



THE  
MOMENTARY

# ANNUAL REPORT 2020





*“Former Cheese Factory Is Now a Leading Contemporary Arts Venue”*  
—ARCHITECTURAL DIGEST

## A MOMENTOUS FIRST YEAR.

The Momentary was founded to champion contemporary art’s role in everyday life. Despite the unexpected challenge of the COVID-19 pandemic hitting a mere three weeks after our grand opening, we chose to adhere to our mission during our inaugural year, supporting the experimental nature of art, reaching across our community with open arms, and examining our current moment in time through art and meaningful experiences. The following pages recount the adventure, the creativity, and the joy of the Momentary’s first year, in numbers and images.

—Your Momentary Team

# 2020 SNAPSHOT

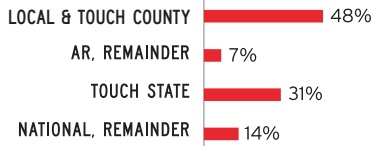


OPENED TO THE PUBLIC ON  
**FEBRUARY 22, 2020**

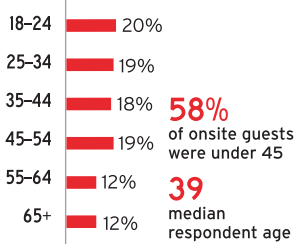
(Temporary closure from March 16–June 10)

**WELCOMED +91,000 GUESTS ON-SITE.**  
**+13,860 GUESTS** ATTENDED VIRTUAL PROGRAMS, WITH **+300,000 VIEWS** OF OUR VIDEOS ACROSS VARIOUS PLATFORMS.

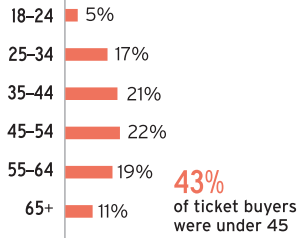
### ZIP CODE



### ONSITE VISITOR DATA



### TICKET BUYER DATA PROGRAMS & PERFORMANCES



**27,416**

INSTAGRAM FOLLOWERS

**15,436**

FACEBOOK FOLLOWERS

**1,021**

TWITTER FOLLOWERS

**1.4 M**

VIDEO ENGAGEMENTS

**98,482**

BLOG VISITS

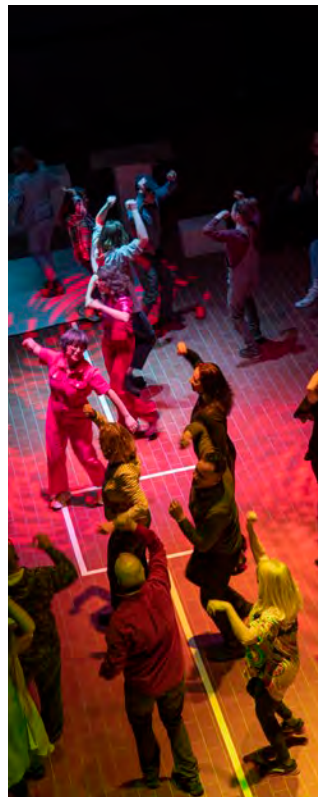
**10,710**

ENEWS SUBSCRIBERS





4 OPENING WEEKEND



# OPENING WEEKEND FESTIVAL

## A WEEKEND TO REMEMBER



BETWEEN FEBRUARY 21-23, **OVER 13,900 PEOPLE** EXPERIENCED THE MOMENTARY FOR THE FIRST TIME.

Coffees and cocktails were flowing, the transformation of the building was a feat to admire, and everyone embraced Northwest Arkansas's newest art destination with open arms.

Weekend festivities included TIME BEING, the Momentary's inaugural festival of performance. Featuring 13 projects with 37 artists from around the world, the festival offered a diverse lineup of dance, music, and theater experiences, as well as some pop-up performances and surprises. Visitors enjoyed world premiere performances by For You and Kristin Worrall, an original performance by BANDALOO, and so much more.

OPENING WEEKEND 5

**PG 4, TOP:** *Plack* by Alexandre Farto aka Vhils; **PG 4, MIDDLE:** *First Things First* by For You is performed in the Fermentation Hall; **PG 4, BOTTOM:** FM Belfast performs in the Fermentation Hall; **PG 5:** BANDALOO performs on the Momentary Tower



# VISUAL ARTS

STATE OF THE  
ART 2020  
Feb 22, 2020  
– Jul 12, 2020

NICK CAVE:  
UNTIL  
Sep 12, 2020  
– Jan 3, 2021

8 OUTDOOR  
INSTALLATIONS

ALL  
FREE

June 24–Oct 6: The Momentary Flag Project launches with *Icarus Falling* by Christopher Myers.



