyed a pop up art show curated by Pep Williams, a headlining performance by Delinquent Habits, live art by Pablo Damas, a car show and a performance by Thee Commons. The event was featured on Low Rider Magazine and LA Weekly Facebook pages. Additionally, Allied Integrated Marketing activated on site promotion for their film “Chips Movie.”

DINNER WITH FRIDA
Saturday, June 3
In conjunction with Frida Kahlo: Through the Lens of Nickolas Muray, MOLAA presented an intimate dinner for 102 guests in the Sculpture Garden featuring a three-course meal curated by TGIS plus a soothing bolero set by Tres Souls. This event sold out immediately on Facebook.

LUCHA LIBRE EXTRAVAGANZA!
Saturday, July 15
Lucha Libre, in its final year at MOLAA, went out with a bang! In partnership with David Espinoza, wrestling photographer and promoter, we brought international superstars such as Thunder Rosa & Taya Valkyrie to the wrestling ring. Almost 600 individuals attended the night-time festival featuring a pop up art show of wrestling photographs, a performance by Cutty Flam, art workshops and vendors.

JUAN GABRIEL TRIBUTE
Saturday, August 26
Marking the one year anniversary of Juan Gabriel’s death, MOLAA celebrated by hosting an event honoring his life and legacy. 500 attendees participated in an evening filled with Juan Gabriel merchandise, DJ Que Madre from Chula Vinyl Club spinning nothing but JUAN-GA tracks and an opportunity to get on stage and sing one of his songs. The event ended with a Juan Gabriel performance by two time Grammy award-winning Mariachi Divas.

STORYTELLERS: A DAY OF THE DEAD CELEBRATION
Saturday, October 21
MOLAA’s week long of Day of the Dead activities commenced with an adult themed event celebrating Day of the Dead story telling through art, altars and entertainment. More than 200 attendees danced to local bands YANGA and La Diabla. The evening also included live art by Sandone, face painting and the opportunity to purchase Day of the Dead inspired crafts.

MOLAA presented new and refreshing events in 2017 resulting in increased attendance, increased gross revenue, and new partnerships.
LETTER FROM THE CO-CHAIRMEN

It’s hard to believe that 2017 has already come to a close. Yet, it was another phenomenal year of growth and transition for the Museum. That’s not only a testament to the commitment, dedication and hard work of the entire MOLAA Board, our new President and CEO, Dr. Lourdes Ramos, staff, docents and volunteers but also to the generosity of our financial supporters.

MOLAA hosted two extraordinary exhibitions last year, Dreamland: A Frank Romero Retrospective and Relational Undercurrents: Contemporary Art of the Caribbean Archipelago, neither of which would have been possible without the generosity of many people. We would like to especially thank AltaMed for their generous support of Dreamland and the Getty Foundation and Bank of America for making it possible to bring Relational Undercurrents to MOLAA as part of the Pacific Standard Time: LA/LA initiative.

In addition to our exhibition sponsors, we would also like to recognize and thank the San Manuel Band of Mission Indians, the Josephine S. Gumbiner Foundation, the Bess J. Hodges Foundation, the Los Angeles Board of Supervisors, 4th District and Southern California Edison, for their major support of APRENDÊ, our education program, that includes School Tours & Art Workshops, Summer Art Camp and non-enrichment art activities.

Target’s support of free admission every Sunday and our popular Target Free Family Festivals attracted community members in droves. Our late Friday night hours, supported by the County of Los Angeles and the L.A. County Arts Commission, also drew new audiences to MOLAA. We would also like to express our heartfelt thanks to the Arts Council for Long Beach, the City of Long Beach and the Long Beach Convention & Visitors Bureau for their support.

Because of the generosity of all of our donors and sponsors our collection is richer, our audience engages more, our arts programs extend further, our exhibition roster grows stronger, and our education programs continue to evolve in order to better serve the entire community.

