# FIGMENT

# **2018 Annual Report**

Building community and inspiring transformation through free public participatory art in our cities

#### **OUR VISION**

We seek to empower everyone to create and share, transforming our communities and our society through participation and creativity.

#### OUR MISSION

FIGMENT's mission is to create participatory and inclusive cultural events and experiences that build community and inspire personal and social transformation.

#### OUR VALUES

We believe fundamentally that every human being is equally important, and that a just society is one that makes room for the participation and expression of everyone. In order to create a world in which this is possible, we have adopted eleven founding principles that summarize our values: Participation, Decommodification, Inclusion, Expression, Self-Reliance, Giving, Communal Effort, Civic Responsibility, Leave No Trace, Immediacy, and Gratitude.

#### Dear friends and supporters of FIGMENT,

As we enter our 13th season since we created the first FIGMENT in 2007, FIGMENT continues to grow and inspire new creators and communities in cities around the world. Working with new leaders and teams, our events serve as catalysts for community activation and engagement in each city in which we are active.

As FIGMENT was launched in 2007, just two weeks after the debut of the first iPhone, we are very aware of how much our world has changed in that time. In a world in which too many people now have a closer relationship with their phone than with any human, FIGMENT creates a place where people can interact and engage with each other in real space, at the same time, without the intermediation of a technological platform or any



FIGMENT Executive Producer and Executive Director David Koren at FIGMENT 2018 Global Fundraiser, October 15, 2018 / Photo © 2018 Wendy Nadler

commerce whatsoever. We believe that bringing people together to create and share can help us to understand each other, build connections, bring down barriers between us, and bridge the social, political, and economic divisions that seem to be increasing in our society.

We learn from others when we come together in a spirit of sharing, understanding, acceptance, and gratitude. We believe that what makes the world exciting, interesting, and hopeful is our connection to one another as humans, engaging in creative shared experience as we work together to build the world that we all want to live in.

We love nothing more than working with you to bring people together to create and share in cities around the world. This is what FIGMENT is all about and what FIGMENT stands for as our society asks big questions about what it means to be a human surrounded by machines, struggling to keep up with economic pressures and the continual flow of information in the 21st century.

We hope you'll join us, work with us, and continue to support us as we create participatory experiences and environments for people to engage with one another in a creative context to imagine a better world.

Here's to a wonderful 2019 season!

Sincerely,

David Koren Executive Producer and Executive Director Figment Project, Inc.

### **FIGMENT 2018 Highlights**

2018 was a year of endings and of new beginnings for FIGMENT. After 12 years, our New York City event bid adieu to their Governors Island location—home to the first-ever FIGMENT—and will be welcomed onto Roosevelt Island in 2019. Texas welcomed FIGMENT for the very first time, celebrating inclusive community and creativity in Dallas. We said goodbye to our long-term volunteer, staff member, and dear friend Sara Muskulus, who is venturing into an exciting new job. FIGMENT's mission to provide a safe space for everyone to create, connect, share, and come together to express themselves continues—with more urgency than ever before. Here are a few highlights of 2018:



Dangly Jellies by Jen Fedrizzi, FIGMENT Oakland Summer Art Classes / Photo @ 2018 Alex Springer

#### Elemental: Figment Fundraiser & Masquerade Ball

From Jules Verne to Stephen Hawking, from Singularity to Space Oddity: science and art inspire each other. Our sciencethemed second annual FIGMENT Project fundraiser and masquerade ball on October 15 was a wonderful celebration that raised necessary funds to help FIGMENT prepare for our 2019 season.

### THANK YOU Sara Muskulus, Global Business Manager

After 4 years of working full-time as FIGMENT's Global Business Manager, our wonderful Sara Muskulus accepted a position as Director of Grants and Planned Giving at The Frick Collection in NYC. Sara has been a volunteer with FIGMENT since

# 2018 Summer Art Class Series with FIGMENT Oakland

FIGMENT Oakland and Oakland Parks, Recreation & Youth Development developed a second year of free children's summer art classes in Mosswood Park. Says the Oakland team: "Everyone who brings a project to FIGMENT was introduced to creating by someone in their life. We love being part of the community that inspires and encourages that exchange. So we decided to expand our scope, to look beyond our event, and to dig into supporting Oakland, and future Oakland artists, in new ways."



