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# Marianna Kistler Beach Museum of Art

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**K-STATE**  
**2025**

**KANSAS STATE**  
**UNIVERSITY**

# Marianna Kistler Beach Museum of Art 2025: The First 5 Years

October 10, 2016

Linda Duke, Director



**2025 has not only inspired us to be aspirational. It has pushed us further to draft concrete plans, to set specific timelines, and to take personal responsibility for success.**



**First, some key  
accomplishments  
since 2011:**

**Under contract with the Midwest Conservation  
Center, treatment of 62 works by  
John Stuart Curry will be completed  
by the end of the 2017.**



# Key accomplishments since 2011

Acquisition of 73 photographs by Gordon Parks, made in and around Manhattan, KS., from the Manhattan Arts Center.

Contract forged with the Gordon Parks Foundation to replace 128 permanent collection photographs by Gordon Parks with expertly printed images from the original negatives. Work to be completed by the end of December, 2016.



Parks, *Pastor Ledbetter*, 1953 (printed 1973)



Parks, *Durland Shadows* (lone woman walking/shadows), 1985

## **Key accomplishments since 2011**

**The museum has continued to develop relevant and diverse exhibitions and programs - regional, international, historical, and contemporary in theme and in various media - that offer varying degrees of challenge for viewers.**

**For example during spring 2016, two exhibitions allowed us to reach out to a range of communities in new ways. These were:**

# MINIDOKA ON MY MIND

Paintings and Prints  
by Roger Shimomura

April 5 –  
July 17, 2016



Behind the Glass Eye  
Photographs by

T o y o

Miyatake

April 5 – July 31, 2016

Talks and panel discussions with audience participation allowed themes of racism, civil rights, and fear of otherness to be explored.

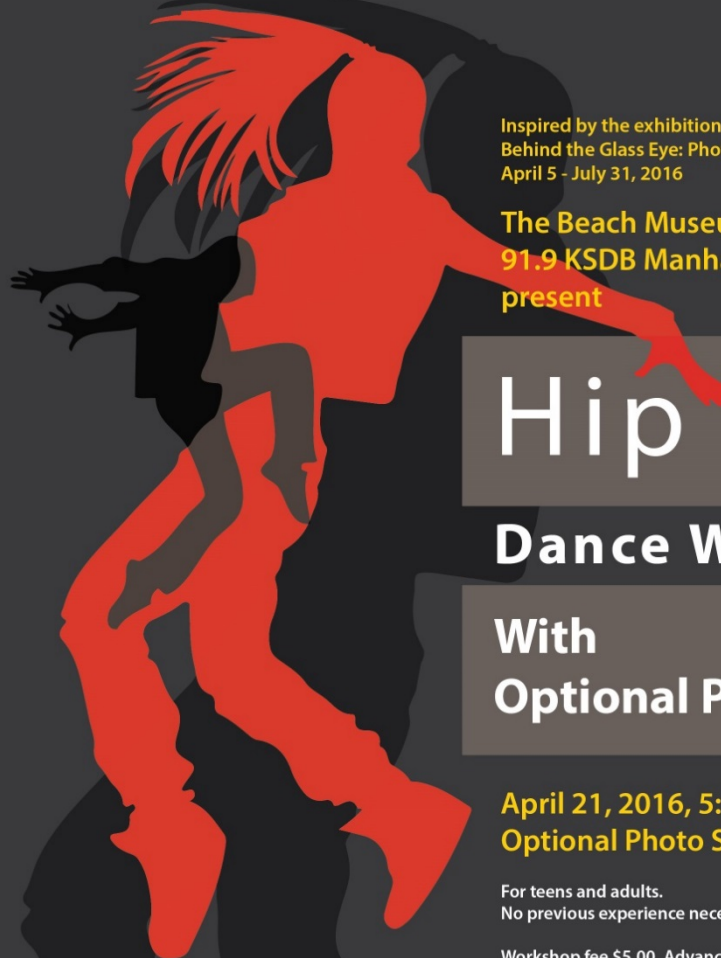




Performances, some including K-State students, helped open doors to cross-cultural understanding and respect.



A hip-hop dance workshop followed by a photo shoot immersed K-State students in a relationship between art forms – dance and photography - that was key to the Miyatake exhibition.



Inspired by the exhibition  
Behind the Glass Eye: Photographs by Toyo Miyatake  
April 5 - July 31, 2016

The Beach Museum of Art and  
91.9 KSDB Manhattan  
present

# Hip Hop Dance Workshop

With  
Optional Photo Shoot

April 21, 2016, 5:30 - 7:00 p.m.  
Optional Photo Shoot, 7:00 - 8:00 p.m.