August: *Narcissus Garden* by Yayoi Kusama opens.



August: Iván Navarro's *This Land is Your Land* opens, sponsored by Olivia Tyson, Larry and Winnie Kearns, and Visit Bentonville.



Oct 7–Jan 10, 2021: The Momentary Flag Project continues with *WE REAP WHAT WE SEW* (Past and Present Patterns) by Gabriella Sanchez.



October: Maria Molteni's *Venusian Rosacae* (*Five Seeded Star*).

From exhibitions that change throughout the year to outdoor installations, visual arts explores the unfolding story of contemporary American arts in an international context, bringing forth new ideas and inspiring action.

PRESENTED THE WORK OF  
33 ARTISTS IN A VARIETY  
OF MEDIA, REPRESENTING  
22 STATES FROM ACROSS  
THE US AND 3 DIFFERENT  
COUNTRIES

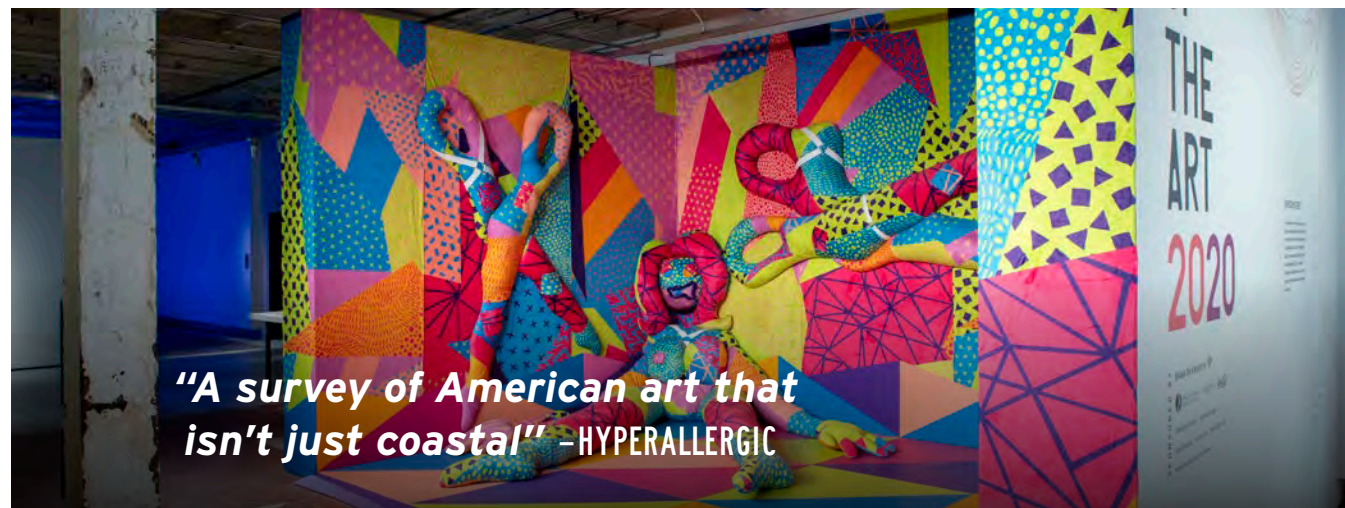




# STATE OF THE ART 2020

FEB 22 – JUL 12, 2020

Spotlighting the work of 61 artists working and creating art around the country today, *State of the Art 2020* explored an array of ideas and themes, revealing truth, complexities, and realities that are often unseen. The exhibition featured more than 100 artworks, spanning across both Crystal Bridges and the Momentary.



**"A survey of American art that isn't just coastal" –HYPERALLERGIC**

SPECIAL THANKS TO the exhibition's sponsors: Bank of America (lead sponsor), Willard and Pat Walker Charitable Foundation, Inc., Christie's, The Coca-Cola Company, Stella Boyle Smith Trust, Trott Family Foundation, Alturas Foundation, Bracken Darrell, and Fred and Shelby Gans. National tour sponsored by Bank of America.

