

SAM SEATTLE
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AGO Art Gallery
of Ontario

yayoi kusama infinity mirrors

Kusama Madness Sweeping North America! Panel Discussion

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Presented By:

Tiffany Tessada – Director of Membership & Annual Giving
Seattle Art Museum, Seattle

Ingrid Van Haastrecht – Director, Membership Operations & Analysis
Dallas Museum of Art, Dallas

Nympha Patel – Director, Membership & Database Marketing
Art Gallery of Ontario, Toronto



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What You'll Learn

With so many unknowns learn how institutions can work together to solve common problems, collaborate and share their experiences to make the most of a unique and exciting opportunity.

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Intro: The World of Kusama

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The Infinity Room Experience

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#infinitokusama

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The “SAM” Story

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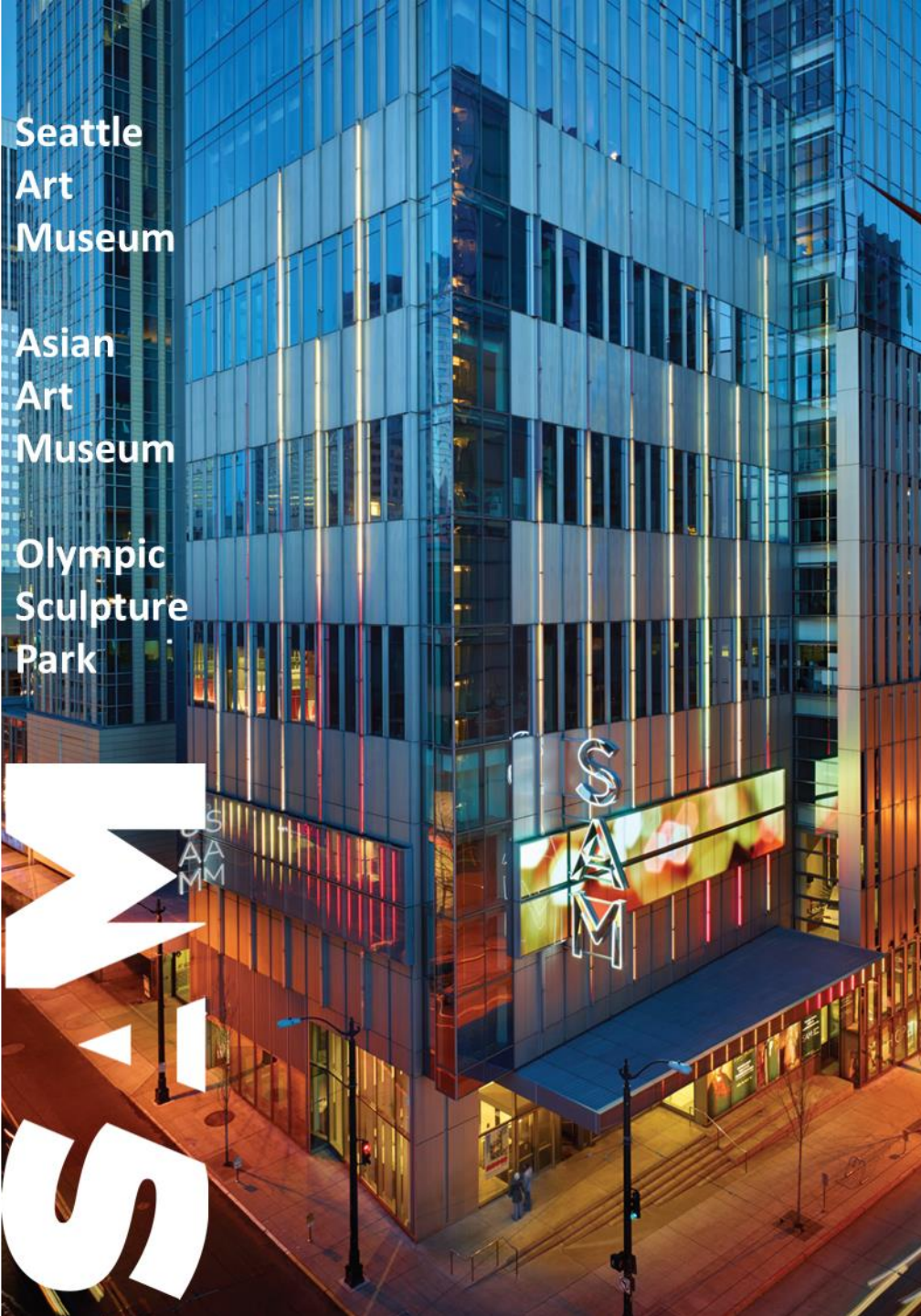
**Biggest Phenomenon to Hit
the Art World in Years!**

