POP

2016

REPORT TO OUR COMMUNITY

2016 BY THE NUMBERS

757,972 Onsite visitors to museum

170,945 Youth and students served

90,387 Hours of student and teacher engagement

343 Teachers served through professional development courses

25,000+ Students impacted by teacher professional development courses

370 Homeschool students and parents served

23,844 Students and teachers served through school group visits

432 Number of local nonprofits served through ticket donations

7,506 Member households

5,050 Number of free and subsidized admissions through MoPOP's Community Access Program

37 Number of Oral History recordings added in 2016

150 Team volunteers

The Museum of Pop Culture is a leading-edge nonprofit museum dedicated to the ideas and risk-taking that fuel contemporary popular culture.

FROM OUR LEADERSHIP

2016: A YEAR OF KEY CHANGES

We're riding into 2017 on a wave of transformative energy, thanks to a record number of onsite visitors in 2016, a new identity, and a new leadership team. As a long-time MoPOP curator, Jasen brings creative vision and depth of institutional knowledge that will continue to be at the heart of what we do. Alexis' background in business operations, strategy, and marketing will help us build on MoPOP's recent growth. Together, we're taking on the challenge of ensuring the museum continues to inspire multigenerational audiences and fuel creativity, while serving our stakeholders in the process.

In November 2016, we announced our new name: Museum of Pop Culture. In many ways, the change was inspired by our audiences. Each boundary-redefining experience we've offered over the past several years has confirmed our stakeholders' sizeable appetite for the breadth of pop culture. Rather than announcing a new direction for the museum, the name change acknowledges a quiet evolution our community embraced long ago.

In these pages, you'll find evidence of MoPOP's roots, from the *Star Trek: Exploring New Worlds* exhibition to an amazing tribute show with guitar legend Joe Walsh at our 2016 Founders Award celebration. You'll also see how our audiences are embracing a wider scope of pop culture with our *World of WearableArt*™ exhibition.

With new pop culture worlds to explore come even more opportunities for our education team to weave together arts with core curriculum concepts, unlocking creative expression in new ways. Throughout the year, hundreds of teachers and students delighted in merging art, engineering, design, and math to make their own pieces of wearable art.

MoPOP continues to serve as a platform for creators, from our ongoing partnership with Arts Corps and Macklemore and Ryan Lewis in producing The Residency to our annual Sound Off! battle of the bands for emerging artists.

And we're evolving as a gathering place for fans, where people meet to inspire each other with their musical performances, creative writing, and so much more. The community convenes under our roof when it's time to honor a pop culture icon we've lost. In 2016 we celebrated the lives of Prince, David Bowie, and Phife Dawg with special events.

MoPOP's history will continue to serve as a prologue for the next chapter. Thank you—our attendees, our supporters, our community partners—for helping shape our story of 2016.

Alexis Lee
VP + General Manager

Jasen Emmons
Artistic Director

LEFT TO RIGHT: Steve Crosby, Shaunta Hyde, Chris McGowan, Jody Allen, Clark Kokich, Ana Marie Cauce, Nathaniel "Buster" T. Brown, Michael Malone, Ian Kerrigan, Dana Frank

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2016 MoPOP YOUTH ADVISORY BOARD

YAB members act as ambassadors for MoPOP in the community, collaborate with local artists and community groups, help plan events, and create original content for the museum. Their invaluable contribution helps bring the voice of the community to everything we do, while YAB members in turn build valuable volunteer experience and creative career skills.

Solomon Calvert-Adera
Seattle Academy of Arts and Sciences
Seattle, WA

Annabella Cooley
Roosevelt High School
Seattle, WA

Suvir Copparam
Skyline High School
Issaquah, WA

Dominic Eberhardt
Big Picture Burien
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Mia Steiner
Ballard High School/
North Seattle Running Start
Seattle, WA

Asia Tanis
Kent-Meridian High School
Kent, WA

Chloe Young
Lakeside School
Seattle, WA

POP CULTURE PARTY BY THE NUMBERS

To kick off its new name, MoPOP hosted a free Pop Culture Party—a full-day fandom fest celebrating the many genres, worlds, and ideas that inspire and unite individuals into a global community.