# NICK CAVE: UNTIL

SEP 12, 2020 – JAN 3, 2021

The largest and most ambitious project yet from the renowned, Chicago-based artist, *Nick Cave: Until* took over all 24,000 square feet of the Momentary's gallery space. Beneath the colorful wind spinners, enormous tapestries of pony beads, and an immaculate cloudscape made of thousands of crystals and a garden of found objects, the artist posed a larger question: Is there racism in heaven?



**"Delivers everything you could ask of an art exhibition in 2020" –FORBES**



**11 local and regional artists** created and performed their own responses to the questions asked by Cave in the exhibition between October 2020 to early January 2021. Pictured Adrienne Callander, #littlesweaterhug: reckoning and reconciliation.

SPECIAL THANKS TO the exhibition's sponsors: Cox Communications, Goldman Sachs, Airways Freight Corp., Sarah Simmons, Anna and Carl George, Esther Silver-Parker, Visit Bentonville, Greenwood Gearhart, J&D Pallets, Atreides Management, LP, Caryl Stern and Donald LaRosa, Demara Titzer, Tony Waller, and Sue and Charles Redfield. Nick Cave: Until was curated by Denise Markonish, MASS MoCA and organized for the Momentary by Lauren Haynes. The exhibition was organized by MASS MoCA and co-produced with Carriageworks, Sydney, Australia and Crystal Bridges Museum of American Art. Principal exhibition support was provided by an anonymous gift. Major exhibition support was provided by the Horace W. Goldsmith Foundation, the Barr Foundation, the Massachusetts Cultural Council, the National Endowment for the Arts, Jack Shainman Gallery, Marilyn and Larry Fields, BeadKraft, and the Robert Lehman Foundation.



# PERFORMING ARTS

Performing arts at the Momentary spans a wide range of live and experiential media ranging from music, theater, dance, performance art, film screenings, and festivals, providing a platform for artists to share work and develop ideas with our audiences.

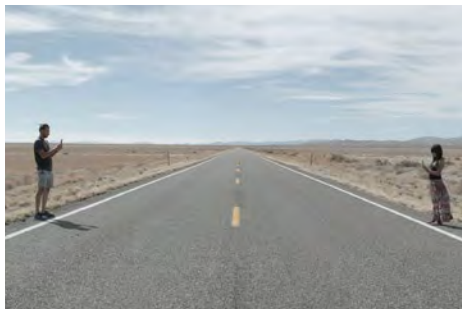
THE MOMENTARY HOSTED **150 EXPERIENCES** FOR THE PUBLIC IN 2020, INCLUDING IN-PERSON & VIRTUAL EVENTS

**2 MOMENTOUS** FESTIVALS IN 2020

**TIME BEING** FESTIVAL **INVERSE** DIGITAL FESTIVAL  
(February 21–23) (November 13–15)

**2 COURTYARD CONCERTS** **VIRTUAL ARTIST-IN-RESIDENCE**  
with Nick Vaughan and Jake Margolin  
(April 27–May 4)

PRESENTED THE WORK OF NEARLY **200 ARTISTS** ACROSS DANCE, THEATER, MUSIC, FILM, AND PERFORMANCE ART COMING FROM **17 DIFFERENT STATES** AROUND THE US AND **17 DIFFERENT COUNTRIES** AROUND THE WORLD.



**48**

VIRTUAL PROGRAMS

**24**

SPOTIFY PLAYLISTS CREATED

10 PERFORMING ARTS

TOP: John Fullbright performs in Arvest Bank Courtyard; BOTTOM LEFT: Lena Chen & Michael Charles Neumann, Crosswind Landing; BOTTOM RIGHT: SoNA performs in the Fermentation Hall.

# THE JOURNEY



WORLD PREMIERE  
OF *THE JOURNEY*

WITH RENOWNED ILLUSIONIST SCOTT SILVEN

WELCOMED **803** VIEWERS FROM AROUND THE COUNTRY

"Is it astounding? Absolutely. A graceful pivot to a new medium? Sure. Just when you think you know how Silven might have faked an effect, he complicates the trick, then complicates it again and you are abandoned to wonderment."

