

CREATIVETIME

ANNUAL REPORT 2012



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LETTER FROM THE PRESIDENT AND ARTISTIC DIRECTOR

TIMOTHY GREENFIELD-SANDERS



ANNE PASTERNAK
PRESIDENT & ARTISTIC DIRECTOR

Dear Creative Time Community,

I'm thrilled to share with you Creative Time's first-ever annual report! I know how busy all of our lives are, so let's get right to the point.

2012 was a year of growth and boundary-breaking at Creative Time. We produced historic public art projects, amplified artists' voices, nurtured artistic practice, initiated prestigious new partnerships, and broadened our community. In all of this, we were guided by our core values—that **art matters to society, that artists deserve opportunities to experiment and innovate, and that public spaces are places for free and creative expression.**

Here are just a few highlights:

- We realized **artists' visionary dream projects**, including Tom Sachs' massive, interactive voyage to the Red Planet, Mars, and Trevor Paglen's evocative work that is now orbiting Earth via satellite—destined to outlast humanity itself.
- Our **global reach** continued to expand, as 600 million people worldwide watched artist-created videos on *MTV Art Breaks*; the *Living as Form* exhibition traveled the globe, from Hong Kong to Western Sahara and Israel, and the Creative Time Summit reached thousands

of people through a growing list of international organizations that stream the conference live.

- We partnered with distinguished organizations, including the **New York Public Library, MIT, MoMA PS1, and Park Avenue Armory**, helping us reach new heights in making artists' dreams come true.
- We launched a **new entrepreneurial initiative**, Creative Time Reports, an innovative multimedia website that amplifies artists' voices by publishing their powerful reports on the issues that affect us all. CTR stories have been picked up by such prominent outlets as *New York Review of Books*, *The Atlantic*, and *The Guardian*, among many others.

To our champions, our visionary artists, our board and donors, and so many others—thank you from all of us at Creative Time. We couldn't have done it without you! We are so excited for another year of working together to present projects that make history.

A handwritten signature in black ink that reads "Anne Pasternak". The signature is fluid and cursive, with a large, sweeping initial "A".

Anne Pasternak, President and Artistic Director

OUR MISSION

Creative Time commissions, produces, and presents trailblazing art in public spaces. We take inspiration from artists, striving to nurture their dreams and provide opportunities for them to experiment and innovate. We believe that art matters profoundly to our world, that it can give powerful voice to a society's hopes and challenges, express individual identity and collective traditions, and inspire action. We also believe that public spaces are places for free creativity and imagination, and we are committed to transforming them with art that can be as unnerving and provocative as it is awe-inspiring, insightful, and magical. We are committed to helping artists participate in shaping our society and shared future, and we do this with integrity, purpose, and inclusiveness.