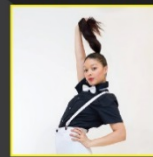
For teens and adults.  
No previous experience necessary to participate in the workshop.

Workshop fee \$5.00. Advance registration required.  
Please contact 785-532-7718 or beachart@k-state.edu  
to reserve your spot for the workshop.

Post-workshop, participants work with student photographers  
to create their own Toyo Miyatake-inspired photograph, using the  
dance movements they learned in a play with light and shadow.  
Participants receive a free downloadable digital file  
of their photograph.

91.9 KSDB Manhattan,  
K-State's Student Run Radio Station  
will broadcast LIVE from the Beach Museum of Art!  
7:00 - 8:00 p.m.  
Open to the Public

Little Apple welcomes  
Big Apple choreographer  
Katie Oliver!



Katie is a choreographer and teacher born & raised in Queens, NY of Puerto Rican & Filipino descent. She has performed nationally and internationally (US, Canada, Europe, South America) and has been featured in several music videos with artists including Farruko, Toby Love, Melo-X, & Justina Valentine. Recently she performed with hip hop dance company "Soulsations" at the famous Apollo Theater stage for Breakin Convention.



# BENEATH THE PRAIRIE SKY:

Photography by Jim Richardson

2016 FRIENDS OF THE BEACH MUSEUM OF ART GIFT PRINT ARTIST

March 8 - June 26, 2016

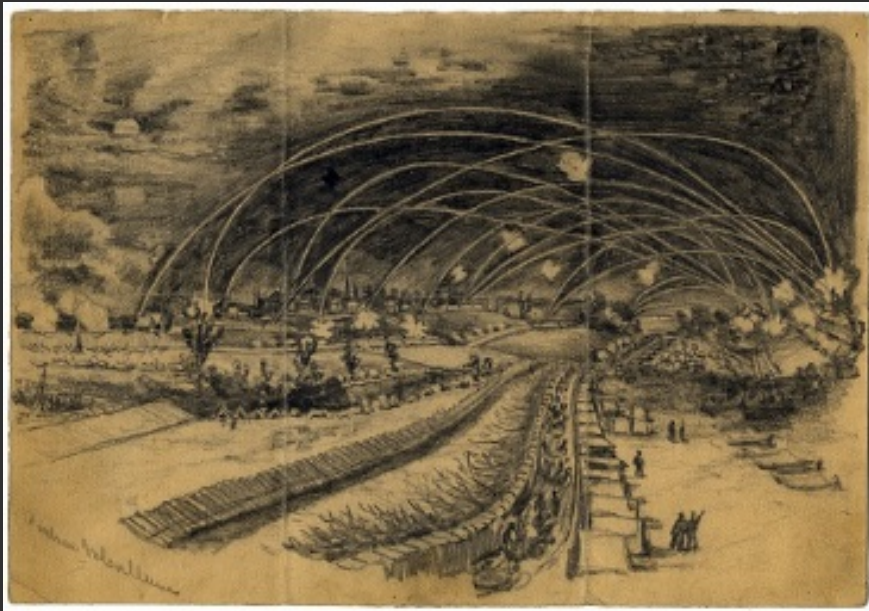
Some exhibitions were conceived to help viewers see our region, the prairie and Flint Hills, in new ways.



# Key accomplishments since 2011

Some exhibitions and programs were developed to strengthen connections with the teaching and research of K-State faculty.

**Exhibition: Civil War Era Drawings from the Becker Collection**  
Sept 10 - Dec 17, 2016



Andrew McCallum, *Siege of Petersburg, Virginia: A Night Attack*, March 31, 1865, Becker Collection, Boston, Mass.



Francis H. Schell, *Rebel Cavalry Officers Driving Back the Skulkers*, September 17, 1862, Becker Collection, Boston, Mass.

# Key accomplishments since 2011

Live video streaming of selected public programs allowed audiences at community colleges in Liberal and Dodge City, KS to participate. Videos of these continue to be available on museum's website.

