BUILDING back BETTER!

2021-2022
A MESSAGE FROM THE PRESIDENT

During the last 18 months, we have faced the challenge of a global pandemic, its economic impact on the arts, and the changing dynamics of gathering in public spaces. As a trusted community anchor and renowned center of culture and learning, the Springfield Museums are uniquely poised to elevate spirits and change lives during these uncertain times. Our five spectacular museums and the outdoor Dr. Seuss Sculpture Garden are open and we are welcoming enthusiastic visitors of all ages while maintaining safety protocols as we continue to navigate the ongoing complexities of COVID-19.

Over the span of more than 160 years our Museums have transformed and evolved to meet the needs and interests of our audiences. As the world around us has changed, so have our collections, exhibitions and programs. During the pandemic, we demonstrated our ability to overcome obstacles by shifting on-site programs to online classes, virtual events, video tours and engagement pages for those who could not visit. Even though we are now open we will continue push hard to expand our access through innovative digital experiences that welcome new audiences through our virtual doors.

Looking ahead to FY22, the Evolution Campaign at the Science Museum and our Inclusion, Diversity, Anti-Racism and Equity Initiative are integral to a sweeping museum-wide reimaging of our galleries and exhibition spaces. Our recently opened Smithsonian Spark!Lab is a dynamic maker-space that exemplifies our hands-on/minds-on approach to learning and our completely renovated Planetarium features a new projection and audio system. In addition, this year we will open an interactive replica of the International Space Station that includes displays of astronaut artifacts. In order to advance inclusion, we will continue to present an ever-changing roster of exhibitions that address themes of social protest, immigration, discrimination and bias, and the art and culture of Indigenous peoples. Exhibitions include: *Horn Man: The Life and Musical Legacy of Charles Neville* which celebrates Neville’s life journey and musical artistry; and *Ai Weiwei: Tradition and Dissent* which showcases art that challenges authority. Opening in November, *The Body Adorned: Artistry and Legacy of the Ancient Americas* exhibition will present feather textiles and exquisite jewelry of Indigenous peoples from Mexico, Costa Rica, Panama and Peru. The display will be complemented by hands-on activity stations that invite participation to make all visitors feel welcome.

As we move ahead to complete a comprehensive strategic planning process, we will act on the recommendations of our Trustee-led Ad hoc Inclusion Task Force. Our objective is to not only make our Museums physically accessible, but to make all of our programming, interpretation, marketing and digital communication available to everyone. As always, our foremost priority is to send a strong and vibrant message that we are open and all are welcome!

Kay Simpson
President and CEO of the Springfield Museums
EXHIBITIONS

- **Ai Weiwei: Tradition and Dissent** through January 2, 2022
- **Horn Man: The Life and Musical Legacy of Charles Neville** through November 28, 2021
- **Capturing Our Worlds: Works by the Springfield Photographic Society** through June 26, 2022
- **Jim Henson’s Splash and Bubbles Reeftown Adventure** November 6, 2021–January 16, 2022
- **The Body Adorned: Artistry and Legacy of the Ancient Americas** November 23, 2021–February 27, 2022
- **Under the Arctic: Digging into Permafrost** January 22, 2022–May 1, 2022
- **Front Row Center: Icons of Rock, Blues, and Soul** February 12, 2022–May 1, 2022

PROGRAMS

- **Grinchmas and the Lighting of the Quad** November–December 2021
- **Museums à la Carte** September 2021–June 2022
- **Festival of Flowers** April 2022
- **Museum School Classes** Ongoing

SPECIAL EVENTS

- **BIGGEST BEST Dr. Seuss Birthday Party EVER: Seuss’s City** March 2022
- **International Space Station Exhibit Opening** To be announced
The Pandemic Didn’t Hold Us Back!

When we reopened July 13, we had protocols in place to best protect our visitors, volunteers, and staff.

- Mask policy and hand washing stations
- Limited capacity and timed ticket reservations
- Plexiglas and social distancing markers
- Single use items in facilitated learning areas
- Extra cleaning
- Mobile guide for smartphones

Our remarkable Museums staff pivoted quickly to offer a variety of virtual and hybrid interactives for those not ready to return to in-person visits.

- Engagement Landing Page on SpringfieldMuseums.org
- Virtual Membership featuring exclusive original content
- Quad Connections videos presented by museum educators and docents
- Museums a la Carte lectures and Museum School Classes live on Zoom

As restrictions lifted our attendance rose!

Memorial Day weekend saw our strongest attendance EVER for that holiday
George Walter Vincent Smith Art Museum Restoration honored by Preservation Massachusetts

The Museums were awarded the Paul & Niki Tsongas Award in recognition of our exemplary efforts to preserve the Commonwealth’s past for the benefit of the future.

We were also awarded a National Endowment for the Humanities grant to digitize the Smith Archives. Learn more about the project at SpringfieldMuseums.org/GWVS-Archives.

MORE BUILDING PROJECTS

• Seymour Planetarium renovations
• Tiffany Windows restoration
• Science Museum roof, solar panels, and restrooms
• Dr. Seuss House and Innovation Center
• Chestnut Street property

We sought opportunities and succeeded

We retained all staff!
We Hit the Ground Running!

EXHIBITIONS

- **Voices of Resilience: The Intersection of Women on the Move**
  February 15, 2020–March 14, 2021
- **Heroes in Healthcare: Celebrating Springfield’s Medical Community**
  August 1, 2020–March 28, 2021
- **The Outwin: American Portraiture Today**
  October 3, 2020–May 9, 2021
- **This Is Us: Regional Portraiture Today**
  October 24, 2020–May 2, 2021
- **Constructing Poetry: Sculptural Work by Don Gummer**
  May 1, 2021–September 12, 2021
- **Wild Kratts®: Creature Power!**
  May 29, 2021–September 12, 2021

PROGRAMS

- **A Grinchmas Game for the Tall and the Small**
  December 2020
- **Hats off to Dr. Seuss**
  March 2021
- **Festival of Flowers: Reflections**
  April 2021

Word on the street...

“It’s worth the trip!”

— A multigenerational family from Connecticut
As a boundless Museum exploring the past, present and future, we work together with community partners to present accessible, relevant experiences. This year we engaged an Ad Hoc Inclusion Task Force and a Strategic Planning Team to help us move forward with strength.

AD HOC INCLUSION TASK FORCE

- Board and community leadership
- Working in alliance with Museums’ Staff
- Engaged in ongoing critical evaluations to help ensure accessible, intersectional presentations

STRATEGIC PLANNING TEAM

- Inclusive process—staff and stakeholders—to evaluate hopes for the Museums’ future
- Established overarching goals of sustainability, staff enhancement, and innovation funding
- Emphasized need to step into the future with refreshed content and new branding
FY 2022

Strategic Priorities

ELEVATE OUR PROFILE
as a #1 cultural attraction and informal STEM hub in New England

INCREASE & EXPAND AUDIENCE
with exhibits and programs that are accessible to all

SECURE FINANCIAL STABILITY
with earned income, philanthropy, and innovative projects

RENOVATE & REINVENT
a fully inclusive museums

COLLABORATE WITH
DIVERSE COMMUNITIES
to broaden and deepen our impact on our visitors