—The New York Times

THE JOURNEY 11



# CULINARY ARTS

ONYX  
COFFEE  
LAB

THE  
TOWER  
BAR

THE  
RØDE  
BAR

BEER,  
BITES, &  
BOCCE BALL

THE MOMENTARY  
FOOD  
TRUCK

↓  
**300+**

GAMES OF BOCCE BALL PLAYED

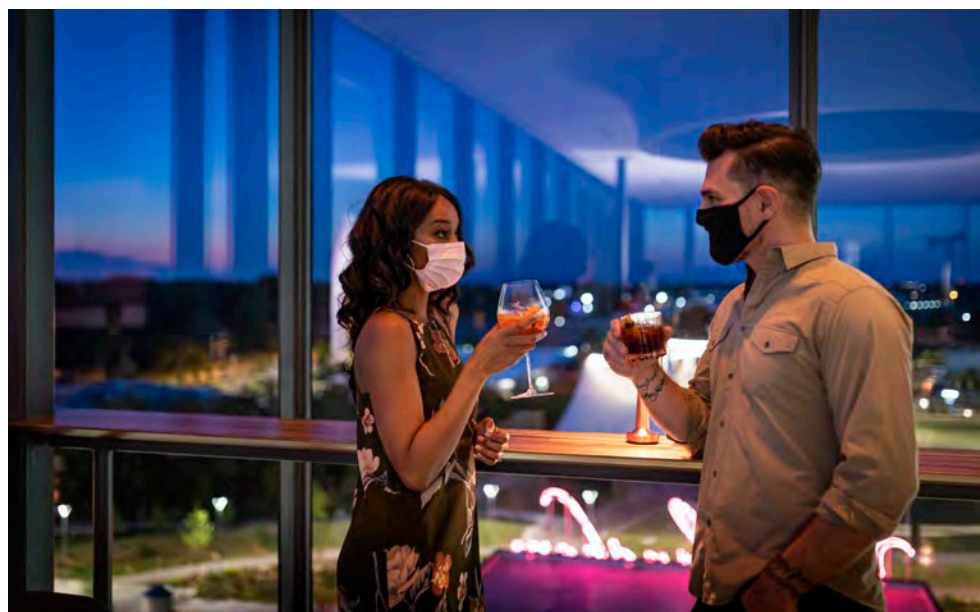


**22**

ONLINE AT-HOME RECIPES  
SHARED

**791 BEAUTIFUL HADLEYS**

The most popular cocktail was Beautiful Hadley, based on a classic Hemingway Daiquiri and utilizing house-made cherry syrup, adorned with fresh and colorful edible flowers.



Just as visual and performing arts put a spotlight on today's painters, sculptors, mixed media, performance artists, and musicians, culinary arts put a spotlight on the best of today's culinary scene. From crafted cocktails and coffee creations to dishes highlighting local producers, our abundant culinary experiences offered something for everyone to enjoy in 2020.

# COMMUNITY ENGAGEMENT



**73,514**

KITS & BOXES

## FOOD OUTREACH

Provided **1,678 hours** to pack an estimated **6,600 boxes** of food for the Northwest Arkansas Food Bank and over **25,000 meals**.

**28,050**  
MEALS PROVIDED

**6,615**  
FOOD BOXES

## TOWER TALENT SHOW

(June 20, 2020)

Instagram challenge showcasing our community's visual, performing, or culinary arts talents in a 30-second-or-less video. Winners were projected on the Momentary Tower.

**137**  
VIDEOS ENTERED

**10**  
WINNERS

## 13 SUNDAY RESETS

In May, the Momentary launched Sunday Reset, offering free online meditation and yoga for the community every other Sunday.

## 4 BLOOD DRIVES

**272**  
TOTAL BLOOD DONORS

**269**  
UNITS COLLECTED

**110**  
FIRST TIME DONORS

**735**  
LIVES SAVED

**5,739**  
SOCIAL CONNECTING KITS

**12,000**  
MY MUSEUM KITS

**1,022**  
CLEANING SUPPLY KITS

**500**  
PERSONAL CARE KITS



# THE MOMENTARY SHOP

↓

A one-of-a-kind shopping experience for art prints, collectible art products, Momentary merchandise, and more, offering an assortment of trendy home and gift products, artisan jewelry, personal accessories, books about multidisciplinary contemporary art, design, and culture, creative toys, and exclusive products inspired by an array of artists.

**November:** launched the Momentary Shop online.

VISIT US AT [SHOP.THEMOMENTARY.ORG](https://shop.themomentary.org)



10  
ARTIST  
COLLABORATIONS

300  
NICK CAVE: UNTIL  
CATALOGS SOLD



↑

Adrienne Callander's #littlesweaterhug sweaters **supported 40 artists** who have been affected by COVID-19. Sweaters **traveled all over the globe**, as far as Ireland and France.

