



Museum west-facing facade courtesy of MOCAD

MO CAD

IMPACT REPORT

2024

Dear Friends and Supporters,

As we reflect on 2024, we are filled with immense pride and gratitude for the remarkable strides the Museum of Contemporary Art Detroit (MOCAD) has made. **This year has been transformative, marked by groundbreaking exhibitions, dynamic public programs, and deepened community engagements that have solidified MOCAD's role as a cultural beacon in Detroit.**

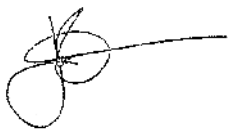
In 2024, MOCAD continued its commitment to presenting diverse and thought-provoking exhibitions that challenge and inspire. We expanded our focus on experimental practice and art as a platform for cultural knowledge sharing through interactive installations, thought-provoking exhibits that illuminated Detroit's impact in art history, and digital artworks that engaged audiences in novel ways, highlighting the ever-evolving landscape of contemporary art.

This past year, our education and public programs fostered meaningful dialogue and community engagement. We launched a special initiative that invited students from Detroit Public Schools to our tour program that provided free transportation, lunch, and hands-on activities tailored to our exhibitions. In total, we hosted over 100 events, including artist talks, film screenings, live performances, and hands-on workshops. These programs provided platforms for artists and audiences to connect, share perspectives, and explore pressing social issues through the lens of contemporary art.

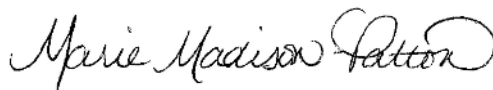
This year, we welcomed new funders whose generous contributions have propelled MOCAD's vision forward. The Flinn Foundation, Teiger Foundation, Ford Foundation, and Mellon Foundation have joined us in our mission to bring contemporary art to the forefront of Detroit's cultural landscape. Their support is instrumental in sustaining our exhibitions, programs, and community outreach initiatives, and we are deeply grateful for their belief in MOCAD's impact and potential.

As we celebrate these achievements, we recognize that they are made possible through the unwavering support of our patrons, partners, and the vibrant community invested in Detroit. Your belief in MOCAD's mission fuels our drive to push boundaries and explore new horizons in contemporary art.

With Gratitude,



Jova Lynne
Co-Director &
Artistic Director



Marie Madison Patton
Co-Director &
Chief Operating Officer



Photo by Bre'Anne White



Visitorship

Since implementing paid admissions in June 2024 we are excited about our expanded visitorship. Introducing new partnerships provided free admission to the Museum including:

85

visitors

Museums for All

Through Museums for All, those receiving food assistance (SNAP benefits) can gain free or reduced admission to more than 1,400 museums, now including MOCAD

39

visitors

Blue Star

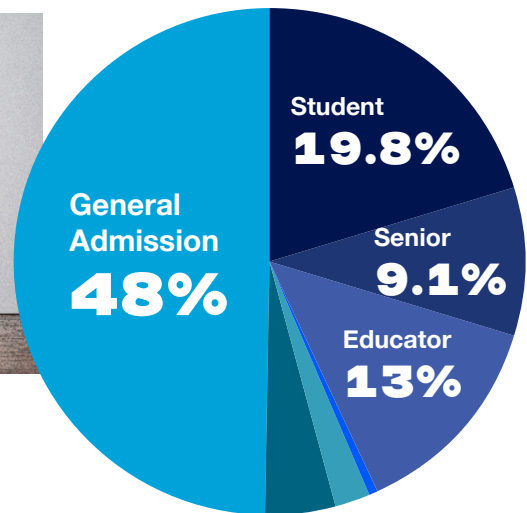
A project by the National Endowment for the Arts, Blue Star offers free admission for veterans and their families between Memorial Day and Labor Day

We had the opportunity to welcome

6,218

first time visitors

September Family Day with exhibiting artist LaKela Brown, photo by Radical Play Archives
 Summer 24 Exhibitions Opening Reception featuring Meleko Mokgosi: *Zones of Non-Being*, photo by Radical Play Archives



In 2024, MOCAD had the opportunity to serve nearly **40,000 visitors**, offering them the chance to experience **9 remarkable art exhibitions** and over **100 free public programs**. These included lectures, live performances, and hands-on workshops. The arts have the power to inspire and bring people together. In challenging times, we turn to a compelling work of art, a performance, a film, or a book to find solace and renewal, reminding us of the strength and beauty within our community.

