ANNUAL REPORT 2014

CREATIVETIME

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COVER PHOTO: JASON WYCHE

DIRECTOR'S LETTER

GINEVRA FORMENTINI

Dear Creative Time Community,

With Anne now heading up the Brooklyn Museum and Katie moving from Deputy to Acting Director of Creative Time, we are writing you from a time of exciting transition. And what a perfect moment to pause and reflect on the incredible momentum generated by a remarkable year! In 2014 Creative Time dreamed bigger than we've ever dreamed before, and we are so pleased to share our latest Annual Report that includes just a little about the huge strides we took this year in engaging broad publics, addressing the big issues, and making artists' dreams come true. Much of this is thanks to you, our supporters, champions, and trusted friends, who we owe such a debt of gratitude for believing in Creative Time and our mission. It is with pleasure that we note just a few of our 2014 achievements:

- Over just 9 weekends we brought more than 140,000 visitors to the Domino Sugar Refinery to see Kara Walker's *A Subtlety*. The massive, sugar-coated, Sphinx-like sculpture used sugar production as a means to explore issues of race, gender, and representation. Not only did we see huge crowds, but also 6 features in *The New York Times*, nearly 30,000 photos circulated on Instagram, and 210 eager and engaged volunteers.

- *Funk, God, Jazz, and Medicine: Black Radical Brooklyn* brought thousands to Bedford-Stuyvesant and Crown Heights to explore themes of black self-determination. Our partnerships with local organizations like the Weeksville Heritage Center and Boys & Girls High School continue to last long beyond the conclusion of the project, and proved invaluable to informing the engagement work of our future projects.

- Our 6th annual Summit, the largest arts and social justice conference in the world and our first ever international Summit, was presented in Stockholm in conjunction with Public Art Agency Sweden. Featuring 36 presenters from around the globe, a sold out crowd, and over 70 international screening sites, the 2014 Summit set the stage for further growth and a wider reach as we continue to bridge art and social justice efforts.

- Providing artists' unflinching perspectives on the most pressing issues of our times, Creative Time Reports published 75 stories, covering critical topics like privacy, war, race, gender, and political strife. We featured 78 artists from 20 countries, 22 different major media partners including *The Guardian*, *Salon*, and *Foreign Policy*, and launched new partnerships with editors from around the globe.

Clearly 2014 was a banner year in which we honored our core values that art matters to society, that it is essential to provide artists opportunities to experiment and grow their practice, and that public spaces are places for free and creative expression. And we made big strides to expand artists' practices, promote their role as agents of social change, and grow as well as diversify our audiences and partners internationally. The Creative Time Board of Directors, Ambassadors, and staff join us in thanking all of you who have helped advance our efforts.

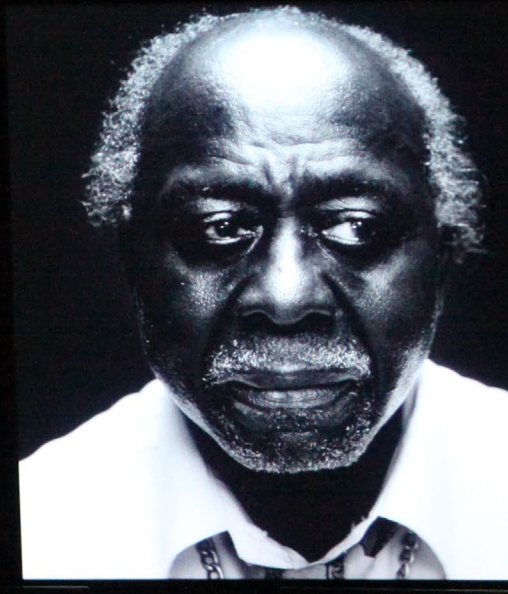
Onward!

Anne Pasternak
President and Artistic Director

Katie Hollander
Acting Director

CREATIVE TIME IS A PUBLIC ARTS ORGANIZATION COMMITTED TO WORKING WITH ARTISTS TO CONTRIBUTE TO THE DIALOGUES, DEBATES, AND DREAMS OF OUR TIMES.