Film screening and panel discussion  
Fall 2015



**WHEN THE WELL RUNS DRY**

**When the Well Runs Dry**  
**Film screening,**  
**commentary by the filmmaker,**  
**K- State faculty members,**  
**and audience discussion**

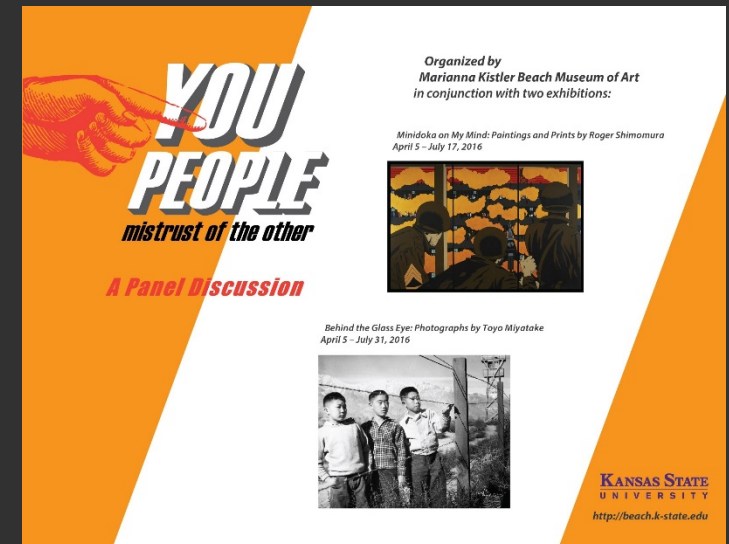
**Thursday, October 22, 5:30 pm**

**UMB Theater, Gallery Level,**  
**Marianna Kistler Beach Museum of Art**  
**701 Beach Lane at 14th & Anderson,**  
**Manhattan, KS 66506**

*This program is presented by: Prairie Studies Initiative, Global Campus,  
Marianna Kistler Beach Museum of Art, and Chapman Center for Rural Studies*

**Watch the trailer at: <https://vimeo.com/143654400>**

Panel discussion  
Spring 2016



**YOU PEOPLE**  
*mistrust of the other*

**A Panel Discussion**

Organized by  
Marianna Kistler Beach Museum of Art  
in conjunction with two exhibitions:

Minidoka on My Mind: Paintings and Prints by Roger Shimomura  
April 5 - July 17, 2016

Behind the Glass Eye: Photographs by Toyoy Miyatake  
April 5 - July 31, 2016

**KANSAS STATE UNIVERSITY**  
<http://beach.k-state.edu>

## Key accomplishments since 2011

We accomplished our goal to  
phase out use of plastic and  
Styrofoam hospitality ware  
by the end of 2015

We now use:

Hot & cold compostable cups  
Biodegradable sugarcane plates

BIODEGRADABLE



# Key accomplishments since 2011

## Visual Thinking Strategies (VTS)

has continued to be a key tool in the museum's programs with public schools and K-State students. Its effectiveness is being studied with various audiences, such as children on the autism spectrum.





# Key accomplishments since 2011

The museum exploits regular channels of collaboration, publications, research, and marketing with peer institutions, regionally and nationally, by touring exhibitions, sharing invited speakers, and in other ways.

*Art for Every Home: Associated American Artists*, developed at the Beach Museum of Art, traveled to NYU's art museum in New York City and will open at Syracuse University spring 2017.

## Art for Every Home

Associated American Artists

SEPT. 15, 2015 - JAN. 31, 2016



Entrance to the "Art for Every Home" exhibition at the Beach Museum of Art



Clothing manufactured in the 1950s with textile designs by artists affiliated with AAA

### *Art for Every Home: Associated American Artists*

Premiered at the Beach Museum of Art  
Sept 15, 2015 – Jan 31, 2016



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The 1940 Steuben exhibition "Designs in Glass by Twenty-Six Contemporary Artists" included works by AAA artists Benton, Curry, Wood and Peter Hurd. Plate designed by Benton for Associated American Artists and Steuben Glass Co., circa 1940. Engraved flint glass, diameter 13 1/2 inches. Spencer Museum of Art, University of Kansas.



The Spanish-born Surrealist Julio de Diego is perhaps best known as a painter, set designer for theater and book illustrator. He created ceramics, prints and a textile design for AAA. "River Patterns" platter designed by Julio de Diego (1900-1979) for Stonelain, Associated American Artists, 1950. Glazed stoneware, 2 1/2 by 10 1/2 inches. Private collection.

