THE MOMENTARY
ANNUAL REPORT 2020
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.

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

2020 SNAPSHOT

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

Local & Touch County
Ark. Residents
Touch State
National Residents

20% 17%
18% 18%
58% of onsite guests were under 45
39 median household age

16-24 18-24 25-34 35-44 45-54 55-64 65+

5% 11% 21% 22% 15% 13% 11%
A WEEKEND TO REMEMBER

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 BANDALOOP, and so much more.

Between February 21-23, over 13,900 people experienced the Momentary for the first time.
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.

August: Narcissus Garden by Yayoi Kusama opens.

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.

October: Maria Molteni’s Venusian Rosaceae (Five Seeded Star).

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

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?

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.

“Delivers everything you could ask of an art exhibition in 2020” — Forbes

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, Aleides Management, LJC Caryl Stern and Donald Lufessa, 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, Beat Kraft, 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 M O M E N T O U S F E S T I V A L S I N 2 0 2 0

TIME BEING FESTIVAL
(February 21–23)

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

2 COURTYARD CONCERTS

INVERSE DIGITAL FESTIVAL
(November 13–15)

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.

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

48 VIRTUAL PROGRAMS
24 SPOTIFY PLAYLISTS CREATED

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 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

COMMUNITY ENGAGEMENT

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.

12 CULINARY ARTS

28,050 MEALS PROVIDED
6,615 FOOD BOXES
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

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

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

WHERE IN THE US ARE OUR MEMBERS FROM?

© 2021 Mapbox © OpenStreetMap

Where in the US are our Members from?

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

Saeed Amidi
Bill and Beverly Bickell
Ben Blakeman
Tyler and Chelsea Stowe Brown
Susan Stephens Campbell
Juan, Mercy and Joaquin Camacho
Rick and Beverly Chapman
Austin and Ryan Chapman
Pat Cooper
Grace and Mark Doramus
Clayton Erwin
David and Cathy Evans
Chris Ferrera and Mayra Fierro
James Freeman and Barbara Yelen
Harrison and Rhonda French Family
Jeremy L. Goldstein
Hunter Haynes and Tania Chavez
Chris Koepf
Jaree Luzeni
Crystal Lewis and Steven Rieves
Mark and Melissa Maltis
James and Ann McKenzie
Raven Munsell and Valerie Carberry
Alessandra Garrison Neville
Matt and Ashley O’Reilly
John and Marsha Phillips
Alan and Shareen Pratt
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
Mark and David Smith
Laura Finlay Smith and Emma Smith
Stirling Family Foundation
Stefan and Peyton Sherry
Marilyn Stout
John Tyson
Bruce Walton
Tom and Olivia Walton
Steuart and Kelly Walton

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

Thank you for your support
THANK YOU TO OUR TEAM

EXECUTIVE
Lieven Bertels
Mallory Taylor

VISUAL ARTS
Lauren Haynes
Kaitlin Garcia-Maestas
Taylor Jasper
Alan Short
Kevin Haynie
Maro Ropo

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Cynthia Post Hunt
Stuart Rogers
Erin Anson Ellis
Bryeon Williams
David Embree

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Crisp Graves
Haley Obrien
Karesse Wilkey
Kelsey Harrington
Kristal Cascio
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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.

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; BANALOOP performance of FLOOD, a collaboration with two Bay Area artists: creative technologist Osman Koç, and composer Ben Juodvalkis. Video mapping designed by Rum Works.

PG 4-5, FROM LEFT:

PG 6-7, FROM LEFT:
Christopher Myers, Incans Falling, 2020. Courtesy of the artist; Yayoi Kusama, Narcissus Garden (detail), 1966, stainless steel spheres, Collection of G2 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 SOW (Paul and Preserved Patterns), 2020. Courtesy of the artist, Maria Molteni, Venusian Rosaceae (Five Seeded Star), 2020, paint on cement, 50 ft. diameter; HANNAH, Whirling Stones 2,0, 2020, 3D printed concrete, steel reinforcement, and paint.

PG 8, BOTTOM:

PG 9, FROM LEFT:

PG 10, BOTTOM LEFT:

PG 11:

IMAGE CREDITS

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