CREATIVETIME



ART COMMISSIONS

JONATHAN DORADO

ART COMMISSIONS

A SUBTLETY...
KARA WALKER

From May 10th to July 6th, 2014 Creative Time presented the first large-scale public sculpture by Kara Walker. As is her custom, the artist gave this work a title that is at once poetic and descriptive: *At the behest of Creative Time Kara E. Walker has confected: A Subtlety or the Marvelous Sugar Baby, an Homage to the unpaid and overworked Artisans who have refined our Sweet tastes from the cane fields to the Kitchens of the New World on the Occasion of the demolition of the Domino Sugar Refining Plant.*

STATISTICS
140,000 VISITORS
210 VOLUNTEERS
23,995 INSTAGRAM PHOTOS USING #KARAWALKERDOMINO

Sited in the sprawling industrial relics of Brooklyn's legendary Domino Sugar Factory, Walker's physically and conceptually expansive installation—a massive, sugar-coated sphinx-like woman—responded to the building and its history. Measuring 75 feet long and 35 feet wide, Walker's Sphinx was comprised of 330 digitally sculpted foam blocks, and was hand-coated in approximately 35 tons of sugar. The onsite installation process took 2 months and over 20 crewmembers.

VIEW PROJECT SITE

SHULAMIT SEIDLER FELLER

ART COMMISSIONS

THIS PROJECT, SET IN SCHOOLS AND HOUSES, SPOKE OF A CULTURAL PAST IN DANGER OF BEING ERASED AND, LIKE THE PROTESTS SPURRED BY THE DEATHS OF MICHAEL BROWN AND ERIC GARNER, TOOK ITS MESSAGE INTO THE STREET.

– THE NEW YORK TIMES

SHULAMIT SEIDLER FELLER

SIMONE LEIGH'S *FREE PEOPLE'S MEDICAL CLINIC*

FUNK, GOD, JAZZ, AND MEDICINE: BLACK RADICAL BROOKLYN

From September 20th to October 12th, 2014, Creative Time and Weeksville Heritage Center presented *Funk, God, Jazz, and Medicine: Black Radical Brooklyn*, a month-long exhibition of four community-based commissions by Xenobia Bailey, Simone Leigh, Otabenga Jones & Associates, and Bradford Young.

PARTNERED WITH

WEEKSVILLE HERITAGE CENTER
BOYS AND GIRLS HIGH SCHOOL
BETHEL TABERNACLE AME CHURCH
CENTRAL BROOKLYN JAZZ CONSORTIUM
NEW YORK PUBLIC LIBRARY'S SCHOMBURG CENTER FOR RESEARCH IN BLACK CULTURE

Black Radical Brooklyn launched from the site of Weeksville, a Brooklyn community established in 1838 by free and formerly enslaved Black citizens just 11 years after abolition in New York State. Drawing inspiration from this rich history and highlighting other inspired acts of self-determination in these neighborhoods, each of the artists collaborated with a local organization to honor the history of Weeksville, building upon the neighborhood's powerful history as an independent free black community.