- 48%** General Admission
- 4.4%** Members
- 2%** Children
- 0.5%** Veteran/Active Service Member
- 13%** Educator
- 9.1%** Senior
- 19.8%** Student



IMPACT REPORT 2024

MOCAD proudly serves as a hub and exchange for emerging ideas in the contemporary arts and presents work at the forefront of contemporary culture. Hyperfocused on the cultural content of our current times, MOCAD fuels critical dialogue, collaboration, engagement, and community. We invite you to visit MOCAD today and join us as we create the history of our future.

Google Reviews from 2024

"I went on a field trip. The event was so engaging. The art was great. There is something connected about contemporary art. Unlike museum art, it can become a permanent part of your life."

– Rochelle D, December 2024 (5/5 stars)

Online/Social



64,580

website visits



44,900

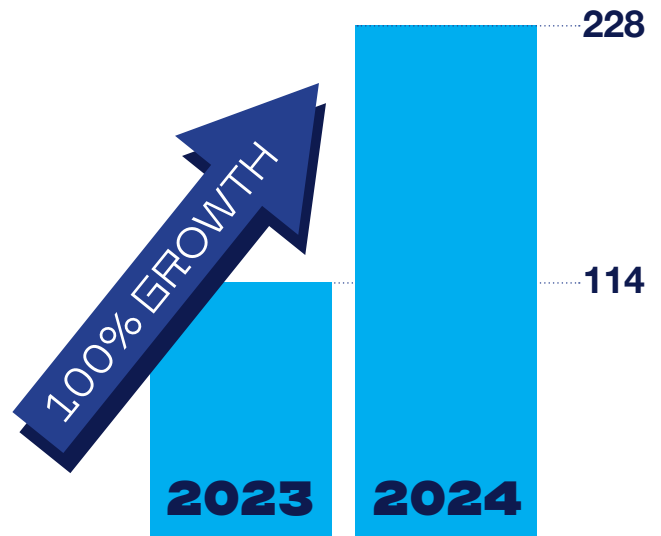
Instagram followers



Our public events can be found on the **BLOOMBERG CONNECTS** app and MOCAD Website.

Membership

MOCAD increased membership by **100%**, going from **114** members in **2023** to **228** in **2024**.



"Always a good visit, with nice & helpful staff who are passionate about the work."

– Mark Emery, October 2024 (5/5 stars)

Our Mission

The Museum of Contemporary Art Detroit (MOCAD) presents exhibitions and programs that explore the best of contemporary art, connecting Detroit and the global art world. MOCAD focuses on art as a means to nurture social change and human understanding, reflecting our community. We encourage innovative experimentation by artists, musicians, makers, cultural producers, and scholars to enrich all who participate and to educate visitors of all ages in the power of art. Whether from Detroit or worldwide, we welcome creative voices who can guide us to an equitable and inclusive future. We believe that art can change us, and it's our responsibility to hold a space where challenge, acceptance, hope, and beauty can coincide.

Programs

4,054

program attendees, with an average of **120 attendees** per program

1,000

Noel Night attendees

2,140

AA attendees

355

visitors with **14 art making opportunities**



Monster Drawing Rally 2024, photo by Abi Lynch

Monster Drawing Rally

The Monster Drawing Rally is MOCAD's wildly popular live drawing event. Part performance, part studio, part art bazaar, MDR had

600 visitors purchasing original works from

115 participating artists with the help of

37 volunteers all supporting the Museum's mission.



It Was All A Dream Detroit Film Premiere presented by MOCAD at The Senate Theater, photo by Radical Play Archives

MOCAD was proud to host the memorial of world-renowned poet and political activist **John Sinclair**, husband to photographer Leni Sinclair, in April of 2024.