FIGMENT Global Masquerade and Fundraiser / Photo © 2018 Wendy Nadler



FIGMENT Global Business Manager 2014–2018 Sara Muskulus / Photo © 2018 Emma Tuccillo

2008—initially as an artist, volunteer, curatorial director and sculpture program director for the NYC event; later as a member of the Administrative team. She took on our Global Business Manager position in 2014 as one of our two paid staff. We are honored and humbled to have worked with such an amazing professional. We are so grateful for all her work, the countless hours of dedication, support, advice, and love for FIGMENT and our community. We are so proud of everything Sara has done for FIGMENT and we are excited to see all the things she will accomplish at The Frick. We wish Sara all the best and more—and we hope to keep her involved in FIGMENT as a volunteer!

### **FIGMENT by the numbers**

In **12** years (2007–2018) FIGMENT has created **69** events in **20** cities in **5** countries on **4** continents

involving **1000** artists a year and **1000** volunteers a year to reach **100,000** people a year in roughly **10** cities a year

### In **2018**

we created FIGMENT events in 7 cities in 2 countries plus our 6th ALPHA event and our 2nd Global Fundraiser plus Summer Art Classes in Oakland and pop-up events in Derby

# ALPHA

Our sixth annual ticketed camp-out event for makers, creators, and artists, continued the tradition of celebrating the boldness of creative experimentation. From April 27–29, Camp Ramblewood in Darlington, MD, was a place to launch new art projects, to fail, to improve existing projects, to collaborate, dive in, and create something new, something unexpected. ALPHA is a safe space of community, openness, friendship, invention, and play—equally invested in teaching and learning.



AlphaBlocks by NDWYCO / Photo © 2018 Adela Wagner

Photo © 2018 Adela Wagner



Alphagy: Ancestor Momento by Splinter and Jordan Schulze / Photo  $\odot$  2018 Adela Wagner

### **New York City**

**FIGMENT NYC 2018:** FIGMENT NYC's 12th consecutive annual event on June 23–24 marked the NYC event's final year on Governors Island; in 2019 our flagship New York event is moving to Roosevelt Island. This year's event was flavored by a continual buzz of activity, and a number of large, immersive group projects utilizing indoor and outdoor space on the island, combining science, experiments, art, and an exploration of the senses.



Photo © 2018 Adela Wagner



Flights of Fantasy by Helen Chin / Photo © 2018 Adela Wagner

Flower Mosaic by Neal Flowers / Photo © 2018 Stephanie Davenport

### **New York City**

**DREAM BIGGER 2018:** New York City core team volunteers and visitors alike were excited to see the return of Dream Bigger, a special call for art for high-impact projects at FIGMENT NYC that bring together a large number of participants to create, share, and play together. This second iteration was a bold, colorful, fabulously interactive, and captivating mix of visually stunning projects.



Life Chimes by Grace-Hung, Selma Antoine, Kit Chung, Dorothy Chan, and Kin Chun Ma. Dream Bigger / Photo © 2018 Adela Wagner



Natural Plasticity by Cruder La Penta / Jane Cruder. Dream Bigger / Photo © 2018 Adela Wagner

The Dynamic Listening Instrument by Callan Fish. Dream Bigger / Photo © 2018 Adela Wagner

**City of Dreams Pavilion:** Our 8th annual pavilion winner was Oculi by Austin + Mergold in collaboration with artist Maria Park and consulting engineers Chris Earls (Cornell) and Scott Hughes (Silman). Oculi reused metal grain silos, which dot upstate New York. Looking up, visitors inside Oculi found the color of the walls of the silo match the color of the sky at the moment of the viewing. Following de-installation, Oculi was relocated to Art Omi in Ghent, NY for two years.