VIEW PROJECT SITE

AMY JOHANSON

PROGRAMS

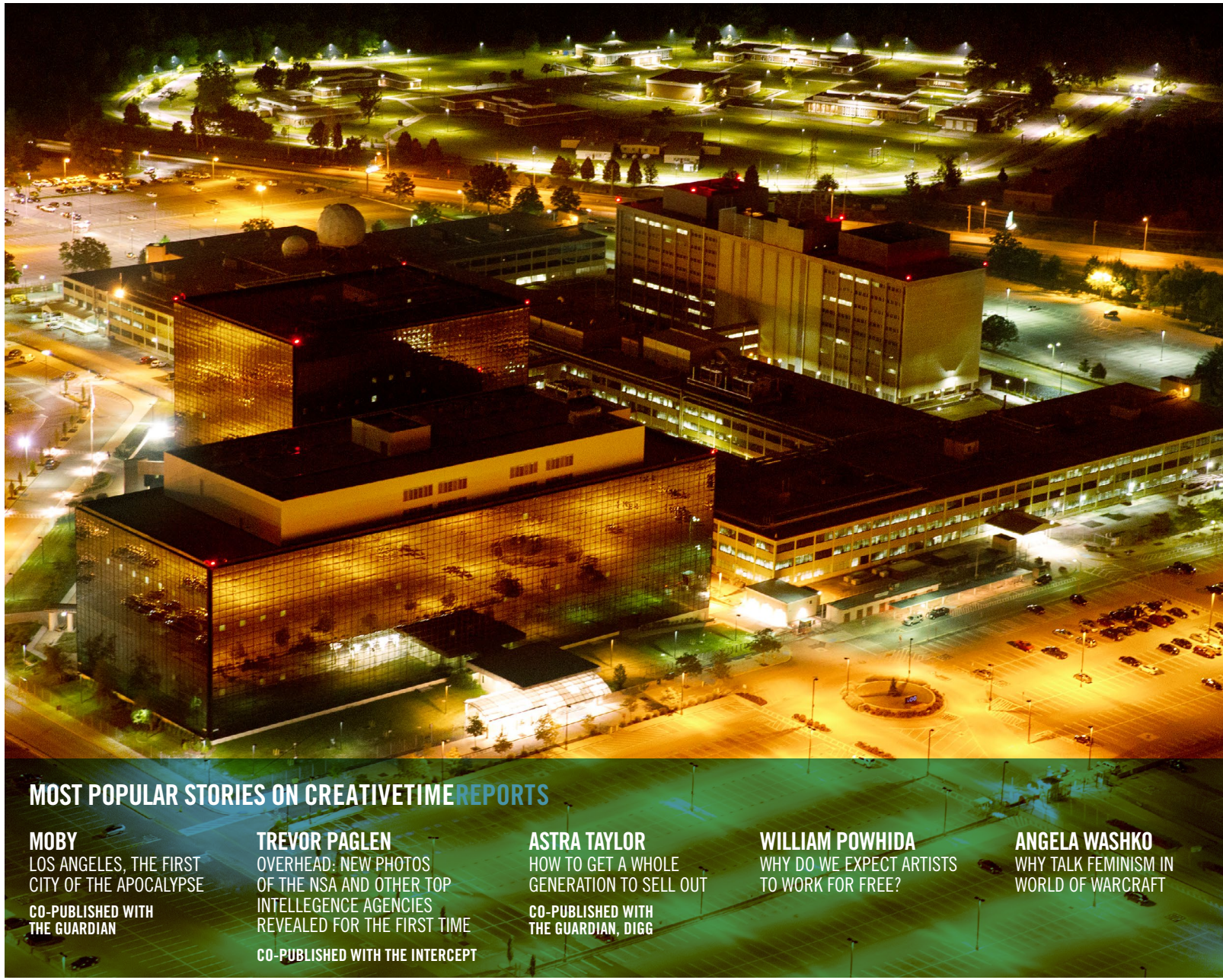
CREATIVE TIME REPORTS

In its second year, *Creative Time Reports*–a free multimedia news site that examines current events from the fresh, informed perspectives of artists around the world –published 75 stories and saw almost a 100% increase in visitors per article. Integral to *Creative Time Reports*'s success has been the relationships we have developed with major mainstream media outlets like *The Guardian*, *Al Jazeera America, The Intercept,* and *Foreign Policy* who co-promote our stories to their vast and diverse audiences.

SELECTED MEDIA PARTNERS
THE NEW YORKER
THE GUARDIAN
SALON

From Kabul to Sydney, and Caracas to Kuwait City, we covered events like uprisings and elections, as well as social issues like racism and police brutality. 2014 included some truly brilliant pieces featured on *Creative Time Reports* including Edwidge Danticat's "The Price of Sugar," and Molly Crabapple's, "The United States Wants the World to Forget These Prisoners."

VIEW CREATIVETIMEREPORTS



MOST POPULAR STORIES ON CREATIVETIMEREPORTS

MOBY
LOS ANGELES, THE FIRST CITY OF THE APOCALYPSE
CO-PUBLISHED WITH THE GUARDIAN

TREVOR PAGLEN
OVERHEAD: NEW PHOTOS OF THE NSA AND OTHER TOP INTELLEGENCE AGENCIES REVEALED FOR THE FIRST TIME
CO-PUBLISHED WITH THE INTERCEPT

ASTRA TAYLOR
HOW TO GET A WHOLE GENERATION TO SELL OUT
CO-PUBLISHED WITH THE GUARDIAN, DIGG

WILLIAM POWHIDA
WHY DO WE EXPECT ARTISTS TO WORK FOR FREE?