In November MOCAD partnered with the historic Senate Theater to premiere award-winning filmmaker **dream hampton's *It Was All A Dream***. MOCAD continues to partner with cultural institutions region wide to produce exciting off-site programming.

Youth

Learning in the galleries at MOCAD happens through curiosity, dialog, play, and experimentation, combining object-based learning with hands-on art-making experiences. Using exhibitions as a vehicle to make meaning together, they encourage students to understand art on their own terms and in community with one another. **This year's 4-month Tour program offered 91 students and 12 faculty from Detroit Public Schools an opportunity to engage with MOCAD for free.** We are excited to continue this program into the rest of the 2024-2025 school year.

91

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InsideOut Youth Poetry Slam, photo by Radical Play Archives



September Family Day, photo by Radical Play Archives

Family Days

Family Day activates the exhibitions for kids, youth, teens, and their grownups. All ages enjoy free admission and explore the galleries with opportunities to connect through hands-on art making, gallery chats, and activity guides! These free days are hosted the second Saturday of every month, 11am-3pm.

506

visitors admitted for **free** on **Family Days** from June-December 2024

Exhibitions

MOCAD's 2024 exhibitions brought together **9 groundbreaking shows** that bridge the worlds of contemporary art and historic context, underscoring the Museum's unique ability to present cutting-edge works within meaningful, storied settings:

MOCAD's **Spring season** featured ***Kinship: The Legacy of Gallery 7***, which honors one of Detroit's earliest art venues dedicated to Black artists under the leadership of Charles McGee, ***LaKela Brown's From Scratch: Seeding Adornment*** paid homage to the cultivation of local creativity, and ***Meleko Mokgosi's Zones of Non-Being*** invites viewers to question the very foundations of identity. Our **Fall/Winter 2024 season** presented shows like ***Chris Schanck: A Surreality***, ***ASMA's Wander & Pursuit***, and ***Clare Gatto and Kara Gut's Magic Circle*** all of which reimagined the legacy of Surrealism, presenting visionary works that blur the lines between reality and imagination while grounding them in art history.

108

Detroit-based artists

149

artists exhibited



Install shot of Chris Schanck: *A Surreality*, courtesy of MOCAD

Mike Kelley's *Mobile Homestead*

In 2024, Mike Kelley's *Mobile Homestead*, a permanent artwork by the late Michigan-born artist Mike Kelley, welcomed over **6,200 visitors**. Serving as a community gallery and gathering space, the *Mobile Homestead* hosted a variety of exhibitions and workshops that enriched Detroit's cultural landscape.

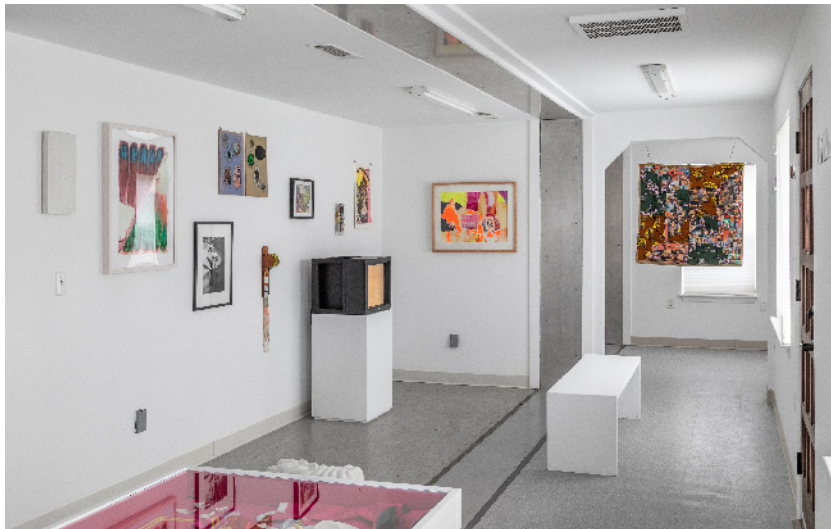
6,200
visitors

Exhibitions



Fall 2024 Opening Reception featuring Levon Kafafian: *Portal Fire: Shrine of the Torchbearer*, photo by Radical Play Archives

Portal Fire: Shrine of the Torchbearer: An immersive installation that invited visitors to explore themes of transformation and resilience through interactive art forms. The Detroit-based exhibiting artist Levon Kafafian combined their textile-based practice with the speculative worldbuilding of science fiction to take visitors on a journey over one thousand years into the future: to a place and time where digital technology has ceased to exist.