Oculi Pavilion by Austin+Mergold, City of Dreams Pavilion (in collaboration with ENYA and SEAoNY) / Photo © 2018 Zachary Tyler Newton



Oculi Pavilion by Austin+Mergold, City of Dreams Pavilion (with ENYA and SEAoNY) / Photo © 2018 Zachary Tyler Newton

Oculi Pavilion by Austin+Mergold, City of Dreams Pavilion  $\,$  (in collaboration with ENYA and SEAoNY) / Photo @ 2018 Zachary Tyler Newton

## Chicago

For their fifth FIGMENT, the Chicago team took up residence in Mozart Park on July 14. Between a pre-FIGMENT sign-painting event, the local bar donating a ceiling tile for FIGMENT participants to paint and later be displayed at the bar, and the supervisor of Mozart Park, John Yost, bringing his family to enjoy the event, FIGMENT Chicago is welcomed into a highly supportive local community.



HANDS ON Welcome Station by Allison Gerlach / Photo © 2018 Sara Muskulus



Face Painting by Dan Spectre Asseo / Photo © 2018 Sara Muskulus



Make and Take Chainmaille by Frieden Johnson / Photo © 2018 Sara Muskulus

### Baltimore

FIGMENT Baltimore returned to Carroll Park for their third event on July 14. The FIGMENT Baltimore team conducted a park cleaning ahead of the event, which helped ensure the city park was safe and welcoming to participants. Two large, colorful shade structures helped draw attention to the event. Art in the Park, a community non-profit that brings interactive art projects to parks around Baltimore, joined the festivities.





Photo © 2018 Patty Simonton



Photo © 2018 Patty Simonton

Photo © 2018 Patty Simonton

### Boston

FIGMENT Boston's ninth consecutive annual event turned The Rose Kennedy Greenway into a large-scale collaborative artwork on July 28–29. The team used tent structures to add an element of togetherness to the space, allowing artists to be close, but separate. Saturday's FIGMENT After Dark component (6–11pm) transformed Dewey Square into a dance party, a celebration of light and projection art, with many visitors bringing lit-up elements and costumes to the party.



MetaPiano by Seth Avecilla and Floor van de Velde (Project MetaPiano Team) / Photo © 2018 Elise Largesse



Tiny Box Theater by Tiny Box Theater (Sarah Murphy, Justin Steeve and Joy Tomasko) / Photo @ 2018 Elise Largesse



Photo © 2018 Edwin Perez Clancy

### Toronto

Returning to Dufferin Grove Park for their sixth annual event on August 18–19, FIGMENT Toronto continues to make the mainland Toronto space their own. Undisputed highlight this year was The Moon Shot, a swing that rotates 360 degrees—a bold project that can open up a world of possibilities for the Toronto team in terms of the kinds of projects they can program. Maintaining and cultivating their relationships with local government, the Toronto event is going strong.



Conundrum III by David Hynes / Photo © 2018 Kim Brilliant



The Moon Shot by Matt Culver / Photo © 2018 Kim Brilliant

Wishing Wings by Mariel Pauline / Photo © 2018 Kim Brilliant

# Oakland

**FIGMENT Oakland 2018:** FIGMENT returned to the lovely Mosswood Park on September 29 for their fourth event, on the heels of a great social media campaign and summer classes hosted by artists from the Oakland team. Hundreds of visitors got their hands dirty and their creative juices flowing with over three dozen workshops, musical performances on three music stages, a theatrical voyage, dance and poetry, colorful costumes, mobile performances, and curious characters.



Photo © 2018 Emma Tuccillo





Photo © 2018 Emma Tuccillo

Photo © 2018 Emma Tuccillo

**FIGMENT Oakland Summer Art Classes:** Leading up to their 2018 event, the FIGMENT Oakland team ran their second annual free children's summer art class series, presented along with Oakland Parks, Recreation & Youth Development. As the team says it, "Teaching kids about art, how to make it, how they already have the tools and creativity they need to do it, is very important in helping foster the next generation of artists in our community."



Dangly Jellies by Jen Fedrizzi, FIGMENT Oakland Summer Art Classes / © 2018 Alex Springer





Stitch 'n Draw by Emily Wong, FIGMENT Oakland Summer Art Classes / Photo © 2018 Marissa Clark

Japanese Paper Marbling by Jess Henricks, FIGMENT Oakland Summer Art Classes /  $\circledast$  2018 Jess Henricks

### Dallas

For the first time ever, FIGMENT went to Texas in 2018! Over 30 artists, interactive public art pieces, musical acts, games, sculpture, immersive environments, and more came together at Reverchon Park in Dallas on Saturday, December 1. Visitors were encouraged to bring their picnic basket, decorate their stroller or bike—and costume up! FIGMENT Dallas began in the morning, but went into the evening hours allowing for illumination and light art projects.