Tiffany Tessada, Director of Membership & Annual Giving

Seattle
Art
Museum

Asian
Art
Museum

Olympic
Sculpture
Park



SAM's Story

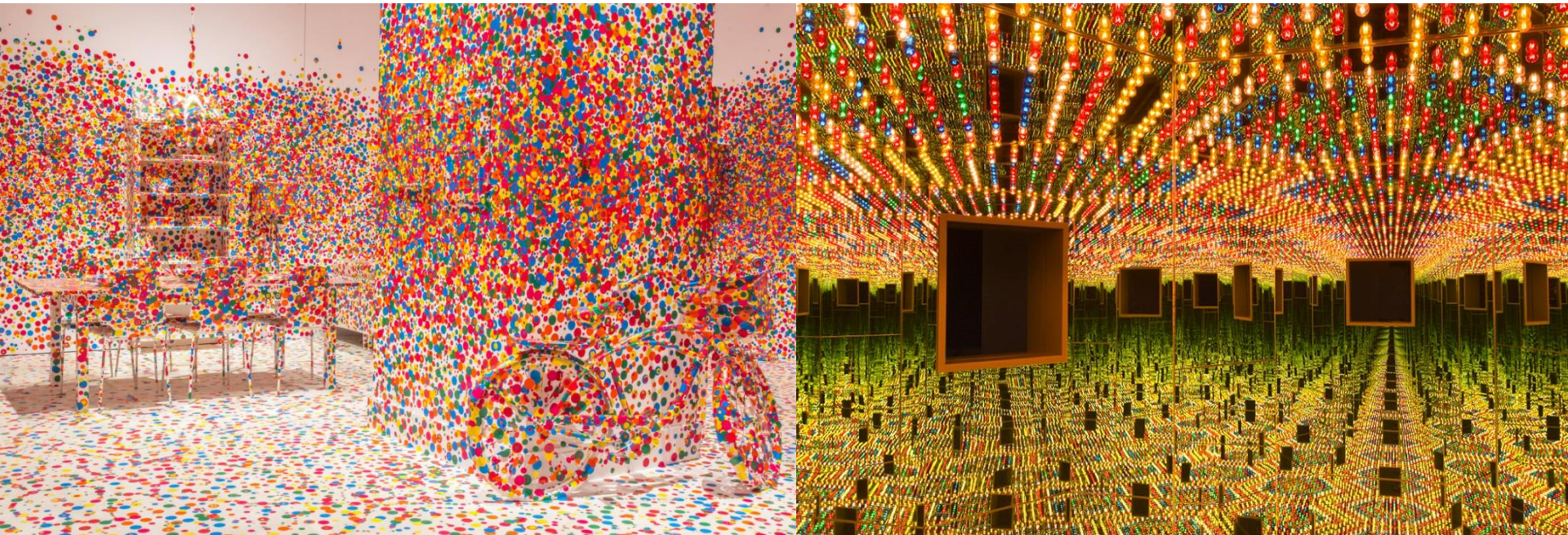
Yayoi Kusama: Infinity Mirrors exhibition June 29- Sept 10

Projected attendance – 67,000

Actual attendance – 134,390

Membership prior to opening – 38,219

Membership at closing – 51,295



yayoi kusama infinity mirrors

Like nothing before

- Logistics nightmare
- Ticket system crash
- Record crowds daily
- VIP demand



<https://youtu.be/GazvMz02xkY>

Timelines

February 23, 2017
Kusama Opens at
the Hirshhorn

March, SAM staff
visits Hirshhorn

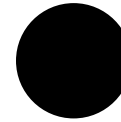
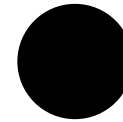
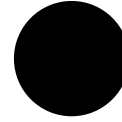
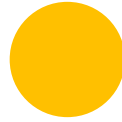
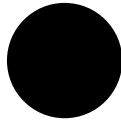
April, Member
Survey Conducted