Install shot of *Word of Mouth*, courtesy of MOCAD

Word of Mouth: This exhibition highlighted the ecosystems that continue to nurture creativity in Detroit, showcasing the vibrant artistic communities within the city. Organized collaboratively by staff from across the Museum, this group exhibition presented a shared space for a diverse range of mediums, levels of experience, and points of exploration.

MOCAD IMPACT REPORT 2024

Community Care activities at Mike Kelley's *Mobile Homestead*

MOCAD's Community Care Program Series is an initiative aimed at addressing the diverse needs of the Detroit community by **offering workshops, training sessions, and events focused on education, health, and well-being**. This program serves as a platform for collective learning, skill-sharing, and support, fostering empowerment and resilience within the community.

In 2024, *Mobile Homestead* hosted sessions covering essential topics such as **financial literacy, Narcan training, hypothermia prevention, dandelion medicine, and gender-affirming care** with local partners including MSUFCU, Wayne State University, Detroit Recovery Project, and Keep Growing Detroit. These programs highlight the Museum's dedication to holistic community well-being.



Mike Kelley's *Mobile Homestead* Summer 2024, courtesy of MOCAD

Mike Kelley's *Mobile Homestead* remains a dynamic artwork, continually evolving to meet the needs and interests of the Detroit community. It stands as a powerful example of how art can drive social engagement and provide meaningful support.

Community Care: Plants Medicine Workshop in partnership with Keep Growing Detroit, courtesy of MOCAD

In The Press

“Detroit artist LaKela Brown makes her MOCAD debut with *From Scratch: Seeding Adornment*, an exploration of nourishment practices across the African diaspora used to cement Black culture as a conduit of liberation. It honors how Black ancestral and cultural legacies have continued across generations despite incredible odds. The exhibition depicts plants, food and jewelry in three-dimensional still life fashion that highlight their importance in the formation of Black identity.”

– Duante Beddingfield for **Detroit Free Press** (July 2024)



Summer 24 Exhibitions Opening featuring LaKela Brown: *From Scratch: Seeding Adornment*, photo by Radical Play Archives



Install shot of *Kinship: The Legacy of Gallery 7*, courtesy of MOCAD

“Detroit is a city where the artist as curator, and artist-run spaces, thrive,” Jova Lynne, MOCAD’s artistic director, told Hyperallergic. **“Kinship is just one of many upcoming shows where we will honor the spirit of the artist-led community.”**

It is truly heartening to see MOCAD, which has struggled in the past to find its identity as a steward of the arts in Detroit, lean into the real strength of the city: its local artists.

– Sarah Rose Sharp for **Hyperallergic** (September 2024)

The diversity of Detroit, as well as the strong sense of artistculture feeds into the mission of MOCAD and the goals of this co-directorship. **“The Detroit community is so intertwined with a Black culture of creativity, and what better way to enhance those voices than to have people who look like them in these roles,”** says Madison-Patton. Taking charge of the edgy museum has been a welcome challenge for these women, who want to make MOCAD an accessible resource that champions the city. **“At the crux of MOCAD, we center art as a practice for learning, a practice for growing as human beings,”** says Lynne.

Lynne and Madison-Patton are creating a space that invites all people to engage with the artwork regardless of their level of artistic knowledge.

– Nell Rainer for **Edition** (December 2024)



Press clipping of *Communal Power* as presented in *EDITION* by Modern Luxury December 2024



InsideOut Youth Poetry Slam, photo by Radical Play Archives

Thank You!

Thank you for being an integral part of our journey. We look forward to welcoming you to MOCAD as we embark on another year of artistic exploration and community engagement.