CREATIVETIME

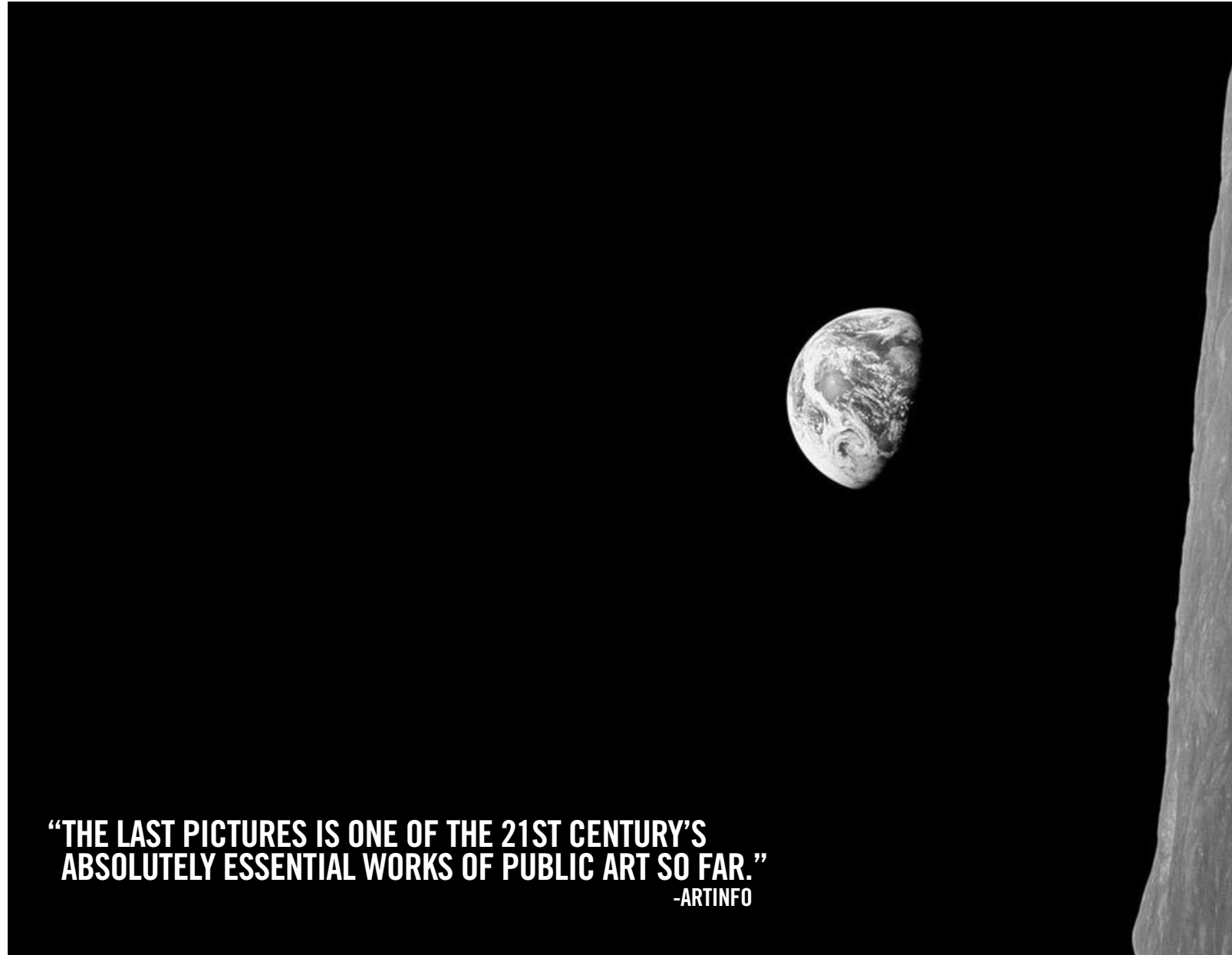
ART COMMISSIONS



ART COMMISSIONS

TREVOR PAGLEN THE LAST PICTURES

Creative Time provides unparalleled opportunities for artists to realize their dream projects, but with *The Last Pictures*, we achieved a long-held dream of both Trevor Paglen and Creative Time—sending a work of art into space. Paglen’s work, a gold-plated shell encasing a small silicon disc, nano-etched with 100+ carefully selected images depicting life on Earth, was affixed to the exterior of communications satellite Echostar XVI and blasted into orbit—becoming one of humanity’s longest-lasting relics. Here on Earth, the project was experienced by over 2,000 people who flocked to a major public launch event in New York’s Bryant Park. Co-presented with *LIVE from the NYPL*, the evening featured Paglen in conversation with acclaimed filmmaker Werner Herzog and the Public Library’s Paul Holdengraber. Paglen then embarked on an international lecture tour to inspire dialogue about *The Last Pictures*, including dates at the Los Angeles County Museum of Art; ZKM Center for Art and Media, Karlsruhe, Germany; Witte de With Center for Contemporary Art, Rotterdam, Netherlands; MoMA, New York; and more.



**“THE LAST PICTURES IS ONE OF THE 21ST CENTURY’S
ABSOLUTELY ESSENTIAL WORKS OF PUBLIC ART SO FAR.”**

-ARTINFO

NASA/WILLIAM ANDERS

ART COMMISSIONS

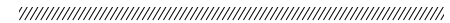


“THE BIGGEST PUBLIC ART EVENT OF THE YEAR”
-ARTLOG

“HIGHBROW AND BRILLIANT”
-NEW YORK MAGAZINE

TOM SACHS **SPACE PROGRAM: MARS**

CreativeTime gives artists BIG opportunities to experiment, take risks, and expand their practices, and Tom Sachs' *SPACE PROGRAM: MARS* was big in every sense. We were thrilled to partner with the Park Avenue Armory to turn Sachs' dream into reality, transporting nearly 20,000 visitors to Mars through his imaginative and large-scale sculpture, film screenings, and live performances. More than 50 sculptures were exhibited in the Armory's soaring Wade Thompson Drill Hall—one of the largest unobstructed indoor spaces in New York City—captivating audiences young and old with its impressive scale and thoughtful investigation of what space travel represents to contemporary society. Sachs and his studio team performed daily demonstrations of their “flight plan,” including the mission from Earth to Mars and back again. The project also featured a series of public programs, including a conversation about Mars exploration with Sachs and scientists from NASA's Jet Propulsion Laboratory, and workshops for elementary school students in which they created their own personal journeys to outer space.



ART COMMISSIONS

MTV ART BREAKS

Creative Time projects reach exceptionally broad audiences, well beyond art-world insiders or even people for whom art is a regular part of life. *Art Breaks*, created in partnership with MTV and MoMA PS1, brought contemporary art directly to MTV's millions of viewers—600 million homes around the globe, to be exact—by commissioning new video shorts by young artists and broadcasting them during MTV commercial breaks. Just as MTV's first *Art Breaks* series introduced a public far outside of New York to now legendary artists like Keith Haring and Jean Michel Basquiat, our new iteration exposed a young generation to today's revolutionary, subversive art. *Art Breaks* artists included videos by Andrew Kuo, Mads Lynnerup, Rashaad Newsome, Tala Madani, Cody Critcheloe (SSION), Guido van der Werve, Semâ Bekirovic, Jani Ruscica, Divya Mehra, and Mickalene Thomas.