May 1, New
Prices Go into
Effect

June 29, Kusama
Opens at SAM

July and August,
sell out crowds daily

Kusama Closes Sept 10,
134,390 visitors,
Membership 51,295



Internal
planning begins

- First phone
call with HH

FY17 and
FY18
Budgets
are
reassessed

May 12 – 29
acquisition
campaign

May 15-29
Member Pre-sale

35,000 tickets
reserved
4,264
memberships
for \$130,333

Member access

- Preview
- Premier
Reception
- Member
Monday Nights
- Immediately add
Sunday Nights

Demand for access increases,
strategy changes

- Need to extend hours
- Not enough staff
- New tickets are only
available onsite
- Stop selling memberships
onsite

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The “DMA” Story

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Dallas Museum of Art Acquisition: Yayoi Kusama Mirror Room

Ingrid Van Haastrecht, Director Membership Operations & Analysis

DMA

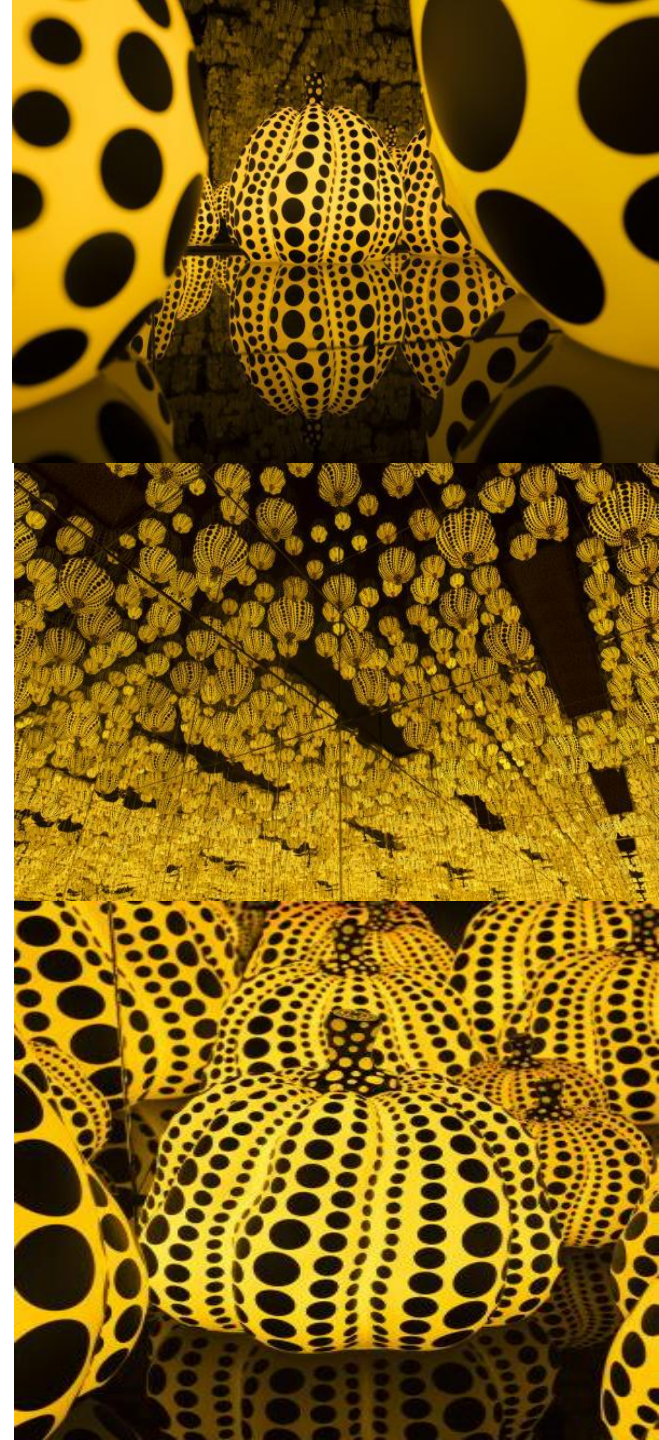
DALLAS MUSEUM OF ART

- Established in 1903, the Dallas Museum of Art (DMA) is among the 10 largest art museums in the country
- Encyclopedic collection consists of 24,000 objects spanning over 5,000 years of human creativity.
- In January 2013, the DMA returned to free general admission and has since welcomed more than two and a half million visitors.
- Total membership base is over 16,000 member households.
 - Membership begins at \$100 (86% of base)