Fosscycle with NTLB / Photo © 2018 Tanja van Haasen





Bustacio Art Bus / Photo © 2018 Nicholas Schmidt

### Derby

Although there was no official FIGMENT Derby event in 2018, the team spent the season prototyping new ideas for FIGMENT Derby with a series of 'on the road' pop-up events at area community festivals. The team used the pop-ups as a way to play with new creations and develop new relationships with artists and communities—especially useful as the civic space that hosts FIGMENT is under development as the new Museum of Making at Derby Silk Mill during 2018–2020.



FIGMENT Derby 'On The Road' / Photo © Derby Museums 2018



FIGMENT Derby 'On The Road' / Photo © Derby Museums 2018

FIGMENT Derby 'On The Road' / Photo © Derby Museums 2018

## **2018 Financial Performance**

FIGMENT is an incredibly efficient arts project, from the perspective of the amount of financial investment required in order to reach and affect a large number of people. While our total expenditures for 2018 were approximately \$216,000, we reached well approximately 100,000 people through our events and programs in eight cities, our ALPHA creators' weekend, and our summer-long City of Dreams Pavilion (Oculi by Austin+Mergold, co-presented with ENYA and SEAoNY) on New York City's Governors Island. We are able to achieve this exceptional efficiency due to the significant volunteer resources that are contributed freely to our events and exhibitions by thousands of artists, volunteers, and team members. This in-kind contribution of volunteer time, if we were able to calculate its monetary value, would total several million dollars.

Despite challenges in funding arts and cultural projects at the community level, and many institutions and individuals exercising caution in their charitable contributions, FIGMENT continued to expand in 2018, adding new programs and events in additional cities. In our twelve-year history, FIGMENT has always managed to break even in each season. We have learned to scale our expenditures on the fly to match the revenue that we are able to generate.

The vast majority of our revenue comes from grants from foundations, community organizations, and city, state, and federal government agencies, as well as donations from individuals. We do not accept any corporate sponsorship or advertising. The vast majority of our individual doantions are small in size (<\$100).

#### 2018 INCOME

Foundation and Community Grants:	\$85,000
Government Grants:	\$23,000
Individual Donations:	\$62,000
Fundraising Events:	\$27,000
Pavilion Competition Entry Fees:	\$6,000
ALPHA Ticket Sales:	\$13,000
Total Income:	\$216,000

#### **2018 EXPENSES**

FIGMENT NYC Event:	\$19,000
FIGMENT Chicago Event:	\$4,000
FIGMENT Baltimore Event:	\$2,000
FIGMENT Boston Event:	\$9,000
FIGMENT Toronto Event (Support):	\$1,000
FIGMENT Oakland Event:	\$4,000
FIGMENT Dallas Event:	\$7,000
City of Dreams Pavilion - Oculi:	\$35,000
ALPHA Event:	\$12,000
Technology Systems:	\$15,000
General/Shared Administration:	\$70,000
Fundraising Expenses	\$15,000
Professional Services	\$5,000
Event Insurance	\$18,000
Total Expenses:	\$216,000

**Please Note:** These totals by category for both income and expenses are approximate, and are based on our entire 2018 season (April to December), as opposed to our 2018 fiscal year, which runs from July 1 to June 30. As our fiscal year ends in the middle of our season, we find it helpful to look at income and expenses on the basis of the season, rather than the fiscal year, which can be misleading depending on the timing of specific income and expenses.