## Art For Every Home

Associated American Artists, 1934-2000

By Kate Egen Johnson

MANHATTAN, N.Y. "What's only \$5 for a SIGNED ORIGINAL by Thomas Benton, the Great American Artist — the 'Landscape with Trees' — has the snappy advertising headline. Long before eBay or Etsy a company named Associated American Artists served a community of art collectors and design enthusiasts that stretched across the nation. In 1934, the budding art scene Reeves Lewenthal launched AAA with the aim of selling limited-edition etchings and lithographs via mail order. Later, in response to drought, war and death, Lewenthal worked in partnership with artists, design ceramics, linocuts, government, medals and ceramics

(continued on page 33)



The "American Scene" was a common theme in AAA prints. "Frankie and Johnny (Frankie and Johnny)" by Thomas Hart Benton (1889-1975), 1936. Lithograph, 16 1/2 by 22 1/2 inches. KSU, Beach Museum of Art.



In 1950, AAA introduced a line of ceramics under the trade name "Stonelain." In a related effort, AAA collaborated with Caideton China to produce artist-decorated tableware in 1941-1942 and again in 1949. "Flowers" designed by Boris Margoules (1907-1996) for Stonelain, Associated American Artists, 1950. Glazed stoneware, 11 1/2 inches by 4 by 3 inches. Private collection.

At Marianna Kistler Beach Museum Of Art

## Art for Every Home: Associated American Artists

- Traveling to two additional museums before its tour ends this March 2017.
- Accompanied by a scholarly catalogue and an online illustrated index.
- Press release by the AP resulted in coverage in over 50 publications.
- Additionally over 10 publications including Art in America, The Village Voice, New York Times, and Wall Street Journal covered the traveling exhibition.

## Art in America

NEWS & FEATURES EXHIBITIONS MAGAZINE NEWSLETTER SUBSCRIBE

EXHIBITIONS THE LOOKOUT



### "Art for Every Home: Associated American Artists, 1934-2000"

at Grey Art Gallery, through Jul. 9  
100 Washington Square East

"Art for Every Home: Associated American Artists, 1934-2000" articulates a refreshingly inclusive capitalist history of art. Organized at Kansas State University's Marianna Kistler Beach Museum of Art, the traveling exhibition looks at how Associated American Artists, an initiative of New York entrepreneur Reeves Lewenthal, democratized and expanded the art market enormously, particularly for the middle class. Approximately 150 prints, paintings, ceramics, textiles, and ephemera document the company's almost seventy-year run, and provide a rich visual and social history of the United States.

During the Depression, Lewenthal utilized mail-order catalogues to sell scores of commissioned prints by American Regionalists like Thomas Hart Benton, John Stuart Curry, and Grant Wood at reasonable prices. This area of AAA's business was best elucidated in the show, with numerous examples. During the war, lucrative advertising partnerships with corporations like Standard Oil and Lucky Strike cigarettes spread the reach of artists nationwide (and often boosted sales). AAA later produced modernist textiles and ceramics, in line with the consumerist ethos of the postwar era. In the 1960s and '70s, they commissioned early prints by David Hockney and Ettore Sottsass. The brilliance and foresight of such a business is not only admirable, but also inspirational. Could there be a similarly ethical and tasteful model for the twenty-first century, a program that has faith in the general populace and provides financial support to artists? It's been done before. —Julia Wolkoff

Picture: Irwin Hoffman: *El Abare, Puerto Rico*, 1940, etching, 12 by 9 1/2 inches. Courtesy Associated American Artists Syracuse University Art Collection, New York.

# Key accomplishments since 2011

Sessions initiated by users  
based on Google analytics:

FY16 July 1, 2015 - June 30, 2016

Total sessions: goal 40,000; actual sessions 46,122

Outside US: goal 1,500; actual sessions 2,099.

Outside KS in US: goal 12,000; actual sessions 13,042.

Our 5-year goal was to see the  
museum's online collection and  
other Digital Humanities assets  
more widely accessed  
regionally, nationally, and  
internationally.

**We surpassed our goal!**

[beach.k-state.edu/explore/collection/](http://beach.k-state.edu/explore/collection/)



## **Key accomplishments since 2011**

**Work to develop a more innovative, high-functioning, and user-friendly website and collection search tool is making good progress.**

**Videos are offered in a more easily searchable format.**

**The staff has developed an MoU with Hale Library to collaborate on the creation of an improved visitor interface with the collection database.**

**Work will begin as soon as funding is secured in December and be complete by January 2018.**

# Key accomplishments since 2011

*Touch the Prairie* is one of the Digital Humanities/Visitor Assets we pledged to develop.

It has been pilot-tested in our galleries and is currently in the final phase of development.



