yayoi kusama  infinity mirrors

Kusama Madness Sweeping North America!
Panel Discussion

Presented By:
Tiffany Tessada – Director of Membership & Annual Giving
Seattle Art Museum, Seattle

Ingrid Van Haastrecht – Director, Membership Operations & Analysis
Dallas Museum of Art, Dallas

Nympha Patel – Director, Membership & Database Marketing
Art Gallery of Ontario, Toronto
What You’ll Learn

With so many unknowns learn how institutions can work together to solve common problems, collaborate and share their experiences to make the most of a unique and exciting opportunity.
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The Infinity Room Experience

#infinitekusama
The "SAM" Story

Biggest Phenomenon to Hit the Art World in Years!

Tiffany Tessada, Director of Membership & Annual Giving
SAM’s Story

*Yayoi Kusama: Infinity Mirrors* exhibition June 29- Sept 10

Projected attendance – 67,000
Actual attendance – 134,390
Membership prior to opening – 38,219
Membership at closing – 51,295
Like nothing before
- Logistics nightmare
- Ticket system crash
- Record crowds daily
- VIP demand

https://youtu.be/GazvMz02xkY
May 12 – 29 acquisition campaign

May 15-29 Member Pre-sale
35,000 tickets reserved
4,264 memberships for $130,333

Member access
• Preview
• Premier Reception
• Member Monday Nights
• Immediately add Sunday Nights

Demand for access increases, strategy changes
• Need to extend hours
• Not enough staff
• New tickets are only available onsite
• Stop selling memberships onsite

Internal planning begins
• First phone call with HH

FY17 and FY18 budgets are reassessed

February 23, 2017 Kusama Opens at the Hirshhorn
March, SAM staff visits Hirshhorn
April, Member Survey Conducted
May 1, New Prices Go into effect
June 29, Kusama Opens at SAM
July and August, sell out crowds daily
Kusama Closes Sept 10,
134,390 visitors, Membership 51,295
The “DMA” Story

Dallas Museum of Art Acquisition: Yayoi Kusama Mirror Room

Ingrid Van Haastrecht, Director Membership Operations & Analysis
Established in 1903, the Dallas Museum of Art (DMA) is among the 10 largest art museums in the country.

Encyclopedic collection consists of 24,000 objects spanning over 5,000 years of human creativity.

In January 2013, the DMA returned to free general admission and has since welcomed more than two and a half million visitors.

Total membership base is over 16,000 member households.
- Membership begins at $100 (86% of base)
Acquisition

• In July 2017, the Dallas Museum of Art announced the acquisition of Yayoi Kusama’s *All the Eternal Love I Have for the Pumpkins*.

• This installation is the first mirror pumpkin room created by Kusama since 1991, and the only Infinity Mirror Room of its kind in a North American collection.

• The work has been acquired through the generous support of collectors Cindy and Howard Rachofsky and will be on view October 1, 2017 through February 25, 2018.

• Viewing of the installation requires a $16 special exhibition timed ticket with discounts for seniors, students, and military. DMA Members and children 11 and under are free.

**Timelines**

* Popular *Mexico: 1900-1950* exhibition closed July 16

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**June to August:** Internal planning for Kusama installation (eg., Kusama task force, marketing plan, Membership benefits, guidelines, etc.)

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**June to August:** Researched, selected and onboarded new timed ticketing vendor and built timed ticketing platform

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**July 11:** Press release announced acquisition

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**Sept 5:** Released timed tickets for Members Only

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**Sept 15-30:** DMA Members-Only Preview Days

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**Sept 18:** Released timed tickets for the Public

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**Oct 1:** Installation open to the public
The “AGO” Story

Art Gallery of Ontario: Making its only stop in Canada!

Nympha Patel, Director Membership & Database Marketing
Who We Are
Founded in 1900, The Art Gallery of Ontario has a collection of more than 90,000 works of art and one of North America’s largest and most distinguished art museums.

Our Mission
We bring people together with art to see, experience, and understand the world in new ways.

Attendance
Last fiscal year we welcomed over 965,000 visitors.

Membership Program
• Free unlimited admission to the AGO’s collection and special exhibitions.
• Ended the 2016/17 fiscal with 53,717 households and represents 98,200 Members.
Exhibition Dates:
March 3 to May 27, 2018
Members’ Previews on February 28, March 1 and 2nd
• Exhibition hours will be extended – Tuesday to Saturday from 10:30 to 9pm in order to meet demand

Institutional Goals:
• Introduce Canadian audiences to the dazzling work of living artist Yayoi Kusama and celebrate her six-decade long career

Grow New Audiences
Reputation, Credibility & Influence
International Awareness
Revenue – Ticket Sales, Membership & Outlets

Be part of this once-in-a-lifetime exhibition and world-wide phenomenon
Yayoi Kusama: Infinity Rooms is unlike any exhibition the AGO has presented before!
Open Panel Discussion

CHALLENGES
yayoi kusama infinity mirrors

Open Panel Discussion

OPPORTUNITIES
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Open Panel Discussion

COLLABORATION
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QUESTIONS?
THANK YOU!

From:
Tiffany Tessada – Director of Membership & Annual Giving
Seattle Art Museum, Seattle

Ingrid Van Haastrecht – Director, Membership Operations & Analysis
Dallas Museum of Art, Dallas

Nympha Patel – Director, Membership & Database Marketing
Art Gallery of Ontario, Toronto
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