“[CREATIVE TIME AND MOMA PS1] ARE EXPERTLY CURATING YOUNG ART TALENT, AND SNEAKING IT INTO YOUR LIVING ROOM ON THE SHIRTTAILS OF FLASHY, SPRAY-TANNED EMISSARIES.”
-THE NEW YORKER



CODY CRITCHELOE (SSION)



SEMÂ BEKIROVIC



DIVYA MEHRA



ANDREW KUO

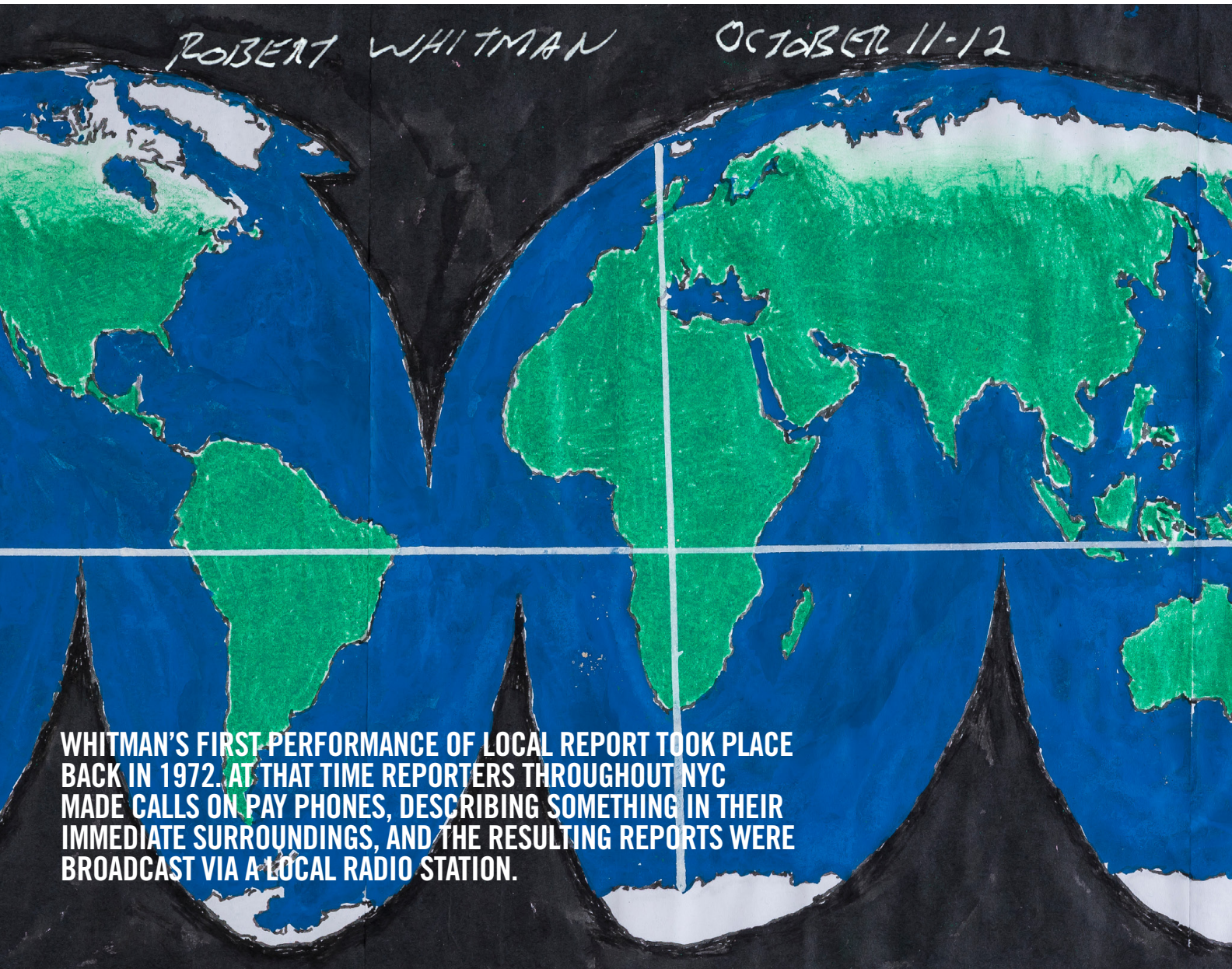


GUIDO VAN DER WERVE

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 Clockwise from top: **Cody Critcheloe (SSION)**, *PSY-CHIC*, **Divya Mehra**, *On Tragedy (Did you hear the one about the Indian?)*, **Guido van der Werve**, *Concert for Piano and the Exact Volume of Tears Cried on Earth at any Given Moment (or 211,5 liters per second)*, **Andrew Kuo**, *Now And Later*, **Semâ Bekirovic**, *Untitled (between my head and the sky)*.
 //////////////////////

15 ► COMEDY 1 **Problems** NR
 NOW ● SOON HD CC

ART COMMISSIONS



ROBERT WHITMAN LOCAL REPORT 2012

Commissioned to mark the launch of *Creative Time Reports*, Robert Whitman's multifaceted installation *Local Report 2012* embodied the global reach of that initiative and other Creative Time projects. *Local Report 2012* began with a one-hour performance for which Whitman invited 90 people in 90 cities around the world to use cell phones to transmit 20-second video clips and verbal descriptions of their surroundings. Meanwhile, at Eyebeam Art + Technology Center, the video clips were projected onto five large screens, moving from one screen to the next as each report arrived. The voice calls were answered by Whitman and played on multiple speakers. The performance also took place around the world, as the video and voice reports were transmitted live to three viewing sites: Stanford Institute for Creativity and the Arts in California, George Mason University in Virginia; and Le Consortium in Dijon, France.