# Key accomplishments since 2011

Our goal was to transition the Museum's Advisory Board to an Advisory Council, adopting new bylaws, and recruiting members strategically to more effectively advise and advocate.

## Transparency

The Council makes visible the museum's commitment to openness in its processes and decision making.

## Advising

Members of this body bring important knowledge and experience to bear as museum affairs are considered.

## Vetting and Ethics

The Council considers and vets acquisition and de-acquisition decisions in line with best practices and museum ethics.

## Advocacy

Members communicate the museum's activities and significance in their own professional and community spheres.

The new body held its first meeting  
on Sept 28, 2016.

# Marianna Kistler Beach Museum of Art

## 2011-2016 Strategic Implementation Plan - keyed to K-State's 2025 plan

Key Activity # from 2025	Key Activities & Outcomes	Action Steps	Staff Responsible	Date of Completion
<b>Short Term (1-5 years)</b>				
2	Work toward sustainable gallery lighting	1. Adjust current gallery motion sensors during Spring-Summer, 2016. 2. Replace 60% fixtures for use with efficient led bulbs by late Summer of 2016. 3. Add new sensors to make efficient lighting more effective.	Lindsay, Luke, Marvin, Tony, Robin	Adjustment of sensors complete, fixture replacement on target: 60% + complete as of Sept., 2016. New sensor purchase & install on hold because of cost.
2	Continue offering balanced, relevant and diverse exhibitions and programs	1. Hold regular long-range exhibition planning meetings. 2. Continue to develop exhibition schedule that is balanced. 3. Execute major re-installation of permanent collection. 4. Research 5. Connect with faculty/students	Linda, Liz, Aileen, April, Lindsay, Luke, Kathrine, Abby	Re-install of collection complete Oct., 2016, Temporary exhibitions change frequently each year & represent variety of cultures/perspectives. academic tours increased from 59 to 138
1	Acquire and accession Manhattan Arts Center's 73 local photos by Gordon Parks, currently in museum care	1. Get completed Dunbar report 2. Get letter of support from Gordon Parks Foundation 3. Additional research 4. Draft agreement 4. Purchase	Liz, Aileen, Sarah, Theresa	Original goal: end of 2016; achieved Oct 2016.
1	No longer acquiring giant Curry Map painting, just borrowing.	Will return to lender summer (June) 2017	Liz, Aileen, Sarah, Theresa	Will return to lender summer 2017
2	Initiate discussion of fundraising for endowments for exhibition and programs	1. Meeting and discussion with KSU Foundation officer 2. Discuss relationship of this fundraising with other funding goals.	Linda, Tracy Robinson, Jackie Hartman, Abby, Robin	Original goal: by end of 2016 still holds
3	Develop a plan for fundraising for \$3 M endowment for cross-disciplinary research and presentation projects (PSI, the Meadow, Touch the Prairie...)	1. Initiate meetings to set up the plan for fundraising	Linda, Tracy Robinson, Jackie Hartman, Abby, Robin	Original goal: by end of 2016 still holds
3	VTS Programs-Funding for ongoing trainings, Building collaborations to work with area school districts, social service/special populations, college of education, and other campus departments etc.	1. Research 2. Meetings with area schools led to Spring, 2016 award of \$5000/annually for 3 years to bring VTS to 3 schools designated as 21st C. Learning Communities	Kathrine, Linda, Tracy Robinson, Kim	Original goal: end of 2016, 21st Century project run date July 2016 through June 2019. Long term partnership with USD 383 begun in 2011 with pilot program, 1 full VTS workshop 2015 and one ½ workshop 2016, and 30 teachers using VTS. In addition introduction to VTS to education and early childhood students each semester; interdepartmental work with Vet Med, Pre-Med Club, Leadership Studies, and graduate researchers; VTS research in conjunction with the K-State Autism Research Team/Flint Hills Summer Fun Camp. VTS programs being used with Sunflower CASA, and the public Memory Support Program at Meadowlark Hills.E19
	Reconstitute Advisory Board to become a more effective and strategically comprised Advisory Council	1. Research 2. Forming working committee 3. Draft/approve new by laws 4. Invite new members	Linda, Martha, Jackie Hartman, Martha (external comm. members: Lori Goetsch, Mary Tolar, Dick Seaton)	Original goal: 2016 Fall-First meeting of new Council set for September 28, 2016

