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The New Orleans African American Museum of Art, Culture and History (NOAAM) is dedicated to the preservation, presentation and interpretation of the African Diaspora and African American culture and heritage of New Orleans.
Vision

NOAAM is a nexus for inspiration, learning and connection, serving our neighborhood, our city and visitors from around the world with immersive exhibitions and public programs that weave together historical analyses and contemporary reflections about how the peoples of the African Diaspora contributed to and continue to shape the culture of New Orleans and America. We provide opportunities for seasoned and emerging researchers to advance scholarly dialogue in the fields of art, culture and history. We reach beyond our campus by collaborating with under-resourced entities in a rapidly gentrifying area and create neighborhood tours and programs that empower residents to contribute to our storied past and enable visitors to engage respectfully with our unique community.

Core Values

We believe that Black New Orleanians contributed to and shaped the unique qualities of this city and thereby influenced the world through art and culture.

We believe that the contributions of African Americans and the development of black culture is paramount to American society and should be shared with a global community.

We believe that leading edge art and the artists are who create it are essential to a vibrant, forward thinking society and NOAAM works with artists sustainably.

We believe that museums, arts and cultural centers have a responsibility to its community, core constituents which includes social justice and equity.
NOAAM STAFF

Gia M. Hamilton
Executive Director + Chief Curator

Jacob Stroman
Operations Manager

Cammy White
Program Assistant

Ijala Nixon
Executive Assistant

Blake Allen
Collections and Research Fellow

Kristina Kay Robinson
Welcome to the Afrofuture Guest Curator

Kennedi Andrus
Welcome to the Afrofuture Curatorial Fellow

Rachel Carter
Communications Fellow

Kyrin Cosse
Archives Fellow

Loren Brown
Guest Services

Brian Johnson
Experience Treme Tour Guide, Researcher
What’s Happening in the Field

#BlackMuseumsMatter

A Letter from our Executive Director
GIA M. HAMILTON
To the New Orleans African American Museum community:

As 2021 comes to a close and our board and staff reflect on this year, we have nothing but gratitude for the progress and forward movement. NOAAM has started to build a strong business foundation, add capacity with more staff, enter into a strategic campus planning phase and build trust within our community. NOAAM has demonstrated its values through transparent and honest communication with our constituents including our neighbors, advisors, culture bearers and artists that we work with every day-making sure that what we say we do, gets accomplished and is fair and equitable for all parties involved. NOAAM has challenged the status quo of Diversity Equity and Inclusion work by launching initiatives that reverse power structures and create true collaboration. It has been a year of trying new methods, taking risks, stabilizing the property and producing beautiful and thoughtful exhibitions and programming. The word museum comes from the Greek word “mouseion” which means a philosophical institution or place of contemplation - the word “muse” is encased in museum which leads me to believe that we are supposed to inspire our visitors, create opportunities for exchanges and contextualize objects, ephemera and experiences with our community. The Saturday’s @ NOAAM which is the monthly free family day best expresses this idea of inspiration and contemplation where our visitors enjoy supporting black owned businesses, listen to our DJ-in-Residence and Performers-In-Residence and make new work with the Artist Teachers who combine art history with contemporary practices. Visitors express how comfortable they feel at the museum; that they know the space was designed with them in mind. It is an honor and privilege to share our accomplishments with the public to continue to build strong structures for future successes and to create models for access, learning and connections.

It is with much solidarity and sincerity that we share our 2021 annual report.

Gia M. Hamilton
Executive Director & Chief Curator
Problem

Our society values art as a commodity, but not creatives, culture bearers and artists themselves or the process of making and discussing art. In addition, museums are rooted in colonial and extractive practices that take work out of context of the community and place value and judgements based on a eurocentric cannon creating spaces of exclusivity, static and unresponsive spaces for the community.

Our Solution

- The New Orleans African American Museum has listened to the community and the field and have placed an emphasis on learning, connecting and community access.

- NOAAM makes an investment in young talent by creating pipelines using a fellowship model to support professional development.

- In addition, NOAAM focuses on audience experience and “equitable tourism” models to increase connectivity of the visitor to the unique history and culture of Black New Orleans and how it is connected to the diaspora.