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ART COMMISSIONS

ARTIST SANDCASTLE COMPETITION

Creative Time is serious about art. But we're also serious about fun! On August 17, 2012, we presented our inaugural Artist Sandcastle Competition near the 86th Street Boardwalk on Rockaway Beach in Queens, continuing Creative Time's tradition of irreverent fun in unexpected public places. Artists including Ricci Albenda, Jen Catron & Paul Outlaw, Jen DeNike, William Lamson, Marie Lorenz, Mary Mattingly, Ryan McNamara, Kenya (Robinson), Tom Sachs, Shelter Serra, Snarkitecture, Lauren Wass and Amit Greenberg, and Dustin Yellin battled it out for special prizes from esteemed judges Robin Cembalest, Kyle DeWoody, Meredith Johnson, Anne Pasternak, Duke Riley, Walter Robinson, and Nato Thompson. Artists Jen Catron and Paul Outlaw took first place for their multi-tiered sand sculpture, featuring the artists themselves as a living, spitting water fountain.



“A BARE-CHESTED MAN WITH A RED VISOR AND A MEGAPHONE, A SWIPE OF SUNSCREEN ON HIS NOSE, PROVIDED COLOR COMMENTARY... HE WAS NATO THOMPSON, CHIEF CURATOR OF CREATIVE TIME. AS A NARRATOR HE HAD THE TIMING AND VOCABULARY OF AN ART-WORLD ZACH GALIFIANAKIS”
-THE NEW YORK TIMES

DEREK SCHULTZ

ART COMMISSIONS

“LIVING AS FORM [IS] AN ENTHRALLING, PHILOSOPHICALLY PROVOCATIVE ROUND-UP OF 20 YEARS’ WORTH OF SOCIALLY ENGAGED ART.”
-KEN JOHNSON, THE NEW YORK TIMES

LIVING AS FORM: THE NOMADIC VERSION

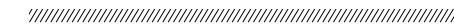
Creative Time's landmark survey of 20 years of socially engaged art lived on in 2012 as *Living as Form: The Nomadic Version*, a traveling exhibition co-organized with Independent Curators International. Curated in 2011 by Nato Thompson in collaboration with curators from around the world, *Living as Form* centered on 50 projects that blur the forms of art and everyday life, emphasizing participation, dialogue, and community engagement. In its traveling form, the exhibition expands and evolves as new additions are selected by each host institution, and uploaded to

the hard drive on which the exhibition's content finds a permanent home. Host institutions also organize site-specific, socially engaged, commissioned projects or events that connect to the theme and activate the show.

Living as Form: The Nomadic Version was presented at 8 institutions in 2012, including McDonough Museum of Art in Youngstown, Ohio; Kadist Art Foundation in San Francisco, California; University Art Gallery of the University of California, San Diego, California; the Richard E. Peeler Art Center of DePauw University in Greencastle, Indiana; The 4th Anyang Public Art Project in Anyang, Korea; CCI Fabrika in Moscow, Russia; ARTifariti in Tifariti, Western Sahara; Videotage in Hong Kong, and the Bat-Yam Biennale of Landscape Urbanism in Bat-Yam, Israel. *Living as Form: The Nomadic Version* continues to travel the world—an open-ended exhibition with endless possibilities.



