



SPRINGFIELD MUSEUMS  
ART • HISTORY • SCIENCE • SEUSS IN SPRINGFIELD

# BUILDING DREAMS TOGETHER

2022-2023



# Who We Are

## OUR MISSION

The Springfield Museums uses art, history, science and Dr. Seuss to explore our shared connections and unique perspectives to promote engagement, literacy and learning.

## OUR VISION

Springfield Museums will be a leading cultural attraction with **local and global appeal** that draws audiences together in **multi-generational learning**. We will be known for **inclusion, innovation and inter-disciplinary collaboration**. As an **anchor for our community**, the Museums will advance knowledge by engaging **diverse voices and perspectives**.

## OUR GUIDING PRINCIPLES

Springfield Museums promotes a boundless experience – **we engage, inspire, connect and serve**.

**We focus** on creating **people-centric experiences** while respecting individuals from all backgrounds, identities and diverse life experiences.

**We embrace** our roles of communicator, collaborator, convener and connector by **sharing stories of individuals and communities** past and present.

**We inspire** creativity, experimentation and empathy with offerings that strengthen **life-long learning** informed by experiential and informal education.

**We strive** to be a **resilient organization** by building talent, capacity and accountability in all areas of management and operations.

**We are committed** to partnering with Springfield to **support our vibrant, culturally significant home** that attracts and retains visitors, residents, businesses and educational organizations.

**We ensure** that **inclusion, equity, and access** are represented in our collections, exhibitions and educational programs and among the board, staff and volunteers.

## **A MESSAGE FROM THE PRESIDENT**

One of the enduring takeaways from the pandemic is that museums are perceived by the public as trusted institutions and valued community centers. At the Springfield Museums, we did what so many of our colleagues did across the country to earn that trust. We faced the ongoing challenges of COVID-19 by adapting to the changing dynamics of gathering in public spaces, holding educational vaccine clinics, and presenting socially distanced museum experiences. As soon as we were able, we opened our five spectacular Museums and outdoor Dr. Seuss Sculpture Garden to the public as we vigilantly maintained health and safety protocols. Through our on-site program and outreach activities, we demonstrated our strong commitment to working with partners near and far, a fierce dedication to innovative thinking and bold ideas, and a willingness to quickly switch lanes and go in new directions.



Since our founding more than 160 years ago, the Springfield Museums have been at the forefront of change and an indispensable part of our community. Over the years, we have opened new museums, refreshed galleries, and introduced exciting programs in response to audience needs. During the pandemic, we accelerated our response time exponentially to adjust to rapidly evolving circumstances. We created online classes, lectures, and tours so we could reach audiences who were unable to visit and have continued to offer online opportunities for those who are more comfortable participating through digital means. Similarly, we continue to creatively use our outdoor spaces as well as the expansive galleries in our Museums so that we provide the best service to our visitors.

While our Museums' resilience during one of the world's greatest crises reflects the hard work and determination of our staff, Trustees, and volunteers, it also demonstrates the undeniable power of collaborating with organizations from the area and beyond to achieve our DEI goal of becoming more inclusive and accessible Museums. Working with the Springfield Cultural Partnership and other partners, we engaged BIPOC artists to create multi-media art installations in nearby Pynchon Plaza following a major renovation undertaken by the City of Springfield. As a result of our partnerships with the Smithsonian Institution and the Museum of Fine Arts, Boston, we have displayed the outstanding exhibitions and programs that address themes of social protest, immigration, racism, gender bias and identity. Marketing collaborations launched by the Greater Springfield Convention and Visitors Bureau also enable us to promote our Museums alongside the other regional attractions so that we expand and amplify our ever-growing tourism appeal.

Looking ahead, we will use lessons learned from the pandemic to elevate our renown as a premier cultural attraction and educational resource. Drawing on the collective energies of our staff, Trustees, and supporters, we will continue to safeguard the public trust as we realize our dream to become inclusive, sustainable, and flourishing Museums that will serve countless generations to come.

A handwritten signature in black ink that reads "Kay".

