

STILL Clyfford
Still
Museum

Annual Report 2024



Letter from the Director and Board President

The Clyfford Still Museum exists because our namesake gave 93 percent of everything he ever created to an American city. Because of that, we have a vision to make the Museum a gathering place for our community, and to draw strength from the art and life of Clyfford Still. The Museum stewards a collection that belongs to our community; we constantly explore new ways for this gift to connect with everyone. In 2024, we celebrated the Museum's 13th anniversary and redefined what museums can achieve. We welcomed over 25,000 visitors, inviting people of all ages and backgrounds to experience Clyfford Still's visionary work. The Museum presented a variety of programs for all ages.

Early in the year, the Museum continued its presentation of the exhibition, *Spotlight: Inside Collections Care and Conservation*, which first opened in fall 2023. Between *Spotlight* and the next large exhibition, we presented a week-long *Interlude*, which included works from both exhibitions. In May, we presented an exhibition guest curated by Valerie Hellstein, *Dialogue and Defiance: Clyfford Still and the Abstract Expressionists*. Hellstein made the case that Still's place in the New York artists' community shaped his work, thought, and outlook, both because they often shared common sensibilities and because the group fostered productive disagreement. We also continued to present the multisensory sound and garden terrace installations in *Abstract Expressions*.

Behind the scenes, our team worked to prepare a groundbreaking 2025 exhibition focusing on a community important to Still personally and artistically: the Colville Confederated Tribes in Nespelem, Washington. That exhibition invites Colville youth to co-curate with us, bringing their perspectives to our Museum for a presentation of Still's art.

We launched our new Institute Residential Fellowship program in the summer. The Institute intends to model new pathways to understanding Still's life and work. For three weeks in July and August, the Museum hosted five fellows, each representing a different area of study, to participate in the program pilot. This

year's pilot program gave us a clearer understanding of what we are capable of and what fellows can learn from us and each other. Exciting work continued behind the scenes on the Clyfford Still Catalogue Raisonné, a comprehensive, annotated listing of all the known works of Clyfford Still. Last year, the team hosted the first of several Study Days. Last October, the Museum convened the second Study Day with scholars and contemporary artists to broaden the context of Still's work.

Our school experiences for grades K–12 continued to engage students by focusing on building creative identity, fostering belonging in museums and creative spaces, and supporting students to feel the power of their own ideas. Beginning in March, we began researching expanding our school experiences to include pre-kindergarten children. In August, we piloted pre-K experiences and invited more classrooms to participate in trial visits throughout the fall, leading to the official launch of pre-K inStill experiences in January 2025.

Throughout the year, we expanded the reach of Art Crawl, a program for infants and their caregivers, to invite a broader community of infant educators, researchers, children, and their caregivers to help us shape the program to reach beyond our Museum walls. The Museum will continue expanding the Art Crawl in the Community over the next few years with help from partners like Denver Public Libraries. In August, we licensed Art Crawl to a museum in Alabama and hope to license the program to other museums in the future.

In December, we launched a bold new brand identity. Designed and created by a local agency in collaboration with Museum staff, the rebrand introduces new sleek logos; vibrant, Still-inspired colors; modern fonts; and dynamic patterns that reflect the Museum's stunning architecture and style. With a refined aesthetic, the new branding reinforces Still's legacy in a vibrant, evolving cultural landscape.

Thank you for your ongoing support of the Clyfford Still Museum.



Joyce Tsai
Clyfford Still Museum Director



Susannah Drake
Clyfford Still Museum
Board President



Annual Report Snapshot

As the Clyfford Still Museum looks toward the future, we recognize the importance of setting a baseline from which we can grow. We reflect on 2024 as the second year of our current strategic plan, which will be completed at the end of 2025. This plan sets the foundation for the Museum's next decade and beyond. Looking toward our 15th anniversary in 2026, the Clyfford Still Museum established the Forward to 15 Fund. This fund will drive key projects and fuel the growth of programs that ensure we continue to inspire, innovate, and engage our community for generations.

Financial Report

The summarized financial information below reflects year-end results for the Museum's operations during the fiscal year ended December 31, 2024.