### **FIGMENT Supporters**

#### Foundation and Government Supporters

American Chai Trust American Endowment Foundation Autodesk Foundation The Awesome Foundation Black Rock Arts Foundation Chicago Parks District The City of Greater Geelong (Australia) Department of Canadian Heritage Double R Foundation Edith C. Blum Foundation Eugene and Emily Grant Family Foundation Favela Foundation The Friends of Governors Island Greater Jackson Arts Council Greater Pittsburgh Arts Council Greenwall Foundation The Knight Foundation La Vida Feliz Foundation Lower Manhattan Cultural Council Milton and Sally Avery Arts Foundation National Endowment for the Arts New York City Department of Cultural Affairs New York State Council on the Arts NYC and Company Foundation, Inc. Pappagallo Family Foundation Pittman Family Foundation The Pollination Project

The Puffin Foundation Reis Foundation Ripple Foundation Rose Kennedy Greenway Conservancy The Sprout Fund Tecovas Foundation Williamson Childrens Fund

### **Community and Event Supporters**

Alchemy Bold Urban Renaissance Network (B.U.R.N.) Burning Man Boston Decompression Event Burning Man New York Decompression Event Burning Man Project Costume Cultural Society Fat Friday Foundation Firefly Arts Collective The Fund for Boston Neighborhoods, Inc. Gratitude NYC Interactivearts Massachusetts College of Liberal Arts Midtown Partners, Inc. Participatory Safety, Inc. Playa Del Fuego **Regional Plan Association** San Diego Collaborative Arts Project Spanish Cultural Action

### 2018 Individual Donors (\$75+)

#### FIGMENT Legends (\$10,000+)

Anonymous Donor

### FIGMENT Heroes (\$1,000+)

Rick Abruzzo Latifa Coy Danielle Davis Teresa Dovidio Hannah Fox Michael Goldberg Krystal Henriquez Rachel Klein David Katz David Koren Sasha Koren Jeffrey Levine Julia Sapashnik Timothy Schumacher Wylie Stecklow Carlijn Urlings

### FIGMENT Champions (\$500+)

Alex Bernstein Alice Clark Mark Harder Gregory Harris Marianna Lavin Carly Leinheiser Steven Lowinger Daniela Morell Joshua Peek Kirsten Sibilia Hillary Spencer

### FIGMENT Devotees (\$250+)

David Bredesen Suzanne Cannon Sean Connell Quentin Davis Nancy Einhart Jerry Goldman Amy Gotzler Jesse Green Ross Gubermsn Douglas Hart Aaron Hurvitz George Ingalls Anna Kadysheva Alexandra Kalmanofsky William Lanides Mina Lebitz Xiao Sunny Li Mildred McMillan Andre Mistier Rich Orloff Rae Ritter Josh Rosenbluh Jessica Sedan David Shifren Hillary Spencer Bill Staffieri Nicole Stranko Lucas Wheat Lorilei Williams Peter Zawadzkas

#### FIGMENT Enthusiasts

**(\$75+)** Homa Alemi Niloufar Alenjery

Venesa Alicea Jeremy Alliger Eduardo A Almirantearena Matthias Altwicker Daisy Ames Yevgeniy Arber Karen Baker Naomi Baxter Alina Bekkerman Inessa Bekkerman Jessica Berge Antonio Bernacchi G David Bianciardi Jill Blackford Courtney Brown Jessica Bruder Adam Burrows Jesse Campbell Stephanie Caragliano James Carter Nicole Cavalucci Kathleen Cayetano Michael Cetera Hubert Chang Tien Chen Sylvia Choi Do Young Chung Marissa Joy Clark Jessica Colangelo Salvatore Conte William Cooler Jacob Comerci Marti Cowan Christopher Cozine John Cunningham Anthony D'Auria

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Josh Rosenstein Mark Ruzzier Marina Santos Gaurav Sardana Catherine Sauer Anna Sawruk Chris Schaerli Holger Schulze-Ehring Diego Segalini Andrew Seskunas Amy Short Karen Shueh Lee Silverman Patricia Simonton Sally Z Smith A.M. Sobanski Nathan Solano Jane Stageberg Michael StClair William Stout Nicole Stranko Wongi Su Darren Torpey Roy Tuccillo Jason Turgeon William Turville Elsa Ponce Vargas Het Vindingrijk Benjamin Wachs Haoyang Wang Yinan Wang Sarah Wolfe Eric Worcester Jieun Yang Brett Zehner Lily Zhang