ANGELA WASHKO
WHY TALK FEMINISM IN WORLD OF WARCRAFT

TREVOR PAGLEN

ALL IMAGES AMY JOHANSON

CREATIVE TIME SUMMIT

On November 14 and 15, 2014 Creative Time was thrilled to partner with Public Art Agency Sweden to present our sixth annual–and first ever international–Summit conference at the Kulturhuset in Stockholm, Sweden. The sold-out Summit focused on expanded public practice with social and political implications and the great possibilities of art in the public sphere. Our 36 presenters represented nations from around the globe and reached far beyond the art world to include leaders in government, community organizing, urban planning and activism.

SELECTED PRESENTERS
TANIA BRUGUERA
JEREMY DELLER
PRIME MINISTER EDI RAMA
SASKIA SASSEN

In addition to the full two days of talks, we organized collaborative workshops and events that filled the Kulturhuset throughout the conference. The lobby was alive and buzzing with a sharing library, lunchtime conversations, Kickstarter consultations, and performance workshops. We even added a third day field trip to art spaces on the outskirts of Stockholm. The audience represented a diverse and truly global convening extending far beyond the Kulturhuset to over 70 international screening sites, including three first-time screenings in Iran.

VIEW CREATIVETIMESUMMIT

PROGRAMS

ANNENBERG PRIZE FOR ART AND SOCIAL CHANGE

2014 RECIPIENT AMAR KANWAR

The Leonore Annenberg Prize for Art and Social Change is granted in the spirit of the achievements made possible by Mrs. Annenberg's generosity, passion for humanitarian causes, and devotion to the public good. The Prize is awarded annually to an outstanding artist who harnesses the power of art to raise awareness of and engagement with timely public issues. The Prize is generously supported by Elizabeth K. Sorensen and the Rosenstiel Foundation. This year's prize recipient was artist Amar Kanwar, who was presented with his $25,000 award at the 2014 Creative Time Summit.

SELECTED SUNNYLANDS ATTENDEES

CLIVE BALDWIN, SENIOR LEGAL ADVISOR, HUMAN RIGHTS WATCH

CAROL BECKER, DEAN, COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

MAGDALENA MALM, DIRECTOR, NATIONAL PUBLIC ART COUNCIL OF SWEDEN

MINA SETRA, DEPUTY SECRETARY GENERAL, INDIGENOUS PEOPLES' ALLIANCE OF THE ARCHIPELAGO

New Delhi-based Amar Kanwar's filmmaking practice challenges the limits of the medium, creating complex narratives traversing terrains such as labor and indigenous rights, gender, religious fundamentalism, and ecology. Kanwar's ongoing project *The Sovereign Forest* is a profound interrogation of the politics of violence and justice in Odisha, India. *The Sovereign Forest* serves as a memorial to the land and lives lost to industrialization even as it provides unique insight into the land-acquisition process by both the government and corporations for future industrial sites. In the context of this "modern war," *The Sovereign Forest* takes on multiple reincarnating identities, as an art installation, a library, an archive, a school, a public trial, as well as a proposition for a local space that engages with politics.

A new partnership between Creative Time and The Annenberg Retreat at Sunnylands enabled Kanwar to convene a select group of thought leaders, policy experts, activists, and others prior to the Summit for a discussion of the issues at the heart of their work and to develop actionable steps to achieve specific outcomes. The inaugural Sunnylands Forum for Artists and Social Change culminated in the participants engaging in a dialogue on the Summit stage to share the results of their meeting.

VIEW THE PRIZE

AMY JOHANSON

CREATIVE TIME

BENEFITS

BMF

BENEFITS

TRUE TO FORM, THE GALA PROMINENTLY SPOTLIGHTED MS. WALKER'S MONUMENTAL WHITE SCULPTURE, WHICH NEARLY TOOK UP ITS OWN PLACE OF HONOR AT THE END OF THE DINING TABLES SET UP IN THE SPACE.

–ART OBSERVED

ALL IMAGES BFANYC

2014 SPRING GALA

Over $1.3 million was raised at our May 6th celebration in the Domino Sugar Factory to honor the artist Kara Walker and preview her installation *A Subtlety* just days before it was unveiled to the public.

Like Creative Time, honoree Kara Walker boldly believes there's no door an artist shouldn't kick open. And with her acclaimed track record proving just that, we couldn't have been more excited to honor her at our annual Spring Gala. The Creative Time Gala has been described as a "must attend" and "the most fun benefit of the year," a night full of daring art, impeccable company, delicious dining, and unexpected fun.