IMAGE COURTESY THECUBE PROJECT SPACE



CREATIVE TIME

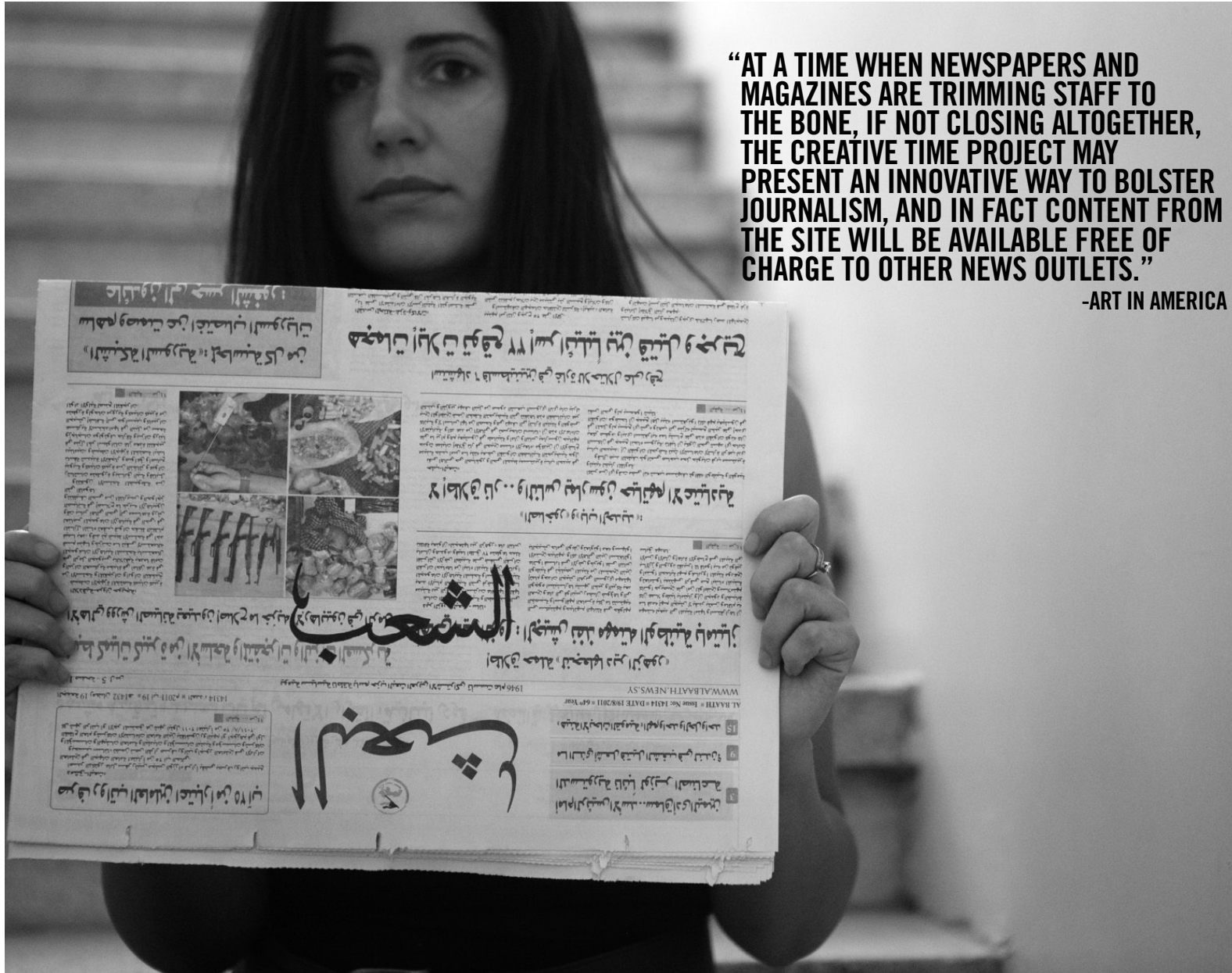
PROGRAMS

Creative Time has expanded beyond public art commissions to enable artists to express their ideas in new ways, growing our programming to activate not only public spaces such as buildings, street corners, and cities, but also the public realm, including the intangible world of the Internet. Projects like the *Creative Time Reports* website and the annual Creative Time Summit are cornerstones of our work to provide spaces for global conversations and the free sharing of ideas, innovation, and experimentation.

PROGRAMS

CREATIVE TIME REPORTS

Creative Time Reports, our newest ongoing initiative, advances two of our most passionate beliefs: that artists' perspectives on the times in which we live are critical to creating a more just society, and in turn, that artists should have opportunities to experiment with new ways of working and thinking. Launched in October 2012, this innovative multimedia website provides analysis and commentary on current events from the fresh, informed, and under-explored perspectives of artists around the world. A broad range of artists, topics, and regions are featured on *CTR*, from such internationally acclaimed artists as Laura Poitras, Suzanne Lacy, and Liam Gillick, to exciting emerging talents such as Jaber Al Azmeh, Lisi Raskin, and Federico Zuckerfeld. By the end of 2012, *CTR* published articles by more than 30 artists, filmmakers, poets, musicians, and other cultural producers, hailing from over 15 different countries, with dispatches featured in major media outlets such as *Foreign Policy*, the *New York Review of Books*, *The Guardian*, *Art Asia Pacific*, *Guernica*, *CultureStrike* and *Visual Mag*.