We are happy to say that MOLAA’s future direction will soon be elucidated in our new Strategic Plan (2018 – 2021), which the Board and the executive team have worked on diligently and which is now in its final stage of development. Moving into 2018, we are confident that with robust financial support from all stakeholders, MOLAA’s reputation as the finest Museum of modern and contemporary Latin American and Latino art in the United States, will continue to grow.
In Memoriam: Dr. Michael E. Brown

In November 2016, MOLAA lost a dedicated supporter and arts patron, Dr. Michael E. Brown. Dr. Brown was a lifelong resident of Long Beach and professor emeritus of political science at California State University, Fullerton. His dedication to civic life extended beyond teaching and into his community, serving on the Public Safety Commission and the Mayor’s Task Force on the Quality of Life. He was a Charter Member at MOLAA and deeply involved in the MOLAA expansion project, having written the grant that secured funding from the State of California to support the building of the MOLAA Annex Building that currently serves as art storage for the MOLAA Permanent Collection.

Dr. Brown’s legacy of community service to Long Beach is secured through a bequest from his estate to MOLAA. The bequest, valued at a million dollars, ensures we can continue to provide the community with world-class exhibitions, education programs and cultural events.

For Fiscal Year Ended December 31, 2017
(Un-audited)

SUPPORT
Contributions & Grants $1,912,177
Donated Facilities 322,548
TOTAL $2,234,725

REVENUE
Membership $149,935
Admissions 101,009
Programs 145,344
Net Support - Banquet Operations $32,716
Net Support - Special Events 120,925
Net Support - Museum Store 79,776
Endowment Revenue 1,550,000
TOTAL $2,179,705

TOTAL SUPPORT & REVENUE $4,414,430

EXPENSES
Program Services $2,795,353
Management & General 877,719
Fundraising 305,308
TOTAL EXPENSES $3,978,380

EXCESS (or Deficit) $436,050

TOTAL NET ASSETS, END OF YEAR $40,458,193

ADMINISTRATION
Lourdes Ramos, Ph.D, President & C.E.O.
Maria N. Nazario, Chief Operating Officer
Jessica Salazar, Executive Assistant

COMMUNICATIONS
Susan Golden, Director of PR & Media
Evan Chapman, Digital Media Manager
Luis Zavala, Lead Graphic Designer
Gabriela Di Sarli, Graphic Designer

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

DEVELOPMENT
Jessica Ureña, Director of Donor Relations
Jennifer Alcantara, Events Specialist

EDUCATION
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Nalini Elias, Education Programs Coordinator
Susan Beckley, Volunteer Manager
Kristina Sanchez, Tour & Workshops Coordinator

FINANCE
Tim Buckingham, Accounting Manager
Melinda Lim, Accountant/HR Coordinator

MUSEUM STORE
Juanita Trujillo, Assistant Store Manager
Cyrus Lizaraga, Store Associate
Mary Claire Yanga, Store Associate

OPERATIONS/FACILITIES
Lee Gumbiner, VP of Operations
Jaclyn Holst, Operations Administrator
Randy Collins, Facilities Manager
Roberto Perez, Facilities Services
Luis Santiago, Facilities Services
Maria Jimenez, Facilities Services
Leticia Hernandez, Facilities Services

SECURITY
Tim McGovern, Security Supervisor
Arthur Stevens Jr., Security Lead

VISITOR SERVICES
Tony Sims, Visitor Services Supervisor
Kimberley Osorio, Visitor Service Associate
Jerisa Riva, Visitor Services Associate

2017 DOCENT GUILD
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Marylou Amato
Co-Chair
Linda Fox
Co-Secretaries
Diane Henschel & Connie Rumer
Treasurer
Lynne Okan Scholnick

2017 STAFF
In Memoriam: Dr. Michael E. Brown
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Cover Image:

**Sofía Maldonado** (Puerto Rico, b. 1984)

*PROMESA / Promise*, 2017

Site-specific MOLAA mural, Latex paint

Courtesy of the artist and sponsors

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