GALA HIGHLIGHTS

OVER $1.3 MILLION RAISED

MORE THAN 700 ATTENDEES DANCED THE NIGHT AWAY

ONE FANTASTIC DJ SET BY AFRIKA BAMBAATAA

VIEW GALA SITE

BENEFITS

2014 FALL BALL

From Friday, November 21st through Saturday, November 22nd, Creative Time heated up Neuehouse in Flatiron with an immersive 24 hour sleepover party in support of artists' dream projects. 200 overnight guests (and hundreds more in dancing shoes) got wild and cuddly all over both levels of NeueHouse — a home away from home for innovators and troublemakers.

OVERHEARD AT THE FALL BALL

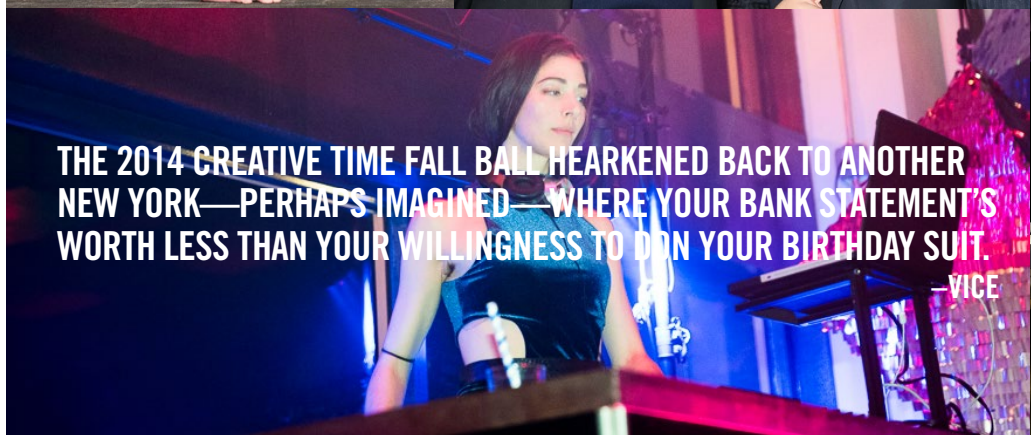
"DID YOU BRING YOUR PAJAMAS?"
– ALEXANDRA CHEMLA

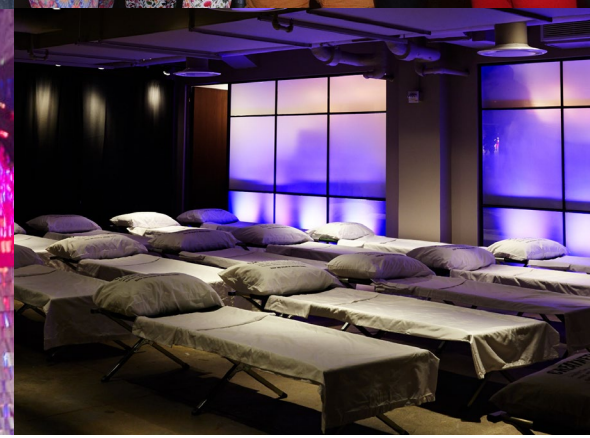
"I'M GOOD AT STAYING UP LATE."
JON NEIDICH

"THE IDEA IS TO BALL TILL YOU LITERALLY FALL ASLEEP."
–OVERHEARD BY PAPER MAGAZINE

On November 21st, Adventurous guests checked in for dinner, then spent a night at the mansion partaking in an intimate, art-centric, participatory slumber party. Celebrants experienced stimulating video by Marco Brambilla, SPACE PROGRAM Rice & Beans with Tom Sachs, full body exams by David Colman, sunrise yoga with Grey Area, and so much more. Then on the 22nd, We danced with hundreds of our closest friends in the company of DJs, performances, participatory art installations, and multiple rooms of mystery.