# Marianna Kistler Beach Museum of Art

## 2011-2016 Strategic Implementation Plan - keyed to K-State's 2025 plan

1	Refine and complete collection care and growth plan.	1. Refine/draft wording for definition of "regional art" 2. Refine/draft collecting goals. 3. Establish collections diversity committee (April) 4. Address storage issues as part of plan. 5. Develop statement for website. 6. Conservation priorities. 7. Develop a policy.	Linda, Liz, Aileen, April, Sarah, Theresa, Robin	Original goal: 2016 June All drafts in process and to be complete for March 2017 reaccreditation deadline, Collection storage made more efficient/compact,
1	Resolve status of 127 of 128 current Gordon Parks holdings, badly mounted & damaged before entering the collection	1. Research 2. Decision making on status of collection. 3. Negotiate agreement with Gordon Parks Foundation.	Liz, Aileen, Linda, Sarah, Theresa	Original goal: end of 2017 New estimate: All 127 will be newly printed from original negatives by GPF by end of 2016.
5	Discontinue services of eMuseumPlus and develop at K-State new prototype for collection online search tool.	1. Research desirable features 2. Meetings with Hale tech staff 3. Secure donor support for costs 4. MOU on collaboration to build and manage new visitor interface signed Sept., 2016 3. Programmer job will post Dec., 2016 4. Prototype tested by early 2018	Sarah, Luke, Theresa, Linda, Robin. External: Lori Goetch, Roberta Johnson, Jason Bengston, other Hale IT, KSU IT security	Original goal: end of 2018 New estimate: Beta version tests by start of 2018
2	Initiate research on live video streaming of public programs and future classes.	1. Research 2. Planning with Global Campus & OME 3. Piloted 2 streamed programs, 2015 2016, making video available online, post program. 5. Continue to find partners, look to military and community college relationships	Linda, Jui, Kelsey, Robin. External: Duane Dunn, Zach Caby	Original goal: 2025 In fact live streaming of programs was piloted in Oct., 2015 and April, 2016 in partnership with Global campus.
1	Conservation of selected Curry works	1. Review conditions Finalize contracts 2. Make payment.	Sarah, Liz, Aileen, Theresa, Linda	Original goal: mid-2017 Currently, in progress, 62 will be completed by June 2017
1	Additional Collections conservation		Sarah, Liz, Aileen, Theresa, Linda	Conservation of 15 works by various artists, completed by Oct., 2016
4	Articulate museum's professional aspirations/identity among peer (national) institutions.	Through a series of meetings, 1. Define exhibition plan 2. Define scholarly publication plan 3. define role of online collections. 4. Visitor Studies; Track, evaluation and report these in a way that can be compared to other peer institution	Linda, Liz, Abby, Sarah, Theresa, Luke, Lindsay, Kathrine, Kim	Original goal: end of 2017, Update: AAA exhibition tour ends in March of 2017; AAA Press release picked up by the AP resulted in coverage in over 50 publications. Additionally over 10 publications including Art in America, The Village Voice, New York Times, and Wall Street Journal covered the traveling exhibition. Online Index and catalogue widely praised by scholars. Research on use of VTS with children on autism spectrum well underway. Member of the Education staff have participated in Visitors Studies Training (KWS VSA, Miki AAM)  Continuous tracking of attendance allows us to compare to peer institutions.  Evaluation of exhibitions, galleries, and programs allows us to track quality, respond to audiences.
4	Define our practices and way of using online collections, attended Fair use summit April 2016	1. Research peer standards 2. Draft policy statement 3. Network with peers	Sarah, Theresa, Liz, Aileen, Linda External: Cheryl Strecker and other KSU attorneys	Invited to participate in College Art Assoc. of Amer. Fair Use Summit April 2016
2	Phase out the use of styrofoam and pastic hospitality ware	1. Use ecofriendly hospitality ware for all Beach public programs 2. Set policy for programs held in museum by external departments that encourages the use of recycled or ecofriendly hospitality ware.	Kelsey	Original goal of 2015 successfully reached
2	Increase KSU annual student attendance and participation	Develop more strategic marketing and PR strategies, better use of social media	Kathrine, Kim, Linda, Abby, Jui, Kelsey	Over 5 year period student attendance increased from 4191 to 6905, E11
4 & 5	Improve access to website	Improve design features and content, better sue of social media that points to website	Abby, Kelsey, Luke, Linda	FY16 July 1, 2015 - June 30, 2016 Total sessions: goal 40,000; actual sessions 46,122 Outside US: goal 1,500; actual sessions 2,099. Outside KS in US: goal 12,000; actual sessions 13,042.



# Marianna Kistler Beach Museum of Art 2025: The First 5 Years

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