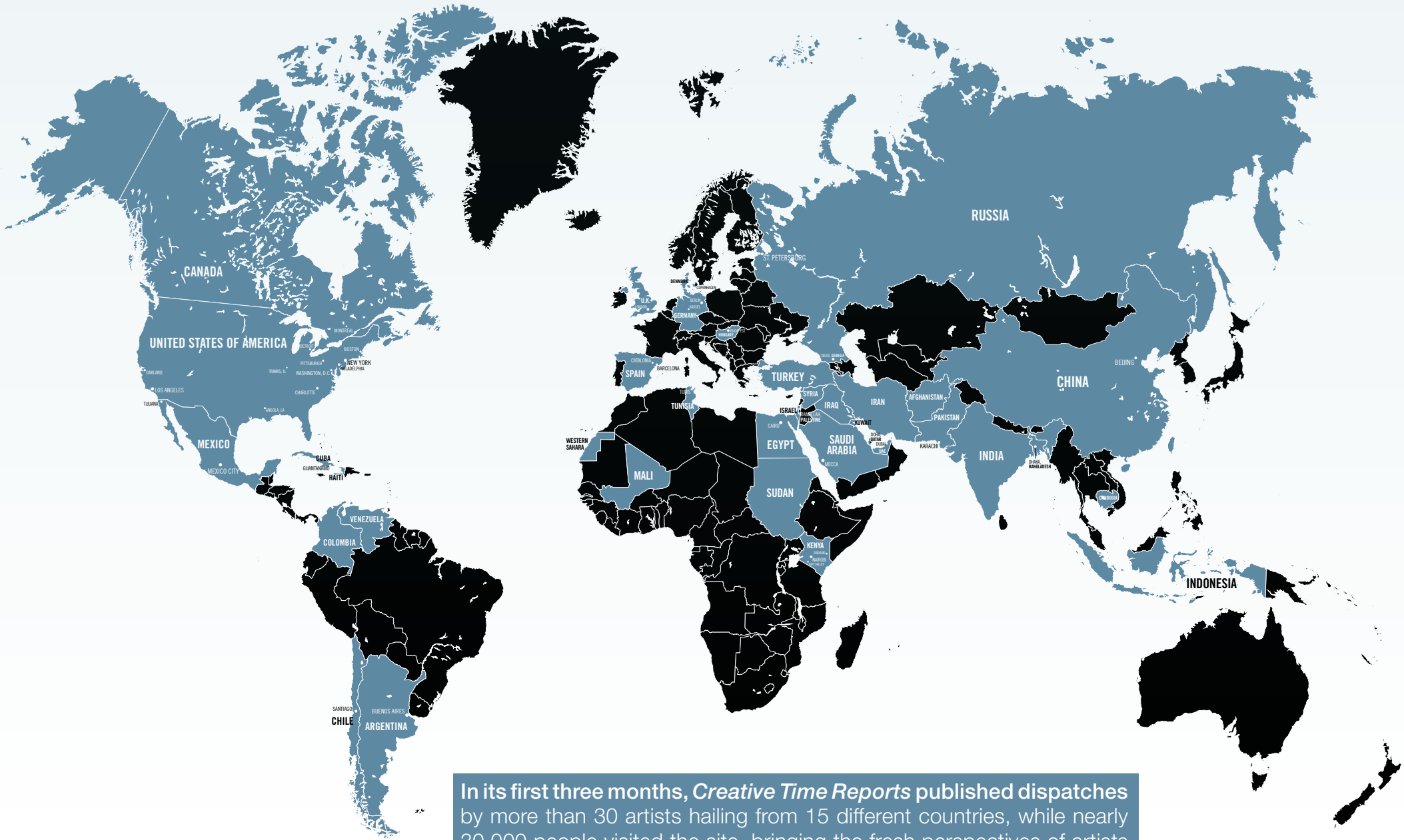


“AT A TIME WHEN NEWSPAPERS AND MAGAZINES ARE TRIMMING STAFF TO THE BONE, IF NOT CLOSING ALTOGETHER, THE CREATIVE TIME PROJECT MAY PRESENT AN INNOVATIVE WAY TO BOLSTER JOURNALISM, AND IN FACT CONTENT FROM THE SITE WILL BE AVAILABLE FREE OF CHARGE TO OTHER NEWS OUTLETS.”

-ART IN AMERICA

JABER AL AZMEH

PROGRAMS



In its first three months, *Creative Time Reports* published dispatches by more than 30 artists hailing from 15 different countries, while nearly 30,000 people visited the site, bringing the fresh perspectives of artists to 129 different countries from Peru to Pakistan, and Tunisia to Taiwan.

PROGRAMS



“THE LINEUP WAS AMAZING. MERGING ACTIVISM AND ART IS UNCOMFORTABLE AND AT TIMES PROBLEMATIC, BUT OF COURSE THAT IS THE POINT.”

-ATTENDEE

“IT TRULY WAS A GOOD MIX—HOW DID YOU DO THAT? IT WAS BOTH CELEBRATORY OF THE WORK AND REAL ABOUT THE SERIOUSNESS OF THE ISSUES.”

-ATTENDEE

CREATIVE TIME SUMMIT

At Creative Time, we know that art has the power to move the needle of social progress. That is why we established the annual Creative Time Summit, a dynamic conference for sharing, learning, and networking, positioned at the intersection of art and social justice. *The Creative Time Summit 2012: Confronting Inequity* was inspired by political movements across

the Middle East, citizen action in Russia, and the “Occupy” movement.” Presenters included artists such as Martha Rosler, Steve Lambert, and the collective Otolith Group; philosophers such as Slavoj Žižek; and social justice leaders such as Joia Mukherjee of Partners in Health and Malkia Cyril of the Center for Media Justice. The sold-out conference was broadcast live and free of charge on our website and at 40 screening sites from Detroit to Dubai.



The spirit of open exchange that is a core value of Creative Time was vividly embodied at the 2012 Summit when two presenters withdrew from the event in protest over the inclusion of the Israeli Center for Digital Art as an “in-depth partner,” our name for an organization that both streams the Summit and undertakes its own Summit inspired programming. An animated conversation ensued about the Boycott Divestment and Sanctions movement, with some presenters scrapping their original presentation in favor of addressing this issue. It was a challenging and exciting experience—a superb example of the value of free expression.