VIEW FALL BALL SITE





IMAGES BY CHRISTOS KATSIAOUNI

CREATIVE TIME

SUPPORTERS

SHULAMIT SEIDLER FELLER

SUPPORTERS

$100,000 AND ABOVE

The Andrew W. Mellon Foundation
ArtPlace America
Booth Ferris Foundation
Ford Foundation
Stephanie and Tim Ingrassia
The Lambent Foundation
NYC Department of Cultural Affairs
Sikkema Jenkins & Co.
Toby D. Lewis Philanthropic Fund of the Jewish Federation of Cleveland

$50,000 – $99,999

The Andy Warhol Foundation for the Visual Arts, Inc.
Joanne Leonhardt Cassullo
Suzanne and Bob Cochran
Beth Rudin DeWoody
The Dorothea L. Leonhardt Foundation, Inc.
Mario J. Palumbo and Stefan Gargiulo
The Horace W. Goldsmith Foundation
May and Samuel Rudin Family Foundation, Inc.
National Endowment for the Arts
New York State Council on the Arts
Robert Sterling Clark Foundation
The Rockefeller Brothers Fund
William and Ellen Taubman
Kate Engelbrecht and Jed Walentas

$10,000 – $49,999

Shelley Fox Aarons and Philip E. Aarons
Steven and Evelyn Alden
artnet
Peggy Jacobs Bader and John Bader
Henri Barguirdjian
Kathryn Patton Beal and Bruce A. Beal, Jr.
Beal Family Foundation
Bloomberg L.P.
Annette Blum
Blum Family Foundation
The Broad Art Foundation
Amanda Burden
Charina Endowment Fund
Rona and Jeffrey Citrin
The Cowles Charitable Trust
Judy Gordon Cox and Archibald Cox
Jill Brienza and Nick Daraviras
Sharon Davis
Dedalus Foundation
Marie Douglas
Beth and Ron Dozoretz, Dozoretz Private Foundation
Douglas and Susanne Durst
The Durst Organization
Marilyn and Larry Fields
Mary Katherine Ford
Four Friends Foundation
Graff Diamonds, Inc
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Agnes Gund
Hivos
Tom Healy and Fred Hochberg
J. Crew
Cristina Enriquez-Bocobo and Michael Kantrow
Keith Haring Foundation
Cristina Grajales and Isabelle Kirshner
Elise Mac Adam and Stephen Kramarsky
La Vida Feliz Foundation
Laurie M. Tisch Illumination Fund
Melva Bucksbaum and Raymond Learsy
Ann Tenenbaum and Thomas H. Lee
Rachel and Jean-Pierre Lehmann
Lily Auchincloss Foundation, Inc
Dana Farouki and Mazen Makarem
Malka Fund
Mark Krueger Charitable Fund
Bella Meyer
Katie Michel
The Nathan Cummings Foundation
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Alessandra Brawn and Jon Neidich
Norman Foundation
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Prada
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Rockefeller Philanthropy Advisors
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Rosenstiel Foundation
Shelley and Donald Rubin
The Rudin Foundation, Inc
Melissa Schiff Soros
Bob Shaye
The Shelley and Donald Rubin Foundation
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Anne-Cecilie and Robert J. Speyer
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Robert Stilin
Emily Glasser and William S. Susman
Liz Swig
Felicia Taylor
Alice and Tom Tisch
Jamie Tisch
Tishman Speyer Properties
Trust for Mutual Understanding
Two Trees Management
Victoria Miro Gallery

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The William and Mary Greve Foundation
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Sheila Duignan and Michael Wilkins
Bettina and Raoul Witteveen

$1,000 – $9,999

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Abdullah Al-Turki
Pamela Alexander
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Nancy Anderson
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Jody and John Arnhold
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Edge of Arabia
H. Gael Neeson Stefan T. Edlis
Richard Edwards
Stacy Engman
Heather Farrer
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Liliana Tovar
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Darren Walker
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Larissa Goldston and Joshua Wesoky
Francis Williams
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Elisabeth Ross Wingate
Debra and Steve Wisch
The Wisch Family Foundation
Ali Yarkhan