1
NFL mascot

9,000+
Attendees

40
"Thriller" flash mob performers

11
Fan photo experiences including Doctor Who, Game of Thrones, Jurassic Park, Macklemore's "Thrift Shop," and Stranger Things

10
Pop culture exhibitions

12
Brass band performers

13
Kutt N Up dancers

8
Pop culture games and activities including Klingo (Klingon Bingo), airbrush tattoos, coloring contest, instrument making, and video gaming

7
Ghostbusters

2
Hobbits

37
Pop puzzles

EMP IS NOW MUSEUM OF POP CULTURE

EXHIBITIONS

STAR TREK: EXPLORING NEW WORLDS **CELEBRATES THE FRANCHISE'S 50-YEAR HISTORY WITH A FULLY IMMERSIVE EXHIBIT FEATURING MORE THAN 100 ARTIFACTS INCLUDING KIRK'S COMMAND CHAIR, SPOCK AND UHURA'S ORIGINAL COSTUMES, AND THE 6-FOOT *U.S.S. ENTERPRISE* FILMING MODEL FROM *STAR TREK: THE NEXT GENERATION*.**

STAR TREK: EXPLORING NEW WORLDS

Fifty years after Captain Kirk first stated the Enterprise's intention to "boldly go where no man has gone before," *Star Trek's* mission to "seek out new life and new civilizations" remains timelessly relevant.

Creator Gene Roddenberry imagined a future where humanity had shaken off its 20th century divisions and embraced diversity with enthusiasm and scholarship. *Star Trek* reflected Roddenberry's dream, using alien worlds, interspecies conflicts, and sci-fi premises to make statements about war, racism, and politics. Special thanks to CenturyLink for their support of this exhibition.

The exhibition's opening celebration featured special guests Denise Crosby (Security Chief Tasha Yar) and Brent Spiner (Lt. Commander Data) from the franchise's second television series *Star Trek: The Next Generation*.

Although MoPOP's mannequins are generally meant to disappear into the background, *Star Trek's* commitment to diversity prompted MoPOP's curators to reflect that diversity through mannequins with skin tones representing the characters on the show.

At the center of the exhibition sits the bridge of the *U.S.S. Enterprise* recreated with set pieces and costumes from the original series including the navigation console, which was restored and on view to the public for the first time in 50 years.

TOP LEFT: The *WOW*™ opening night party invited guests to enjoy spectacular performances and explore Mandy Greer's interactive fiber-based installation, "The Metamorph."

"ONE OF THE UNIQUE ASPECTS ABOUT WOW™ IS [THAT] IT DOESN'T MATTER WHO YOU ARE OR WHAT YOU DO, IT PRESENTS AN OPPORTUNITY FOR ANYBODY FROM ANY WALK OF LIFE TO HAVE A GO."

– PETER WAKEMAN, DESIGNER, WOW™

WORLD OF WEARABLEART™

World of WearableArt™ made its North American premiere at MoPOP in 2016 featuring 32 award-winning garments that showcased the competition's theatricality, innovation, and rebellious spirit.

Before Peter Wakeman became one of the most successful designers to compete in New Zealand's *World of WearableArt*™ competition, he had already made a career working in construction, woodworking, and boatbuilding.

Inspired to take his creative skills in a new direction, Wakeman designed "Chica Under Glass" (pictured right), which won Runner Up in the 2013 *WOW* ™ competition, kick-starting Wakeman into a new career designing "functional art" such as furniture, luggage, and handbags.

