FIDM MUSEUM ANNUAL REPORT 2019

VISION STATEMENT

- To be the global resource for the study of fashion--past, present, and future.

MISSION STATEMENT

- The FIDM Museum and Library, Inc., collects, preserves, and interprets fashion objects and support materials with outstanding design merit. It fosters student learning, public engagement, and recognition of the creative arts and entertainment industries by providing access to the collections through exhibitions, publications, and other research opportunities.

STRATEGIC PLAN

- **Objective 1:** Enhance the aesthetic and historical value of the Museum's collection through targeted acquisitions.
- **Objective 2:** Improve the Museum's stature in the museum community through a high level of scholarship and implementing best practices, as published by professional organizations.
- **Objective 3:** Promote the Museum's cultural presence through the use of technology and special events, such as exhibitions, lectures, and symposia.

STRATEGIC PLAN

- **Objective 4:** Provide access to collections for the purpose of education, design inspiration, and scholarship.
- **Objective 5:** Commit to strategic growth and the sustainability of the Museum through fundraising activities.
- **Objective 6:** Formulate a broad and systematic program of professional development that supports personal growth, accountability, and Museum performance.

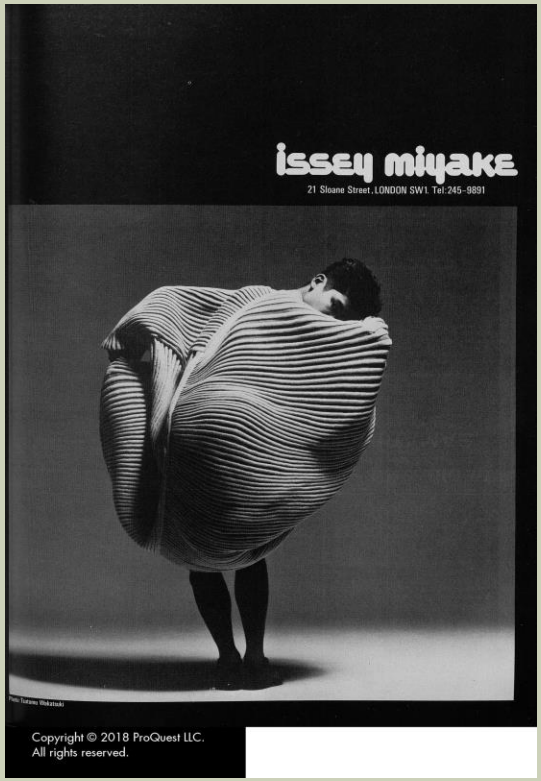
2019 ACQUISITION HIGHLIGHTS

2019.5.9AB "Amphitrite" fan, A. Rodien, Paris, c. 1889
FIDM Museum Purchase: Funds donated by Martha Nesseth and Mona Lee Nesseth

2019.5.18 Embroidered stomacher and robing, Great Britain, c. 1725-50 FIDM Museum Purchase

2019.5.50 "Les Orchidées" panel [detail], Cornille et Frères, Paris, 1894
FIDM Museum purchase in memory of Marianne Wishner

2019.5.80 Evening coat [detail], Natalia Goncharova for Myrbor Paris, 1922-26; FIDM Museum Purchase: Funds donated by The Costumer's Guild West, Inc.



2019.5.37 "Seashell" knit coat, Issey Miyake, Japan, 1985
FIDM Museum Purchase

2019.1714.1 Evening gown, Badgley Mischka, United States, c. 2015
Gift of Mark Badgley and James Mischka

2019 FIDM GALLERY EXHIBITIONS

FIDM Orange County Gallery, *FANtasy: The Mona Lee Nesseth Fan Collection*

Majesty & Mystery: Saving a Napoleonic Court Gown

February 5 - April 13, 2019
22,484 visitors

27th Art of Motion Picture Costume Design

February 5 - April 13, 2019
22,484 visitors

BA in Design Exhibition

June 5 - June 29, 2019
3,932 visitors

13th Annual Art of Television Costume Design

August 20 - October 26, 2019
8,878 visitors

FANtasy: The Mona Lee Nesseth Fan Collection

FIDM Museum Orange County

October 26, 2019 - March 7, 2020

CURATORIAL PROJECTS

- Incoming object and collection acquisition and research
- *Sporting Fashion* catalogue research and writing
- *Sporting Fashion* exhibition planning: Los Angeles premiere, plus 6 U.S. venues with American Federation of Arts and Delmonico-Prestel Books partnerships
- Rudi Gernreich object and catalogue research and photography
- Donor development
- Oral History Program contributions

