Memorandum



DATE April 18, 2014

Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair)
Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,
Jennifer Staubach Gates

SUBJECT Nasher XChange Impact Report

On Monday, April 21, 2014, the Arts, Culture & Libraries committee will receive the Nasher XChange Impact Report from the Nasher Sculpture Center.

The Nasher XChange was a dynamic public art exhibition where 10 public sculptures were newly commissioned and temporarily installed throughout the city. The exhibit began October 19, 2013 and ended February 16, 2014.

Please contact me if you have any questions or need additional information.

Joey Zapata

Dypotam

Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



IMPACT REPORT

Arts, Culture & Libraries Committee April 21, 2014















artists comissioned

10 works created

10 years celebrated

city transformed

The historic Nasher XChange was the first ever museum-curated citywide public art exhibition in the United States, and commemorated the 10-year anniversary of the Nasher Sculpture Center. More importantly, it enriched the cultural life of Dallas and produced something meaningful for the city and its visitors, fostering community dialogue and creating a resounding sense of place in the diverse spaces Dallasites live, work and play.

288,374 people engaged virtually

(email, social media, digital, app, web)

public events held

(education, community and stakeholder focus during exhibition)

67 community partnerships
(education, community and stakeholder focus during exhibition)

individuals inspired to donate

states represented in visitation

36 countries represented in visitation

positive community feedback



Nasher XChange Exhibition Sites

- Lara Almarcegui Buried House
 Oak Cliff Gardens
- 2. Good/Bad Art Collective Curtains Bryan Tower
- 3. Rachel Harrison

 Moore to the point

 City Hall Plaza
- 4. Alfredo Jaar
 Music (Everything I know
 I learned the day my son
 was born)
 Nasher Sculpture Center
- 5. Liz LarnerXUniversity of Texas at Dallas

- 6. Charles Long
 Fountainhead
 NorthPark Center
- 7. Rick Lowe
 Trans.lation
 Vickery Meadow
- Vicki Meek
 Black & Blue:
 Cultural Oasis in the Hills
 Paul Quinn College
- 9. Ruben Ochoa
 Flock in Space
 Trinity River
 Audubon Center
- **10. Ugo Rondinone**dear sunset

 Fish Trap Lake



LARA ALMARCEGUI

Buried House
Oak Cliff Gardens

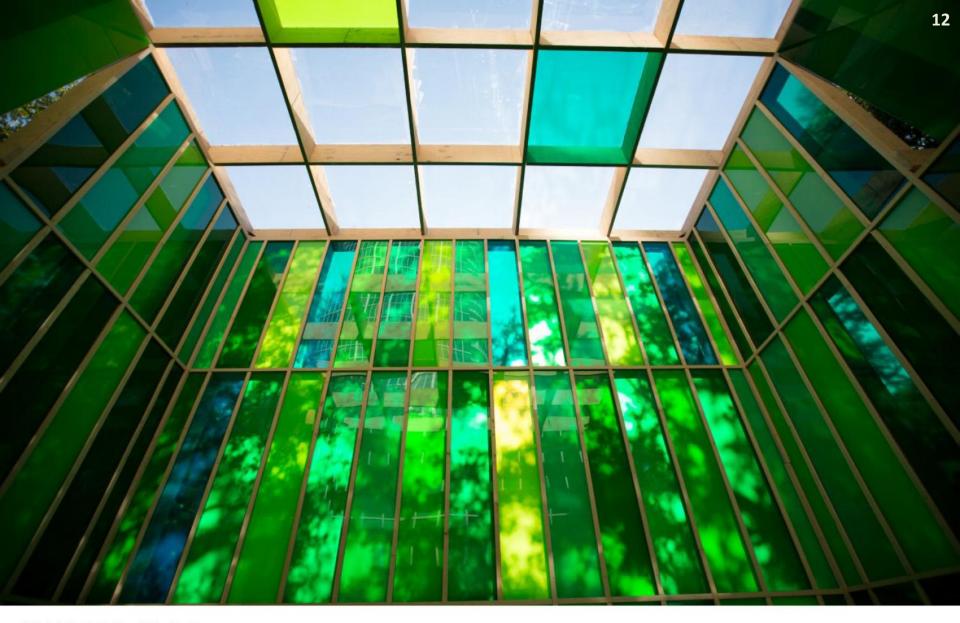


GOOD BAD/ART COLLECTIVE CURTAINS

Bryan Tower



RACHEL HARRISON Moore to the Point City Hall Plaza



ALFREDO JAAR

Music (Everything I know I learned the day my son was born)

Nasher Sculpture Center



X University of Texas at Dallas



CHARLES LONG
Fountainhead
NorthPark Center



RICK LOWE
Trans.lation
Vickery Meadow



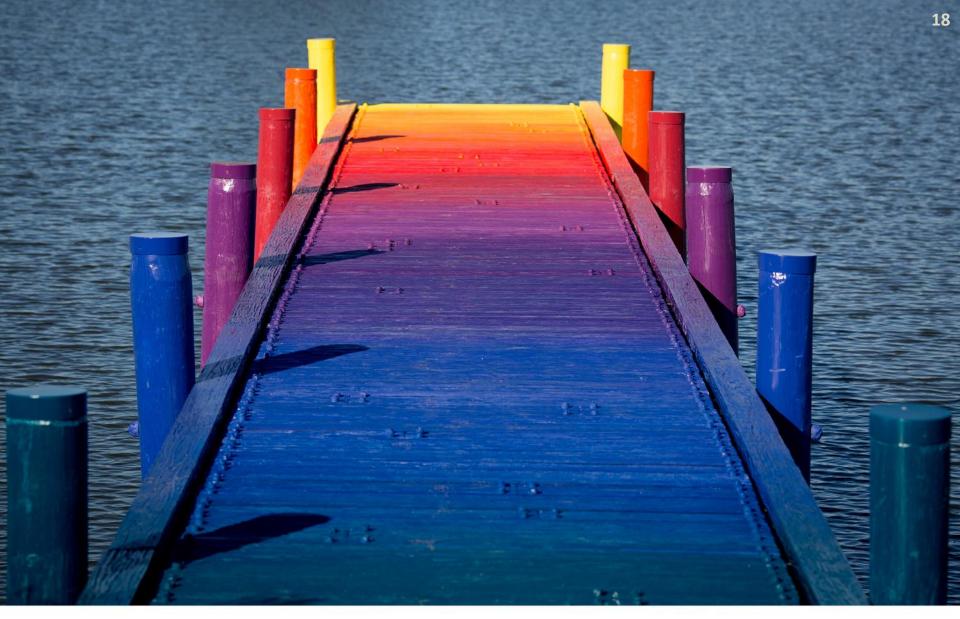
VICKI MEEK

Black & Blue: Cultural Oasis in the Hills

Paul Quinn College



RUBEN OCHOA
Flock in Space
Trinity River Audubon Center



UGO RONDINONE dear sunset Fish Trap Lake

"If a sprawling city like Dallas can do it, why not others?"

- The New York Times