PROGRAMS + EDUCATION

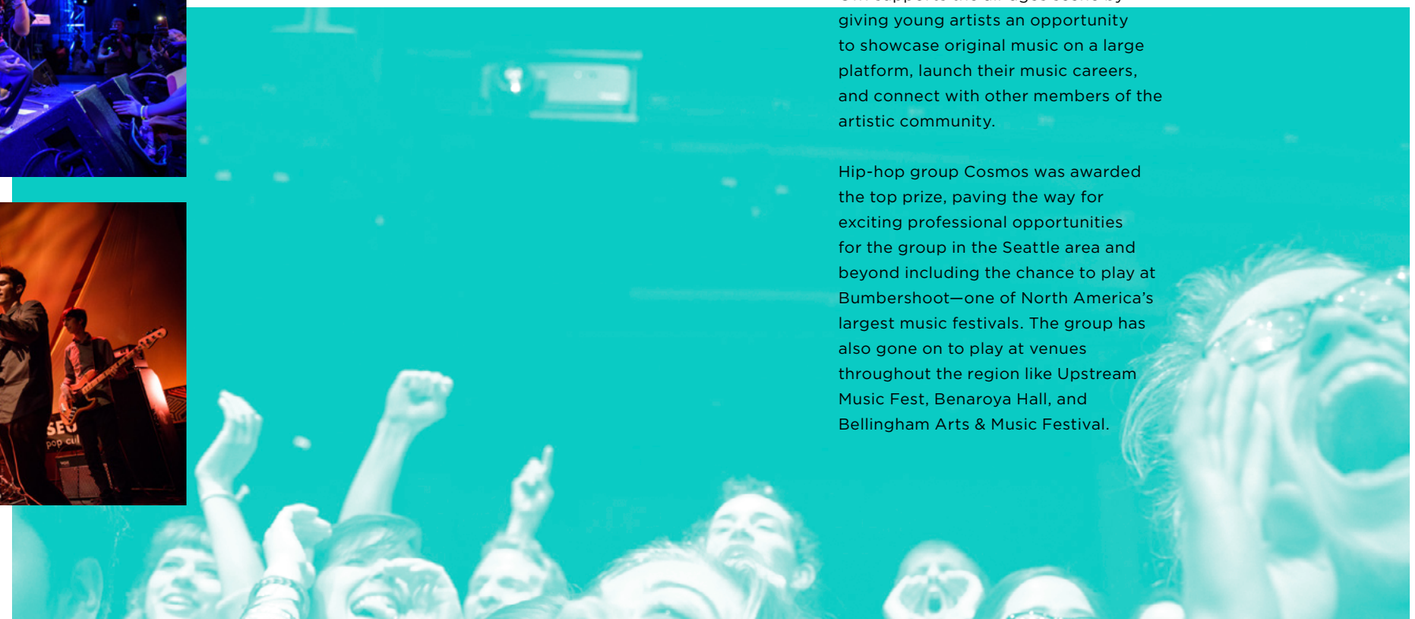
WHETHER YOU DREAM OF DISTANT WORLDS OR MAGICAL MELODIES, MoPOP UNITES FANS TO CELEBRATE THE MANY LANGUAGES OF POP CULTURE FROM STARSHIPS TO ZIGGY STARDUST.

CLOCKWISE FROM TOP LEFT:
Sound Off! finalists Dre'zy and Too Smoove, Paris Alexa, Cosmos, and Animal Camera

SOUND OFF!

An annual event since 2001, Sound Off! supports the all-ages scene by giving young artists an opportunity to showcase original music on a large platform, launch their music careers, and connect with other members of the artistic community.

Hip-hop group Cosmos was awarded the top prize, paving the way for exciting professional opportunities for the group in the Seattle area and beyond including the chance to play at Bumbershoot—one of North America's largest music festivals. The group has also gone on to play at venues throughout the region like Upstream Music Fest, Benaroya Hall, and Bellingham Arts & Music Festival.



CAMPOUT CINEMA

The Campout Cinema series brings fans together to experience pop culture classics in an environment unlike any other. This enduringly popular program transforms the outdoor movie experience and invites guests to get comfy and relax under LED stars on blankets, pillows, and sleeping bags while viewing cinema favorites on the massive Sky Church screen.