FIGMENT Executive Director looks on while FIGMENT Chairperson Carly Leinheiser makes a toast at FIGMENT Global Fundraiser, November 13, 2018 / Photo © 2018 Wendy Nadler



## **FIGMENT** Leadership

#### **Board of Directors**

Carly Leinheiser, Chairperson David Koren, Executive Director Wylie Stecklow, Secretary Rae Klein, Treasurer Hannah Fox Michael Goldberg Krystal Henriquez Sasha Koren Fil Maresca Hillary Spencer Carlijn Urlings

### ALPHA

Producer: Brian Hornby Co-Producer: Noy Har-Shemesh Design Director: Rob Cohen Meet and Greet Director: Annabelle Meunier Logistics Director: Fi Cheng Transportation Director: Rolf Levenbach

#### Baltimore

Producers: Steph Compton, Eli Omega Lead Curator and Production: Millie McMillan Curator: Meghan Juniper Volunteer Coordinator: Ashley Jackson

#### Boston

Producers: Jessica Sedan, Emili Durrant Curatorial Director: Terry Dovidio Curatorial Director: Pete Zawadzkas Curatorial Director: Jen Sirois Volunteer Coordinator: Shello Kathleen Development Director: Melissa Drobnis Outreach Coordinator: Abby Neale

### Chicago

Producer: Allison Gerlach Fundraising & Placement:Josh Rosenbluth Curatorial Director: Lydia Gokey Communications Director: Angela Sheridan Legal Liaison: Jason Allain

### Dallas

Producer: Suza Kanon Curatorial Director: Christi Nielsen Fundraising and Production Leads: Micheal Krolczylk, Susie Weber Outreach Lead: Sandy Lopez Hennessey Communications Director: Sheri Hall, Dawn Dreyer Communications and Social Media Leads: Nilufer Arsala, Ally Fiesta Volunteer Lead: Barbados Pearl

### Administrative Team

David Koren, Executive Producer Carlijn Urlings, Global Communications Director Emma Tuccillo, Global Community Manager Fil Maresca, New Cities Director Krystal Henriquez, Global Outreach Adela Wagner, Gratitude Lead Rae Klein, Finance Director Wylie Stecklow, General Counsel Larisa Fuchs, Press Director

### Derby

Mark Hornsey, Producer Gemma Hopkins, Volunteer Director Andrea Mercer and Daniel Martin, Co-Curators Vicky Washington, Communications Laura Lopez Riveiro, Administration Hannah Fox, Finance Director Kim Miller, Venue Liaison

### NYC

Producers: Benjamin Jones, Marianna Lavin Curatorial Directors: Francesca Anumonwo, Jeff Levine Artist Engagement Lead: Gina McHugh Logistics Lead: Alison Midgley Sustainability Lead: Jacqui Marynowski Fabrication and Construction Lead: Sola Balisane Fundraising Leads: Minnie Dee, Raquel Muslin Dream Bigger Lead: Adela Wagner Communications Director: Gabi McGarvey Volunteer Lead: Stephanie Caragliano

### Oakland

Producers: Alina Bekkerman, Marissa Joy Clark Curatorial Director: Kasey Smith Production Lead: Kimber Neely Outreach Lead: Audrey Boguchwal Volunteer Lead: Darren Bleuel Fundraising Lead and Production Advisor: Rick Abruzzo

### Toronto

Producers: Roxane O'Brien, Kim Breland Curator: Jordan Sinclair Volunteer Coordinator: Andrea Kong Logistics: Pawl Giel Communications Coordinator: Arooj Prem Volunteer Assistant and On-site Logistics: Anton Tolmachev Curatorial Assistant: Jacqueline Folville



FIGMENT NYC / Photo © 2018 Daniel Rose



Carlos Ruiz Project at FIGMENT Dallas / Photo © 2018 Ashley Haney

# **Support FIGMENT** FIGMENT is powered by donations

**Please make a contribution** to support FIGMENT's ambitious 2019 program of participatory events and interactive exhibitions. You can donate online at <a href="http://figmentproject.org/donate">http://figmentproject.org/donate</a>, or by sending a check to Figment Project, Inc., 111 East 14th Street, #369, New York, NY 10003. All donations are tax deductible to the extent permitted by law in the United States.

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