BOOKS

LIVING AS FORM & THE LAST PICTURES

Creative Time released two major books in 2012, *Living as Form: Socially Engaged Art from 1991-2011*, co-published with MIT Press; and Trevor Paglen's *The Last Pictures*, co-published with University of California Press. Like the exhibition, *Living as Form* the book is a landmark survey of more than 100 socially engaged art projects, including works by artists such as Danish collective Superflex, Turner Prize nominee Jeremy Deller, Women on Waves, and Santiágo Cirugeda. In *Living as Form*, commissioned essays from noted critics and theorists look at this phenomenon from a global perspective and broaden the range of what constitutes this form. *The Last Pictures*, a companion to Trevor Paglen's public artwork of the same name, features personal essays, interviews, and all 100 images selected by Paglen and etched onto the silicon disc now orbiting Earth, engaging some of the most profound questions of the human experience.

MIT Press

University of California Press



“LIVING AS FORM STANDS AS A THOUGHTFUL AND MOTIVATED SURVEY OF RECENT SOCIAL PRACTICE.”
-BROOKLYN RAIL

COURTESY MIT PRESS

“TOP ART BOOKS OF 2012”
-THE NEW YORK TIMES



THE LAST PICTURES

TREVOR PAGLEN

COURTESY UNIVERSITY OF CALIFORNIA PRESS

FILMS

With generous support from Joanne Leonhardt Cassullo, Creative Time's 2012 video fellow Jay Buim visually documented all aspects of our art projects, producing innovative content and "shorts" for our website and other venues. Throughout the year, Jay worked closely with our curators and artists, observed project installations, attended opening events, and interviewed audience members—capturing it all on film. These videos serve as lasting and accessible documentation of ephemeral public works, while increasing audience understanding of each artist's practice—not to mention they're small artworks in themselves!

Films directed by Jay in 2012 include: *The Last Pictures*, an 11-minute documentary on the project, featuring interviews with the artist, scientists, and project coordinators; *2012 Summit*, comprising videos of every presentation, including keynotes by Martha Rosler and Slavoj Žižek; *Sandcastle Competition*, video documentation of Creative Time's first annual artist sandcastle competition on Rockaway Beach; and three wonderful videos for our Gala, among other great work.

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CLICK IMAGES TO VIEW VIDEOS

GALA

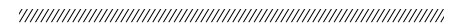
“PEOPLE LOVE COMING OUT FOR CREATIVE TIME BECAUSE THEY’VE MADE SO MUCH GREAT ART HAPPEN IN NEW YORK... AND BECAUSE IT’S A HOT PARTY!”

-WARIS AHLUWALIA AS TOLD TO STYLE.COM



CREATIVE TIME GALA

On May 4, 2012, more than 500 guests flocked to The Roseland Ballroom to celebrate Creative Time. As a throwback to the Ballroom's history, guests danced the night away atop a cherry-red mirrored floor alongside vaudevillian tap dancer Dandy Wellington to the tunes of Scott Ewalt and Julio Santo Domingo. In addition to a silent auction featuring work by nearly 50 contemporary artists, Rachel Feinstein created *Pocket Rose*, a special limited edition inspired by the venue and showcased by vintage-styled cigarette girls saucily making their way through the crowds.



CREATIVE TIME

LEADERSHIP



LEADERSHIP

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Colleen Leth
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Maura Pally
Nic Rad
Jason Rzepka
Andres Santo Domingo
Pensiri Scott
Manish Vora



As of December 2012.

CREATIVE TIME

SUPPORTERS



SUPPORTERS

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\$100,000 AND ABOVE

Ford Foundation
The Lambent Foundation
Lighting Science
MTV Networks
NYC Department of Cultural Affairs

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\$50,000 TO \$99,999

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\$10,000 TO \$49,999

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Battery Park City Authority
Marianne Boesky Gallery
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Lord and Taylor

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Partners & Spade
Pels Charitable Trust
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Jennifer and David Stockman
Syfy
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Judith and A. Alfred Taubman
David Teiger
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The Foundation To Life, Inc.
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Jane and David Walentas
Alan Wanzenberg

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\$250 TO \$999

Omar Ahmed
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Nate Berkopeck
Franklin Boyd
Cee Scott Brown
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Nell Diamond
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Spencer Finch
Zoey Forbath
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Kara Van Norden
Katherine Wallach
Claire Weisz
Jon Weston

CREATIVE TIME

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Project Manager

Kareem Estefan
Editorial Assistant, Creative Time Reports

Todd Florio
Social Media and Digital Communications Director

Joanna Gang
Associate Director, Events and Membership

Katie Hollander
Deputy Director

Meredith Johnson
Curator and Director of Consulting

Zoe Larkins
Executive Assistant

Marisa Mazria Katz
Editor, Creative Time Reports

Alyssa Nitchun
Director of Development

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Laura Raicovich
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Sally Szwed
Coordinator of Global Initiatives

Leila Tamari
Programming Assistant

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Chief Curator

Jessica N. Bell
Programming Fellow

Jay Buim
Joanne Leonhardt Cassullo Video Fellow

Kimberly Drew
Communications Fellow

As of December 2012.