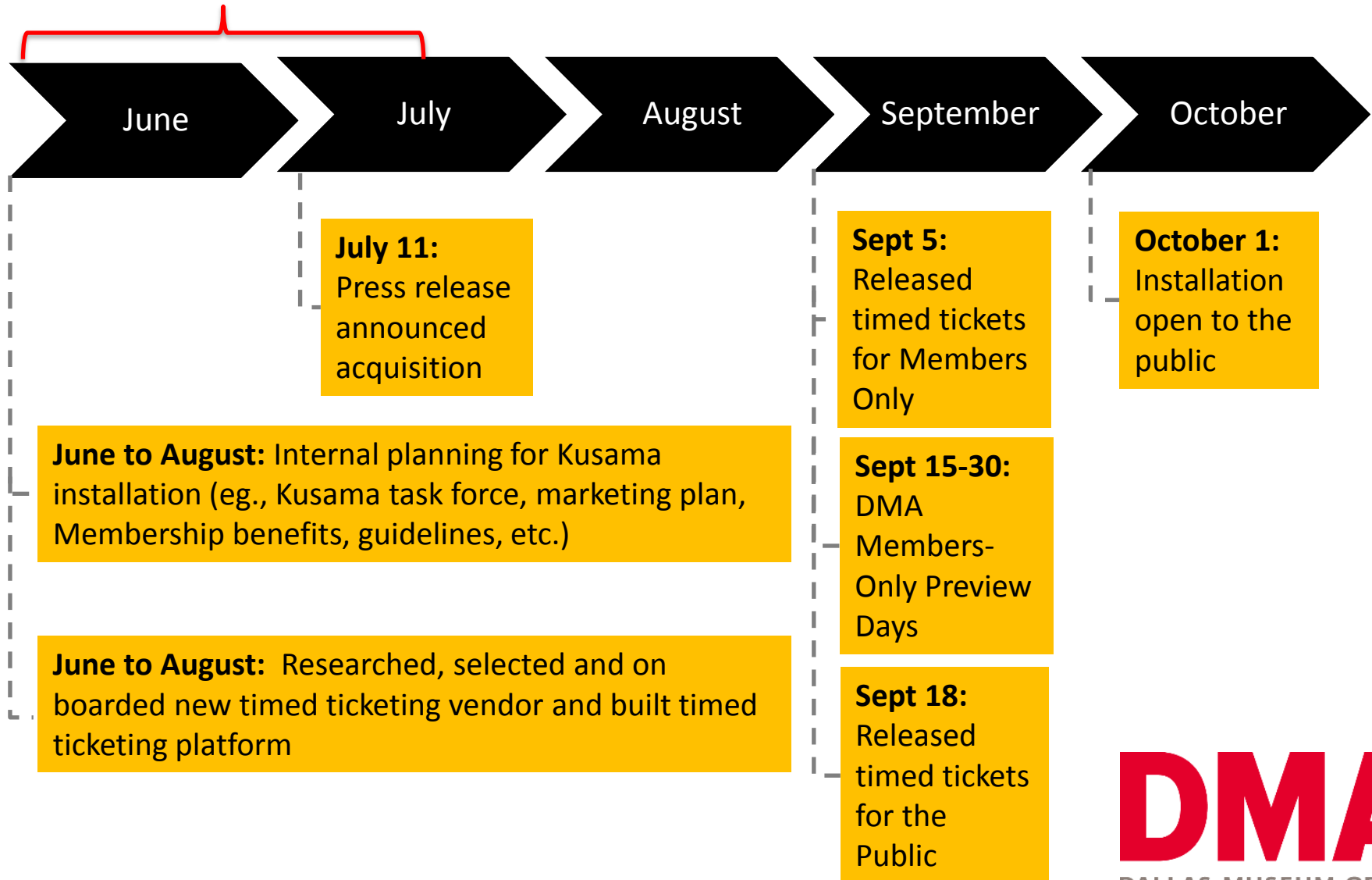
Acquisition

- In July 2017, the Dallas Museum of Art announced the acquisition of Yayoi Kusama's *All the Eternal Love I Have for the Pumpkins*.
- This installation is the first mirror pumpkin room created by Kusama since 1991, and the only Infinity Mirror Room of its kind in a North American collection.
- The work has been acquired through the generous support of collectors Cindy and Howard Rachofsky and will be on view October 1, 2017 through February 25, 2018.
- Viewing of the installation requires a \$16 special exhibition timed ticket with discounts for seniors, students, and military. DMA Members and children 11 and under are free.