- NOAAM invests in educational programming that centers life learning programs for the entire family and changes the culture of the museum experience and thereby increases the number of museum goers and museum members who are invested in NOAAM's long term success.
Giving to NOAAM 2021

Corporate & Individual Contributions $2,258.00
Board Contributions $7,000.00
Foundation and Trust Grants $504,980.00
GiveNOLA Day $13,899.90
Brick Campaign $13,179.20

NOAAM Income

Total

- Earned Income 24,949.18
- Facility Rental 6,200.00
- Corporate & Individual 1,000
- Individual 1,258.00
- Board Contr. 7,000.00
- Foundation 504,980.00
- GiveNOLA 13,899.90
- Brick 88.2%
Areas NOAAM is Addressing

Museum Leadership and Organizational Structure

- Diversify the Board
- Cultivate alignment across the Organization
- Reorganize Values

Connecting with Communities

- Evaluate our Audience
- Engage Controversies
- Reach New Communities through Partnerships

Evolving Mission: Collections and Visitors

- Empower Education
- When Diversifying Collections, Commit to Curatorial Rigor and Transparency
- Cultivate Collaboration
Exhibitions to Date

**Everywhere We Are || Everywhere We Go**
April 2019 - September 13, 2021

**Unveiling History of the Past**
**An Ode to New Orleans Artists**
March 5, 2019 - June 20, 2021

**Welcome to the Afrofuture: Ground Zero**
September, 2019 - September, 2020

**Welcome to the Afrofuture:**
**The Matrix of Creativity: Where the River Meets the Sea**
July 1, 2021 - July 30, 2022

**Prospect 5:**
**Yesterday we said tomorrow**
October 30, 2021 - January 23, 2022
Our Track Record

Since reopening in April 2019, NOAAM has...

- Hosted over 7,000 visitors
- Exhibited 7 visual arts shows
- Partnered with 21 arts, cultural and educational institutions
- Hosted over 82 events
- Reached over 25,900 people worldwide via our website and social media
- Worked with 81 living artists through exhibitions and programs
Our Internal Successes
Since reopening in April 2019, NOAAM has...

- Completed all audits and 990s through 2019
- Instituted new bylaws and term limits
- Partnered with The Black School, Prospect New Orleans, Backstreet Cultural Museum, Treme Jazz Petit Museum, Dillard University, Xavier University, Prizm Art Fair
- Logged and digitized 50% of the NOAAM permanent collection in our state of the art archival room.
- Developed strategic partnerships with Treme cultural institutions offering admin support
- Launched the Brick Campaign for the historic campus
- Support 100% board giving participation
- The Research and Tours Department has begun to meet with Mr. Al Jackson from Petit Jazz Museum once weekly to learn and record his tour performance.
- Launched the National Advisory Committee
Funding

Generous support for NOAAM comes from

Open Society Foundation made a $1 million dollar commitment from 2021-2024

Funding Priorities

Secure dollars to complete our archival and collections department
- Equipment & Supplies
- Engagement support to ensure community knows our collection is open for lending and public use

Rigorous Exhibitions, Educational and Public Programming
- Production of 3-4 exhibitions per year including historic, solo, annual juried and collaborative exhibition.
- Signature BUILD A NATION educational program

Capacity Building
- AMPLIFY a fellowship program that supports young adults in their last year in highschool and matriculating college students seeking hands-on project based experience in careers in the arts in various departments including: general arts administration, curatorial, collections management, operations, event production, communications and outreach, fund development and education departments.

For a complete list of funding priorities and opportunities email Executive Director ghamilton@noaam.org
Support the Museum’s innovative and accessible programming by becoming a member.

**Student $20** College students with ID receive unlimited admission during open hours and access to special private events as well as a 10% discount in the NOAAM Museum Store and reading room.

**Individual $50** Individuals receive unlimited admission during open hours and access to VIP events as well as a 10% discount in the NOAAM store and reading room.

**Friends and Family $100** Family and Friends up to 4 members of a household or a babysitter or grandparent enjoy unlimited admission during open hours and access to VIP events as well as 10% discount in the NOAAM store and reading room.

**Sustaining Member $150** Family and Friends up to 6 members of a household or a babysitter or grandparent enjoy unlimited admission during open hours and access to VIP events as well as 10% discount in the NOAAM store and reading room.

**Young Fellow Benefactor $500** Family and Friends up to 10 members of a household or a babysitter or grandparent enjoy unlimited admission during open hours and access to VIP events, and named as a host as well as 20% discount in the NOAAM store and reading room.
NOAAM’s Exhibition Program will feature four exhibitions per year: a solo artist show, an annual juried show, an historic exhibition and a collaborative or traveling exhibition.