# MEMBERSHIP

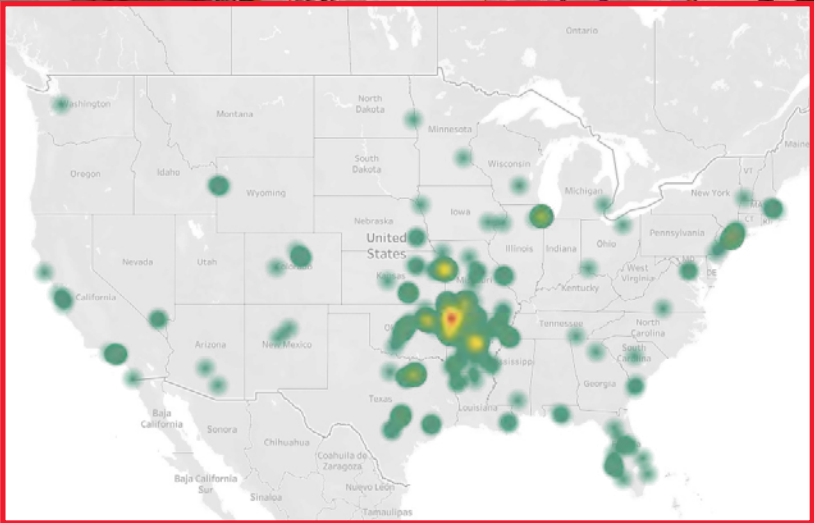


2,930  
TOTAL MEMBERS

85%  
FROM ARKANSAS

9  
MEMBER EVENTS

4,075  
EVENT ATTENDEES



A diverse community exploring new offerings and dynamic art experiences together.

WHERE IN THE US ARE  
OUR MEMBERS FROM?



# THANK YOU FOR YOUR SUPPORT

# FUNDING FUNDERS

WALTON FAMILY  
FOUNDATION



## MOMENTARY SUPPORTERS

Tom and Olivia Walton  
Steuart and Kelly Walton  
Alice L. Walton Foundation  
Beacon Fund  
Rob and Melani Walton Foundation



Anna and Carl George  
Ann Walton Kroenke  
Matthew Orr and Sybil Robson Orr  
Esther Silver-Parker  
Whitney Kroenke Silverstein and Nick Silverstein  
Sarah Simmons  
Olivia Tyson

21c Museum Hotel  
Atreides Management, LP  
Bissell Homecare  
Greenwood Gearhart  
J&D Pallets  
Larry and Winnie Kearns  
Caryl Stern and Donald LaRosa  
Kate and Greg Schaffer  
Demara Titzer  
Tony Waller  
Deborah Wright  
Walmart Museum

## MO INSIDERS

Saeed Amidi  
Bill and Beverly Bickell  
Ben Blakeman  
Tyler and Chelsea Slone Brown  
Susan Stephens Campbell  
Juan, Marcy and Joaquin Camacho  
Rick and Beverly Chapman  
Austin and Ryan Chapman  
Pat Cooper  
Grace and Mark Doramus  
Clayton Erwin  
David and Cathy Evans  
Chris Ferrara and Mayra Florez  
James Freeman and Barbara Yates  
Harrison and Rhonda French Family  
Jeremy L. Goldstein  
Hunter Haynes and Tania Chavez  
Chris Keogh  
Jesse Lazowski  
Crystal Lewis and Steven Reeves  
Mark and Melissa Mathis  
James and Ann McKenzie  
Raven Munsell and Valerie Carberry  
Alexandra Garrison Neville  
Matt and Ashley O'Reilly  
John and Marsha Phillips  
Alan and Shareen Pruitt  
Sue and Charles Redfield  
Pamela Kendall Rijos and John Rijos  
Bruce and Emily Robson  
Mark Robson  
Catherine and Stephan Roche  
JT and Imelda Rose  
Eric and Elda Scott  
Lee and Linda Scott  
David and Heidi Smith  
Laura Finlay Smith and Emma Smith  
Starling Family Foundation  
Stefan and Peyton Sterns  
Marvelyn Stout  
John Tyson  
Alice Walton  
Tom and Olivia Walton  
Steuart and Kelly Walton