Timelines

* Popular *Mexico: 1900-1950* exhibition closed July 16



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The “AGO” Story

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**Art Gallery of Ontario:
Making its only stop in Canada!**

Nympha Patel, Director Membership & Database Marketing

Who We Are

Founded in 1900, The Art Gallery of Ontario has a collection of more than 90,000 works of art and one of North America's **largest** and most **distinguished** art museums.

Our Mission

We bring people together with art to **see**, **experience**, and **understand** the world in new ways.

Attendance

Last fiscal year we welcomed over **965,000 visitors**.

Membership Program

- Free unlimited admission to the AGO's collection and special exhibitions.
- Ended the 2016/17 fiscal with 53,717 households and represents **98,200 Members**.



Spectacular Events



World-Class Exhibitions



Extraordinary Membership Programs



Innovative Partnerships



Dine AGO



Unique Engagement Opportunities



ShopAGO



Popular Family Programs

Exhibition Dates:

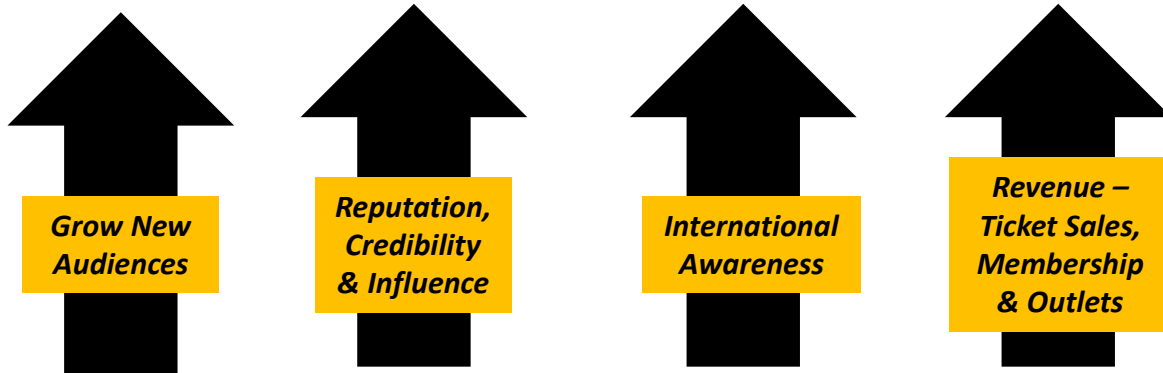
March 3 to May 27, 2018

Members' Previews on February 28, March 1 and 2nd

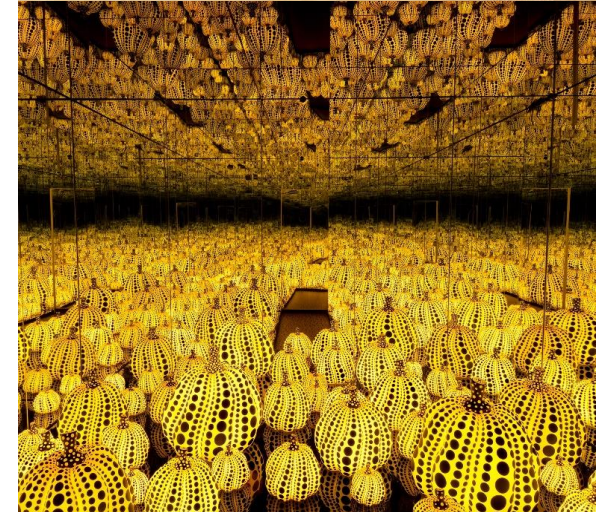
- Exhibition hours will be extended – Tuesday to Saturday from 10:30 to 9pm in order to meet demand

Institutional Goals:

- Introduce Canadian audiences to the dazzling work of living artist Yayoi Kusama and celebrate her six-decade long career



Be part of this once-in-a-lifetime exhibition and world-wide phenomenon





***Yayoi Kusama: Infinity Rooms* is unlike any exhibition the AGO has presented before!**

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Open Panel Discussion

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CHALLENGES

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OPPORTUNITIES

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COLLABORATION

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QUESTIONS?

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THANK YOU!

From:

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SHARE YOUR FEEDBACK!

AMMC.cvent.com/2017

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