This year's diverse offerings explored the final frontier of space, ran amok with the Sanderson sisters, and celebrated the most iconic of sixteenth birthdays. Special thanks to Eddie Bauer for its support of Campout Cinema in 2016.

Blade Runner
Ridley Scott; 1982

Die Hard
John McTiernan; 1988

Donnie Darko
Richard Kelly; 2001

E. T. the Extra-Terrestrial
Steven Spielberg; 1982

Hocus Pocus
Kenny Ortega; 1993

Jurassic Park
Steven Spielberg; 1993

The Lord of the Rings
Peter Jackson; 2001

Purple Rain
Albert Magnoli; 1984

Scott Pilgrim vs. the World
Edgar Wright; 2010

Sixteen Candles
John Hughes; 1984

Spaceballs
Mel Brooks; 1987

Star Trek II: The Wrath of Kahn
Nicholas Meyer; 1982

The Thing
John Carpenter; 1982"

TOP: MoPOP displayed the original cash register from the 1st Avenue nightclub featured in *Purple Rain* and hosted screenings of the film to celebrate Prince. **BOTTOM:** MoPOP honored the passing of David Bowie with a free screening of *Labyrinth* where guests were invited to visit *Fantasy: Worlds of Myth and Magic* and *Infinite Worlds of Science Fiction*, where Bowie is honored as a member of the Science Fiction and Fantasy Hall of Fame.

2016 Pop Conference Keynote featuring k.d. lang, Valerie June, and Merrill Garbus (not pictured here).

SCIENCE FICTION + FANTASY SHORT FILM FESTIVAL

Presented in partnership with SIFF, this annual juried festival showcases illuminating and unconventional films by emerging filmmakers from around the globe. The 11th annual festival featured nearly 20 short films with more than 15 premieres.

The winning film, *Aden* (dir. Gary H. Lee, USA/Taiwan), follows a bounty hunter, hired by the powerful corporation Aden, as he works to stop an unseen creature forged from a child's imagination. Special thanks to Norwescon for its support of the festival.

"I DESCRIBE YOUR FESTIVAL AS THE BEST AUDIENCE EVER."
– BRIDGET SAVAGE COLE, SFFSFF FILMMAKER

POP CONFERENCE

Pop Conference returned to the museum with the biggest roster of presentations to date. The 2016 theme, "From a Whisper to a Scream: The Voice in Music," explored musical voices across genre and time period from singers of Mexi-Cajun blues to the goth punk wailings of Siouxsie Sioux.

The annual Pop Conference mixes together ambitious music writing of every kind to bring academics, critics, musicians, and dedicated fans into a collective conversation.

SEATTLE MINI MAKER FAIRE

Hailed as the "Greatest Show (and Tell) on Earth," the fifth year of this family-friendly showcase of invention continued to explore the ever-growing maker movement through more than 130 exhibiting makers; hands-on, all-ages demos; giant robots; and new technology.

FOUNDERS AWARD HONORING JOE WALSH

The annual Founders Award celebration is MoPOP's signature fundraiser, honoring the life's work of living legends while meaningfully contributing to the institution's extensive education programs.

On December 8, 2016 MoPOP presented legendary guitarist Joe Walsh with the Founders Award. This was the first time ever Walsh has been honored for his solo work. There to present the award were Ringo Starr and MoPOP founder, Paul G. Allen, along with musicians Dave Grohl, Taylor Hawkins, Noah Hunt, Robert Randolph, Paul Rodgers, Todd Rundgren, and Kenny Wayne Shepherd, who honored Walsh with tribute performances of his most iconic songs.

Attendees generously donated nearly $1.2 million to provide a record-breaking year for the event in support of MoPOP's host of creative and educational opportunities we provide to our region's dynamic and diverse youth.