CREATIVETIME

FINANCIALS



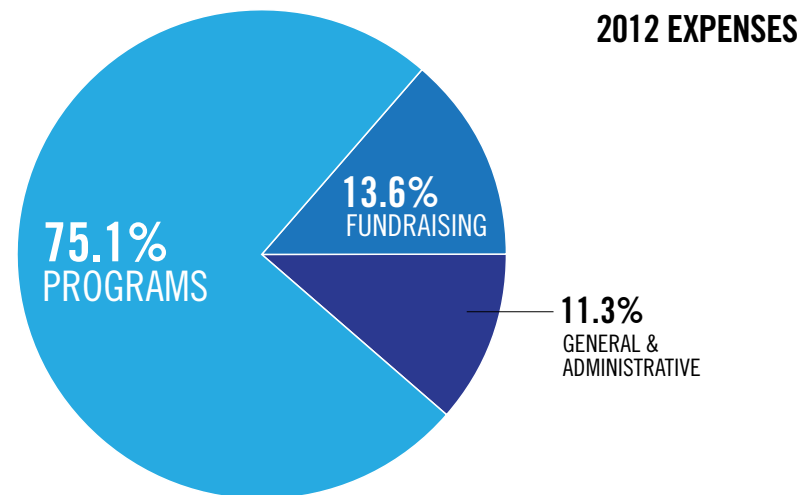
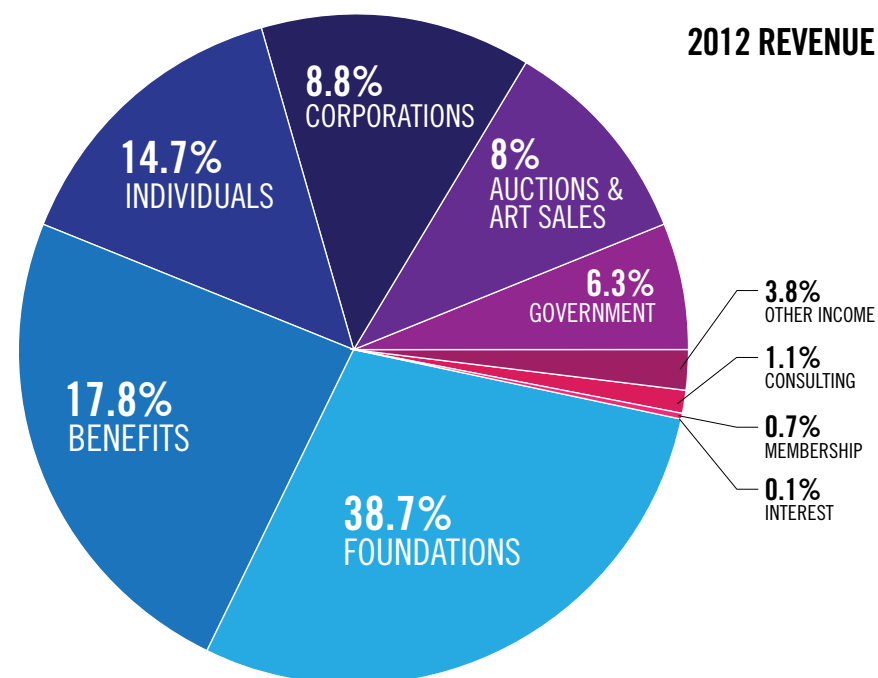
FINANCIALS

	2012	2011
REVENUE		
ART SALES	31,712	6,036
AUCTION SALES	247,777	231,350
BENEFITS	625,825	844,508
CONSULTING	40,109	181,923
OTHER INCOME	133,934	24,194
MEMBERSHIPS	23,125	76,157
INTEREST INCOME	4,240	6,155
TOTAL REVENUE	\$1,106,722	\$1,370,323

SUPPORT		
GOVERNMENT GRANTS	221,637	241,173
CONTRIBUTIONS & GRANTS		
FOUNDATION	1,361,262	1,170,646
CORPORATE	307,735	73,473
INDIVIDUAL	516,786	208,497
TOTAL SUPPORT	\$2,407,420	\$1,693,789
TOTAL REVENUE & SUPPORT	\$3,514,142	\$3,064,112

EXPENSES		
PROGRAMS	2,577,053	2,452,194
FUNDRAISING	469,036	282,098
GENERAL & ADMINISTRATIVE	387,025	278,542
TOTAL EXPENSES	\$3,433,114	\$3,012,744

NET ASSETS		
INCREASE IN NET ASSETS	81,028	51,368
NET ASSETS (BEGINNING OF YEAR)	2,476,387	2,425,019
PRIOR PERIOD ADJUSTMENT	335,662	-
NET ASSETS (END OF YEAR)	\$2,221,753	\$2,476,387





VISIONARY WORK IS ONLY POSSIBLE WITH VISIONARY FUNDERS

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