Support and Revenue

<i>Gifts and grants</i>	
SCFD	\$ 335,203
Grants from related entity	\$ 5,040,000
<i>General contributions</i>	\$ 671,526
<i>Admissions and Programs</i>	\$ 130,004
<i>Membership</i>	\$ 78,421
<i>Other</i>	\$ 110,238

Total Support and Revenue \$ 6,365,392

Expenses

<i>Program services</i>	
Education and programs	\$ 1,242,163
Museum building and galleries	\$ 1,220,017
Exhibitions and collections	\$ 1,241,613
<i>Supporting services</i>	
General and administrative	\$ 2,206,561
Fundraising	\$ 349,298

Total Expenses \$ 6,259,652

Change in Net Assets \$ 105,740



Clyfford Still Museum Year in Review 2024

1,788,121

total social media reach

509,009

website pageviews

273,881

website sessions

5,709

hours of Museum videos
watched on YouTube

24,433

adult attendance

6,011

youth and inStill attendance

871

member households

775

hours volunteered

412

international visitors

196

artworks and objects
on view in the galleries

56

artworks on view
for the first time

35

schools served

28

part-time staff

27

full-time staff

20

contract positions

19

volunteers

13

Pay-What-You-Wish Days

5

Institute Residential Fellows

4

SCFD Free Days

3

exhibitions

2

year of our Strategic Plan
through 2025

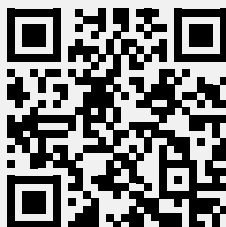
Major Support* for CSM Comes From:

- Clyfford Still Museum Foundation
- SCFD
- Institute of Museum & Library Services
- Clyfford E. Still Endowment Fund
- Art Bridges Foundation
- Henry Luce Foundation
- Curt and Nancy Freed
- National Endowment for the Arts
- PNC Foundation
- Sharon Martin
- Anschutz Foundation
- Jay Pritzker Foundation
- Deborah Buck Foundation
- Susannah Drake and Montgomery Cleworth
- Chris and Erin Smith
- Gabrielle and Brad Schuller
- Julie and Eric Kent
- UOVO
- Chris Hinds, City Council District 10
- Riverfront Park Community Foundation
- Wisecarver-Brown Charitable Trust
- Laura Glaser and Leonard Loventhal
- Lizabeth Lynner and James Palenchar
- MetrixIQ
- Craig Ponzio
- Maria Cole / Studio Cole
- Holland & Hart LLP
- InBank
- Judy and Rick Schiff
- Myra and Robert Rich
- Zing Credit Union
- Ronald Otsuka
- Nancy Reynolds
- Shanna Hennig and Brent Koenker
- Vincent Abrue
- Laurie and Robert Byren
- Steven Corder
- Andrew Freyer and Kinny Bagga
- Giddy Up Fund at The Denver Foundation
- Hirsh Family Charitable Fund in honor of Chris & Erin Smith
- Rob and Kate McDaniel
- Mary and Dan Peterson
- Schollmaier Family Fund
- Morris and Ellen Susman
- Meghan and Evan Zucker

*Gifts of \$1,000 or more from 1/1/2024–12/31/2024

Support the Museum's next phase

The next milestone in the evolution of the Clyfford Still Museum will come in 2026, when we will celebrate our fifteenth anniversary. At that point, we expect to announce the full launch of the Institute, a new strategic plan charting the course for a major programmatic expansion, and the final phase of the Clyfford Still Catalogue Raisonné, which will secure Still's body of work its place among the other great artists of the mid-twentieth century. We depend on the generosity of people like you to contribute to our mission and support our next phase. Please consider making a gift to the Clyfford Still Museum and help us provide art for all.



STILL

Clyfford Still Museum

1250 Bannock St | Denver, CO

ABOUT US

720-354-4880

clyffordstillmuseum.org

HOURS

Tuesday to Sunday,
10 a.m.—5 p.m.

Closed Mondays

*Hours are subject to change
without notice.*

PROGRAMS & EVENTS

For the most current list of upcoming programs and events, visit
clyffordstillmuseum.org/events.

2024 BOARD OF DIRECTORS

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