ABOVE: MoPOP's All-Star Youth Band, Electro Magnetic Pulse, honored Joe Walsh with their rendition of "Analog Man," and an original composition inspired by his music. The group was comprised of recent alumni from various MoPOP youth music programs, highlighting the impact of funds raised during the event.

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Event Co-Chairs:
Mark Dederer and Michael J. Malone

Committee:
Wes Blair
Dana Frank
Ian Kerrigan
John Logic
Liz McConnell
Mike McConnell
Ed Pierson
Amy Sprangers
Irene Yamamoto

BLACK HISTORY MONTH

Presented in association with Brandkings, the museum kicked-off its Black History Month programming with the third annual installment of Through the Eyes of Art. The evening included performances by special guests including Draze and Seattle's first youth poet laureate Leija Farr.

Additional Black History Month programming included a STAR (Students Training In Artistic Reach) performance with Northwest Tap Connection and a collaboration with Seattle Public Library and Seattle Writes to co-present The Door to a Pink Universe writing contest in honor of Science Fiction and Fantasy Hall of Fame member and Seattle resident Octavia Butler.

Through the Eyes of Art included work by regional artists and photographers exploring the theme "Black Love."

NEVERMIND 25

On September 24, the museum celebrated the 25th anniversary of one of rock music's most influential albums, Nirvana's *Nevermind*. Guests were invited to immerse themselves in the *Nevermind* experience with a playlist of songs from the album plus some that inspired the band's singular sound; view rare and unseen Nirvana footage on the Sky Church screen; and take a gallery tour of *Nirvana: Taking Punk to the Masses*, the world's most extensive exhibition of Nirvana memorabilia.

During its six-year run, *Nirvana: Taking Punk to the Masses* welcomed more than three million guests.

MADARAKA FESTIVAL

The annual Madaraka Festival, presented with One Vibe Africa, is a benefit concert and artisan market in support of One Vibe Africa's youth music and arts programs in Kisumu, Kenya.

The accompanying artisan market included original work by students and teachers from the port city of Kisumu.

MoPOP IS COMMITTED TO PROMOTING CULTURAL UNDERSTANDING THROUGH ITS PROGRAMS, EXHIBITIONS, AND EVENTS.

The festival's 2016 theme was Women's Empowerment and featured a predominantly female lineup.

FOUR PILLARS OF EDUCATION

EQUALIZING ACCESS
MoPOP provides high quality creative learning experiences to youth in our community, delivering access to those who need it most. Students discover their creative potential, along with a new view of the world and what is possible for their future.

SHARPENING SKILLS
MoPOP offers opportunities for young creators to build the artistic skills and confidence needed for creative expression.

PROVIDING A PLATFORM
Once emerging artists have gained skills in their craft, MoPOP creates opportunities for them to share their talents and find an audience for their unique voices.

FUELING CREATIVE CAREERS
MoPOP sustains the creative community by helping people translate their artistic passions into professional endeavors. We promote equity in the creative workforce for a diverse community of young adults and build skills such as critical thinking, communication, and perseverance to help them succeed.

CURRICULUM CONNECTIONS

Serving 3,261 students and teachers in 2016, Curriculum Connections offered hands-on, student-centered workshops that connected state standards, 21st century skills, and project-based learning with engaging MoPOP content. Sessions are led by professional teaching artists who adapt topics such as the Science of Sound, Building New Worlds: *Star Trek* Story Builder, and Hip-Hop: Brain and Body to the age and developmental level of their students.

MoPOP offers homeschool families a unique opportunity to participate in thematic hands-on experiences led by a professional teaching artist and centered on our content. In 2016, 370 students and parents participated in Homeschool Days.

THE RESIDENCY: YOUTH DEVELOPMENT THROUGH HIP-HOP

MoPOP is proud to partner with Arts Corps and Grammy Award-winning duo Macklemore & Ryan Lewis to offer a three-week summer intensive designed exclusively for emerging, underserved teen musicians in the region. All participants record an EP of original music, put on a final performance in Sky Church, and receive a stipend upon completion of the program.