$250 – $999

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Jennifer Anikst
Sara Arnell
artTable
Sara and Charles Ayres
Malou Babilonia
John Baker
Elizabeth and Marco Bellin
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Stephanie Berry
Todd Bishop
Barbara Bloemink
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Michael Ostroff
Sherwin Parikh
Coralie and Dennis Paul
Lars Petersen
Charles Philipp
Russell Piccione
Penny Pilkington
Stephanie Pincus
Judith Pineiro
Jan-Willem Poels
Dale Posner
Harrie Rademaekers
Martin Raffone
Tucker Reed
Jose Revuelta
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Sylvia Richards-Gerngross
Thomas Richter
Jonathan Robinson
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Dara Schaefer
Bette Ann Schlossberg
Jason Schultz
Eileen Schwab
Steve Shane
Ben Smith
Lori Spector
Rosina Lardieri and Scott Spector
Samuel Spitzer
Dana Stephenson
Roy A. Stillman
Lisa Strausfeld
Vera Szombathelyi
Siebe Tettero
Manish Vora
Nancy Dorn Walker
Shela Zaslower
Summer Zimberg

REATIVETIME
OPERATIONS

OPERATIONS

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EVENTS AND MEMBERSHIP MANAGER

JEAN COONEY
PROJECT MANAGER

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PRODUCTION ASSISTANT

KAREEM ESTEFAN
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JOANNA GANG
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EDITOR, CREATIVE TIME REPORTS

MARCUS MITCHELL
PROJECT MANAGER

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DIGITAL MARKETING MANAGER

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BENJAMIN STRAUSS
DEVELOPMENT ASSOCIATE

ELLA STRAUSS
DEVELOPMENT ASSOCIATE

MUNIRA KHAPRA-REININGER
INSTITUTIONAL & INDIVIDUAL GIVING MANAGER

SALLY SZWED
CURATOR OF ENGAGEMENT, CREATIVE TIME SUMMIT

LEILA TAMARI
PROGRAMMING COORDINATOR

NATO THOMPSON
CHIEF CURATOR

BRIAN WELESKO
GRAPHIC DESIGNER & WEB MANAGER

As of December 2014.

GABY TAMA

OPERATIONS

TOP: NICOLA GOODE. BOTTOM FROM LEFT TO RIGHT: TRAVIS MAGEE, JONATHAN DURADO, CASEY KELBAUGH

FELLOWSHIPS

Initiated in 2008, the Creative Time Fellowships for the Visual Arts champion diversity, equity, scholarship, and training in the work environment, specifically in the fine arts. Thanks to the support of the Andrew W. Mellon Foundation and the Dedalus Foundation, in 2014 we offered departmental fellowships of 6 and 10 months to graduate students and young art administrators where they developed first-hand knowledge of visual art operations and non-profit management. Additionally, through the Joanne Leonhardt Cassullo Video Fellowship, an emerging, creative filmmaker is encouraged to refine their craft by developing dynamic audio and video content for Creative Time's projects.

AMANDA RYAN
ANDREW W. MELLON GLOBAL INITIATIVES FELLOW, CREATIVE TIME REPORTS

SOPHIE LANDRES
ANDREW W. MELLON GLOBAL INITIATIVES FELLOW, CREATIVE TIME SUMMIT

DEON SOOGRIM
DEDALUS GLOBAL INITIATIVES FELLOW

JAY BUIM
JOANNE LEONHARDT CASSULO VIDEO FELLOW

INTERNSHIPS

Creative Time believes in cultivating the skills and talents of future art administrators. Our semester-long and summer internships allow undergraduate and graduate students to learn the ropes of arts non-profits and provide invaluable support.

PROGRAMMING
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MARKETING & COMMUNICATIONS
ALEX CHAVANE DE DALMASSY ISABEL LEONARD JULES STARN LARISA STERLING GABY TAMA

EXECUTIVE
MICHAELA BRAWN

CREATIVE TIME

LEADERSHIP

LEADERSHIP

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*BOARD CO-CHAIR

As of December 2014.

JACKSON BRADY

IN MEMORY

TOM SLAUGHTER

MARCH 29, 1955 – OCTOBER 24, 2014

The Trustees and Staff of Creative Time are deeply saddened by the loss of our dear friend, visionary supporter, and beloved artist Tom Slaughter. Fiercely curious, smart, and kind, Tom left a tremendous impact on our organization. His passion for art, bold sense of humor, and vibrant character live on in our hearts and in our work. Tom will be forever cherished and missed.