# THANK YOU TO OUR TEAM

- EXECUTIVE**  
Lieven Bertels  
Mallory Taylor

**VISUAL ARTS**  
Lauren Haynes  
Kaitlin Garcia-Maestas  
Taylor Jasper  
Alan Short  
Kevin Haynie  
Mario Rojo

**PERFORMING ARTS**  
Pia Agrawal  
Cynthia Post Hunt  
Stuart Rogers  
Erin Anson Ellis  
Bryson Williams  
David Embree

**CULINARY**  
Jena Barker  
Claire Thompson  
Criss Graves  
Haley Obrien  
Karesse Wilkey  
Kelsey Harrington  
Kristal Cascio  
Miranda Watkins  
Monica Ruiz  
Perla Chavez  
Regina Fernando  
Robyn Kaba  
Sierra Craig  
Staci Adams

**COMMUNICATIONS**  
Emily Neuman  
Andrew Brott
- DEVELOPMENT**  
Diego Quiñones

**ENGAGEMENT**  
Katie Robertson

**OPERATIONS**  
Catherine Hryniewicz  
Daniel Castleman  
Hannah Luse

**BOX OFFICE**  
Chris Schultheis  
Jose Cardiel  
Marshall McKenzie

**RETAIL**  
Elizabeth Selders  
Anna Allred  
Drew Winters

**PROTECTION SERVICES**  
Joel Anadell  
Antonio Aaron  
Dan Dancer  
Diane Wehlander  
Emma Charles  
Meghan Wilcox  
TJ Goswick

**FACILITIES**  
Ryan Mitchell  
Tele Alvillar

**And thank you** to the team at Crystal Bridges Museum of American Art who continually provides shared services to the Momentary.



# IMAGE CREDITS

- PHOTOGRAPHY**  
Stephen Ironside  
Daniel Moody  
Dero Sanford

**FRONT COVER, FROM LEFT:** Nick Cave, *Kinetic Spinner Forest* (detail), 2016. custom and off-the-shelf wind spinners, cable, motors; BANALOO performance of *FLOOD*, a collaboration with two Bay Area artists: creative technologist Osman Koç and composer Ben Juodvalkis. Video mapping designed by Rum Wolk Studios.

**PG 4-5, FROM LEFT:** Alexandre Farto aka Vhils, *Plack*, 2020. Produced by Justkids. Creative signage for the Momentary; BANALOO performance of *FLOOD*, a collaboration with two Bay Area artists: creative technologist Osman Koç and composer Ben Juodvalkis. Video mapping designed by Rum Wolk Studios.

**PG 6-7, FROM LEFT:** Christopher Myers, *Icarus Falling*, 2020. Courtesy of the artist; Yayoi Kusama, *Narcissus Garden* (detail), 1966, stainless steel spheres, Collection of OZ Art. Courtesy of Ota Fine Art and Victoria Miro © YAYOI KUSAMA; Iván Navarro, *This Land is Your Land Ladder (Water Tower)*, *BED (Water Tower)*, *ME/WE (Water Tower)*, 2014, Neon, wood, painted steel, galvanized steel, aluminum, mirror, oneway mirror, and electric energy, each 189 x 105 1/8 x 105 1/8 in. Courtesy Templon, Paris - Brussels; Gabriella Sanchez, *WE REAP WHAT WE SEW (Past and Present Patterns)*, (2020). Courtesy of the artist; Maria Molteni, *Venusian Rosaceae (Five Seeded Star)*, 2020, paint on cement, 50 ft. diameter; HANNAH, *RRRolling Stones 2.0*, 2020, 3D printed concrete, steel reinforcement, and paint.
- PG 8, BOTTOM:** Jody Kuehner, *DITCH* (detail), 2019. Fabric, polyfill, wood, cardboard, installation, and performance. Dimensions variable. Courtesy of the artist.

**PG 9, FROM LEFT:** Nick Cave, *Kinetic Spinner Forest* (detail), 2016. custom and off-the-shelf wind spinners, cable, motors; Nick Cave, *Flow Blow*, 2016. Mylar, fans, scaffolding; Nick Cave, *Crystal Cloudscape* (detail), 2016. Mixed media.

**PG 10, BOTTOM LEFT:** Lena Chen & Michael Charles Neumann, *Crosswind Landing*, INVERSE Performance Art Digital Festival 2020. Photo courtesy of the artists.

**PG 11:** The Journey by Scott Silven. Photo by David Wilkinson, Empirical Photography. Photo courtesy of the artist.





## FOUNDING FUNDERS



TYSON FAMILY  
FOUNDATION



Willard & Pat Walker  
Charitable Foundation, Inc.

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