**Kay Simpson**

President and CEO of the Springfield Museums

# What's New

## EXHIBITIONS

- **Josh Simpson: Visionary Explorations in Glass** October 15, 2022–January 15, 2023
- **Gingerbread: Flour to Fables** November 25, 2022–December 31, 2022
- **Leonardo's Lab** January 21, 2023–April 23, 2023
- **Nelson Stevens: Color Rapping** March 4, 2023–September 3, 2023
- **Molly of Denali: An Alaskan Adventure** May 27, 2023–September 3, 2023

## PROGRAMS

- **Seuss-iversary**, celebrating the 20th anniversary of the Dr. Seuss National Memorial Sculpture Garden and the 5th anniversary of the Amazing World of Dr. Seuss Museum Through June 2023
- **Grinchmas** featuring The Grinch's Grotto November & December 2022
- **Dr. Seuss Birthday Party** March 4, 2023

## SPECIAL EVENTS

- **Salsa at the Museums** September 15, 2022
- **Ubora and Ahadi Awards** September 17, 2022
- **An Evening with the Stars: Josh Simpson & Cady Coleman** November 10, 2022
- **Grinchmas After Hours** December 8, 2022
- **Festival of Flowers** March 30–April 2, 2023



*Megaplanet*, 2020, glass by Josh Simpson (American, born 1949). Collection of the artist.



# New Acquisitions Reflect Diversity, Excellence, and Our Path Forward

**Silkscreen prints by Faith Ringgold** (American, born 1930), one of the most influential visual artists of her generation. At the age of 91, she remains active as an artist, writer, and activist.

- ***Groovin' High***, 1996
- ***Tar Beach #2***, 2003
- ***Dear Selma***, 2010
- ***Romie: We Love You***, 2011
- ***Dancing on the George Washington Bridge II***, 2020, with pieced fabric border17, 2022



**Pandemic-Inspired art by Ai Weiwei** (Chinese, born 1957), an internationally renowned artist and social activist, and political dissident who explores tradition radical ways.

- ***Masks with Shanhaijing Series*** – Chuniao, Feishu, Heluoyu, Lu, 2020, ink on polypropylene fabric
- ***Mask with Middle Finger***, 2020, ink on polypropylene fabric
- ***Mask with Sunflower Seeds***, 2020, ink on polypropylene fabric

“The Collections Plan strives to ensure that the Museums remain relevant to our community, as well as to our national and international audiences.”

—Heather Haskell-Burns,  
Vice President of the Museums,  
Director of the Art Museums  
and the Collections

## **Primal Force, 2019, by Nelson Stevens**

Nelson Stevens (American, 1938-2022), a former Springfield-resident and UMass Amherst Professor who described his magnetic and brightly colored works as “anthems in praise of people.” A member of Afri-CO-BRA and the Black Arts Movement, Stevens’s art speaks to the power and resilience of Black communities.

Sheet size 25" x 23", image size 20.5" x 20". Numbered edition of 86 published by Raven Fine Art Editions.





# Why Do You Support the Springfield Museums?

"The Springfield Museums are key for the area and must be supported so they don't go away. We need to help preserve the Museums as an open, community area for education—not necessarily K-12 education, but as a place that makes kids ask questions, learn at their own pace, and find new interests. I remember museum tours as a kid when we were told to get in line, listen to the guide—but today I see families just stopping by, walking into and out of the buildings, letting the kids play outside. That freedom probably makes the biggest impact. A curious mind is what educated me—with all of their cultural significance, the Museums are significantly helpful with nurturing curious minds. That is worth supporting."

—Steve Bailey, who honored his mother's wish to have  
a Springfield Museums bench named for her



**Every gift matters.** If you love the arts, history, science, Dr. Seuss, and the city of Springfield, **donate today!**

# Funding Dreams

**thanks to  
philanthropy**



**“You can affect great change! The success of our programming relies heavily on funding through grants, sponsorships, state earmarks, and individual giving. Your support ensures the Museums will be a vibrant center for arts and culture for years to come.”**

**—Emilie Czupryna,  
Director of Development**

## **Ahadi Scholarship Fund Established by the African Hall Subcommittee**

**“You cannot imagine how much the Ahadi recognition meant. I realized that other people recognized my effort—that recognition was the very thing that kept me from settling....the Ahadi Award was the turning point for me.”**

**—Tigist Dawit Terefe,  
2021 Ahadi Youth Award Honoree**



FY 2023

# Strategic Priorities

## EXPAND OUR AUDIENCES

with Refreshed, Visitor-Centric  
Galleries and Exhibits



## PRIORITIZE

Diversity, Equity, Inclusion, and  
Accessibility for all Exhibits and Programs

## INCREASE PHILANTHROPY

and Earned Income with Inspiring, Innovative Offerings

## ENHANCE LITERACY

Acquisition with Playful Learning  
throughout the Museums

## COLLABORATE

with Diverse Communities to Broaden  
and Deepen our Impact on our Visitors