CREATIVE TIME

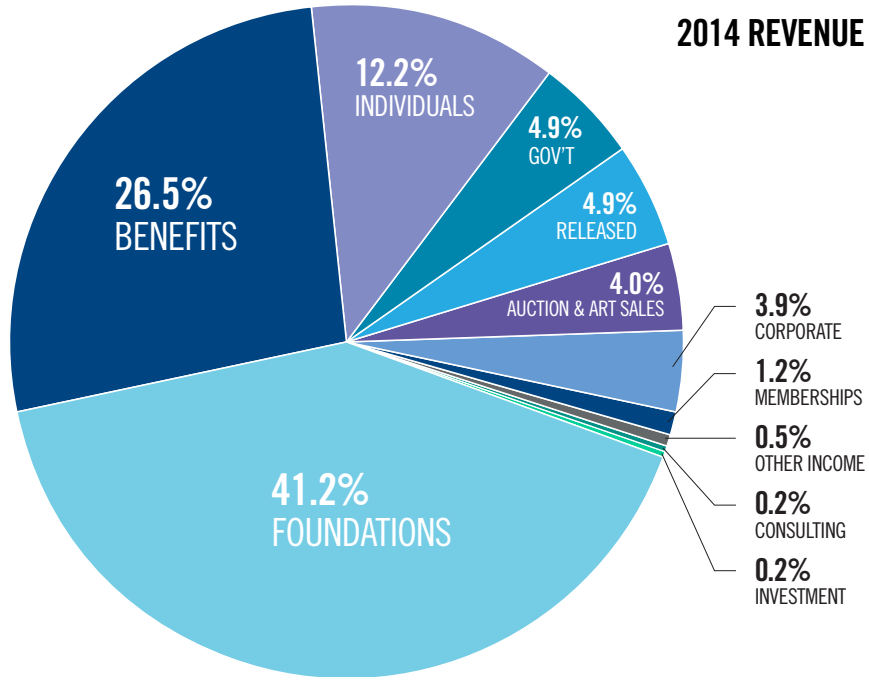
FINANCIALS

FINANCIALS

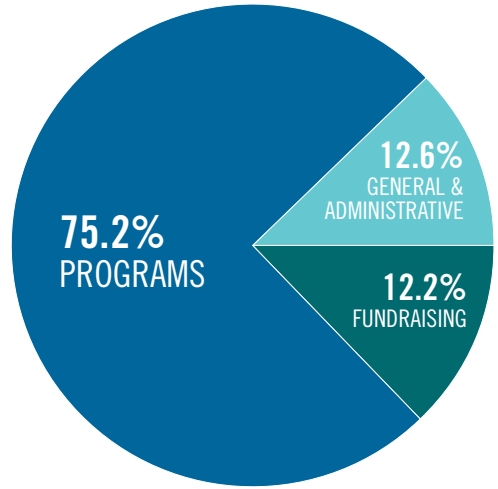
	2014*	2013
REVENUE		
ART SALES	68,380	23,562
AUCTION SALES	139,384	39,140
BENEFITS	1,348,675	1,126,878
CONSULTING	12,600	29,465
OTHER INCOME	26,467	199,346
MEMBERSHIPS	60,705	45,100
INTEREST INCOME	10,704	3,061
TOTAL REVENUE	**$1,666,915**	**$1,466,552**
SUPPORT		
GOVERNMENT GRANTS	251,183	237,365
CONTRIBUTIONS & GRANTS		
FOUNDATION	2,099,984	1,215,651
CORPORATE	198,766	82,580
INDIVIDUAL	620,628	367,138
TOTAL SUPPORT	**$3,170,561**	**$1,902,734**
RELEASED FROM RESTRICTION	250,333	
TOTAL REVENUE & SUPPORT	**$5,087,809**	**$3,369,286**
EXPENSES		
PROGRAMS	3,276,029	2,523,932
FUNDRAISING	529,276	385,941
GENERAL & ADMINISTRATIVE	549,699	403,013
TOTAL EXPENSES	**$4,355,004**	**$3,312,886**
NET ASSETS		
INCREASE IN NET ASSETS	732,805	56,400
NET ASSETS (BEGINNING OF YEAR)	1,978,153	2,221,753
PRIOR PERIOD ADJUSTMENT		300,000
NET ASSETS (END OF YEAR)	**$2,710,958**	**$1,978,153**

*2014 FINANCIALS ARE UNAUDITED

2014 REVENUE



2014 EXPENSES



VISIONARY WORK IS ONLY POSSIBLE WITH VISIONARY FUNDERS

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