"[THE RESIDENCY] IS FOR TEACHING YOUTH TO WORK TOGETHER TO MAKE SOMETHING BEAUTIFUL."

– ANGEL "KOGA SHABAZZ" CIELOS, 2016 PARTICIPANT

MoPOP brought 1,444 students and teachers onsite to participate in STAR in 2016.

STUDENTS TRAINING IN ARTISTIC REACH

STAR brings youth music ensembles of all genres to MoPOP to work with professional musicians who provide guidance on developing skills necessary to perform professionally. STAR is offered at no charge to qualified community groups and schools with 40% or greater free and reduced lunch participation.

"THIS PLACE IS HEAVEN FOR A MUSICIAN (YOU ARE ALL PERFECT!)"

– LA VENTURE MS SYMPHONIC BAND STUDENTS, MOUNT VERNON, WA

WRITE OUT OF THIS WORLD

This science fiction and fantasy short story contest received 154 submissions in 2016 from students in grades 3-12. A panel of published authors, educators, and community leaders selected those stories that offer stunning creativity and strong storytelling. Special thanks to Norwescon for its support of this program.

WOOTW winners recorded their story at Jack Straw Cultural Center and did a reading before a live audience in Sky Church.

FINANCIAL STATISTICS

AS OF DECEMBER 31, 2016
(DOLLARS IN THOUSANDS)

STATEMENT OF ACTIVITIES (UNRESTRICTED)

REVENUES	
EARNED	$14,468
CONTRIBUTED	
INDIVIDUALS	$1,208
CORPORATIONS	$1,617
GRANTS, SPONSORSHIPS, SPECIAL EVENTS	$1,216
MEMBERSHIPS	$700
OTHER	$472
TOTAL REVENUES	**$19,681**
EXPENSES	
PROGRAMS AND EDUCATION	$15,521
FUNDRAISING	$1,606
ADMINISTRATION	$2,322
TOTAL EXPENSES	**$19,449**
CHANGE IN NET ASSETS EXCLUDING DEPRECIATION	**$232**
TRANSFER TO BOARD DESIGNATED FUND	$2
TRANSFER TO CAPITAL ASSETS FUND	($234)
CHANGE IN NET ASSETS EXCLUDING DEPRECIATION AND AFTER TRANSFERS	**$0**

STATEMENT OF FINANCIAL POSITION (UNRESTRICTED)

ASSETS	
CASH AND CASH EQUIVALENTS	$7,904
ACCOUNTS RECEIVABLE, NET	$536
PLEDGES RECEIVABLE, NET	$274
OTHER RECEIVABLES	$83
PREPAID EXPENSES	$860
PROPERTY, PLANT, AND EQUIPMENT, NET	$138,310
TOTAL ASSETS	**$147,967**
LIABILITIES	
ACCOUNTS PAYABLE	$799
ACCRUED EXPENSES	$819
DEFERRED REVENUE	$710
DEFERRED LEASE LIABILITY	$1,104
TOTAL LIABILITIES	**$3,432**
NET ASSETS	
BOARD DESIGNATED	$6,225
INVESTED IN FIXED ASSETS	$138,310
TOTAL NET ASSETS	**$144,535**
TOTAL LIABILITIES AND NET ASSETS	**$147,967**

TOTAL REVENUES

- 74% EARNED
- 8% CORPORATIONS
- 6% INDIVIDUALS
- 6% GRANTS, SPONSORSHIPS, SPECIAL EVENTS
- 4% MEMBERSHIPS
- 2% OTHER

CONTRIBUTED REVENUES

- 34% CORPORATIONS
- 26% GRANTS, SPONSORSHIPS, SPECIAL EVENTS
- 25% INDIVIDUALS
- 15% MEMBERSHIPS

TOTAL EXPENSES

- 80% PROGRAMS AND EDUCATION
- 12% ADMINISTRATION
- 8% FUNDRAISING

THANKS TO OUR 2016 SUPPORTERS

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