Welcome to the Afrofuture NOAAM’s annual juried group show which features a guest curator, curatorial fellow from the New Orleans HBCU community and made up primarily of emerging African American artists in New Orleans and the diaspora- created by the Afrofuture Society

BUILD A NATION is a comprehensive, community engaged educational program for life learners at NOAAM. Rooted in notions of Equity, Inclusion and Diversity, BUILD A NATION provides opportunities in three areas of focus that tie life skills together with culture bearing and history. Craftsman and Trade partners with master artisans like metal smiths, carpenters and masons etc, to teach the history of black tradesman and the contribution to the unique local architect as well as workshops on building and talks that delve into untold narratives about these sought after trades today. Curatorial, Art History and Studio offers participants an opportunity to learn art history from the african diasporic perspective grounding many black arts movements in political, civil rights and human rights issues across the globe. It allows the development of writing, speaking and curatorial skills to emerge and promotes the creation of new scholarly works about black artists and the contemporary black arts movements. It also provides studio quality art classes which encourages creativity, use of new materials and portfolio building. Finally, partnering with the Black Business School, participants are able to learn financial literacy, wealth building and entrepreneurial skills needed to launch products and service driven businesses with a focus on arts and cultural businesses.
Conversations, Culture and Calas is a uniquely New Orleanian intergenerational speaker series that creates intimate opportunities to learn from subject matter experts, local scholars and cultural bearers across generations. Next generation leaders are paired with seasoned leaders to share with the public a discussion or interview rooted in the idea of passing the baton in honor of our cross-generational richness. Each session spans a range of subjects drawing from like culinary arts, African American traditions, movement work, politics, agriculture, history, art and education. Each talk is catered by a local chef who introduces his/her version of the traditional Creole dessert calas (fried rice dumpling) and a new dish to share with the audience.

Saturdays @ NOAAM provides a festival like experience for the whole family every third saturday of the month at the museum aimed at welcoming seasoned and new museum goers. With markets, arts education, workshops, music, performances and talks, NOAAM provides a place to connect, learn and support the cultural community.

NOAAM Community Reading Room which features museum archives, objects and memorabilia that is made available to the public on our beautiful two acre campus in historic Tremé. COMING SOON! Spring 2022!

AMPLIFY a fellowship program that supports young adults in their last year in highschool and matriculating college students seeking hands on- project based experience in careers in the arts in various departments including: general arts administration, curatorial, collections management, operations, event production, communications and outreach, fund development and education departments.

The Freedom Garden will transform a currently inhospitable vacant lot next door studded with concrete elements into a sustainable, COVID-appropriate, community space for year-round events, pop-up retail, food vendors, shaded seating areas, and education aligned with NOAAM’s mission. As NOAAM will host the reception center for our city's triennial Prospect 5 artists and visitors in Fall 2021, the Freedom Garden may feature new commissions from local and national artists who wish to depict our history as well as reimagine the future of blackness in our city and America. Having secured significant in-kind services from the Engineers Without Borders-NOLA and Dana Brown & Associates, NOAAM is raising funds to remove existing foundations and paving and install sustainable landscaping and stormwater management.
**Tremé Experience** offers half day and full day tourist experiences in New Orleans’ Tremé neighborhood (historically called Bulbancha before colonization), the oldest black neighborhood in the United States. A half day begins with a walking tour starting at Congo Square in Armstrong Park and stops at Back Street Cultural Museum, St. Augustine Church and Petite Jazz Museum ending at the New Orleans African American Museum with lunch catered by Lil Dizzy’s at the NOAAM. The full day experience takes visitors for a walk down the 5,000 year old Chitamacha trail (Bayou Road) to visit Le Musee de Free People of Color, Katrina Memorial Museum and to the black-owned businesses along Bayou Road.

**Tremé Card** if you are a Tremé resident, we care about supporting our neighbors and one way that we do this is by partnering with the local Historic Tremé Neighborhood Association to offer its members and Tremé Residents with proof of residency a free annual membership which gives free admission to the museum plus discounts on VIP events and a discount in the NOAAM concept store coming September 2019.

**Museum Takeover** is a community engagement program that allows creatives to utilize the museum space for experimental and progressive programming and its sister component, an educational workshop series for educators looking to create culturally relevant curricula within the public, private and parochial school models.

**Tremé Heroes** murals project. Sponsor a local muralist to produce a LIVE painting of a contemporary or historical Tremé figure who paved the way or is preserving the culture by sponsoring the local artists honorarium and materials fee. All work becomes a part of the NOAAM permanent public works collection and offers the sponsor a permanent name placement and outdoor placard.

**Dinner, Discussion and a Movie** is a monthly dinner and film series. Black film, cinema and videography doesn't get the critical discussion it deserves from the community it seeks to depict. With Dinner, Discussion and a movie NOAAM facilitates discussions after a film or video screening while enjoying the discourse of a diverse community.