SPORTING
FASHION
OUTDOOR GIRLS 1800 TO 1960

CURATORIAL PROJECTS
NEW LECTURES

- Leigh Wishner, *Museums by the Yard: Artistic Textiles for Fashion and Interiors in Mid-Century America*
- Leigh Wishner, *Imagineering California Sportswear: Textile Science and Artistry, 1940 - 1960*
- Meghan Hansen, *Fashion in Motion: Michel Arnaud and the Technical Artistry of Runway Photography, 1970s-1990s*
- Joanna Abijaoude, *Photoplay, Costume Design, and Consumerism in the Golden Age of Hollywood*

CURATORIAL FUNDRAISING

- Tours
- Individual Donor Development
- Lectures
- Fan Association of America Grant
- 2 Funded Graduate Student Summer Study Grants

COLLECTIONS MANAGEMENT PROJECTS

- Physical re-housing and inventory of Decades and Labeled sections
- Individual boxed storage solutions for select accessories
- Continued freezing and vacuuming protocol for incoming objects
- Pulling/Putting away objects for research appointments

Storage Solution, Fan Mount, FIDM Museum Storage

REGISTRATION PROJECTS

- Processed incoming purchases and donations
- Processed outgoing loans
- 3,977 object records in PastPerfect Online
- Reorganized and expanded physical donor files and collection documentation files.

LOAN PROGRAM

- *Tudors to Windsors: British Royal Portraits*
  Bendigo Art Gallery (Australia), March 16 - July 14, 2019

- *Gender Bending Fashion*
  Museum of Fine Arts, Boston, March 21 - August 25, 2019

- *California Dreams: San Francisco A Portrait*
  Bundeskunsthalle (Germany), August 1, 2019 -
  January 31, 2020

- *Esther Williams: The Swimming Queen of the Silver Screen*
  Catalina Island Museum, September 6, 2019 - March 8, 2020

FIDM Museum Objects Installation, *Tudors to Windsors: British Royal Portraits*
Bendigo Art Gallery, Australia

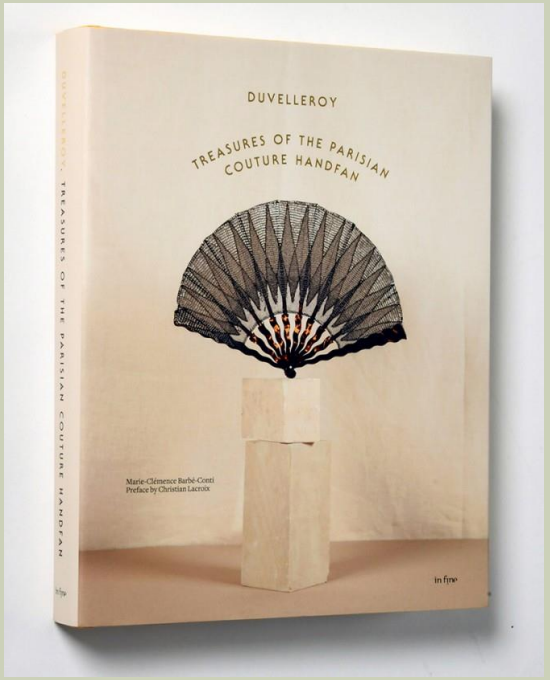
RESEARCH APPOINTMENTS AND TOURS

- 33 research appointments, 17 digital
- Select researchers:
  - Historic Royal Palaces
  - Metropolitan Museum of Art
  - Ohio State University
  - Harewood House
  - LACMA
  - CalArts
  - Art Institute of Chicago
  - Brooklyn Museum
- 32 exhibition tours

FIDM MUSEUM OBJECTS IN PUBLICATIONS

Marie-Clemence Barbe-Conti, *Duvelleroy: Treasures of the Parisian Couture Handfan*
Jonathan Fairs, *Fur: A Sensitive History*
Museo de la Moda, *Musings on Fashion*
Betsey Johnson and Mark Vitulano, *Betsey*
Henriette Pleiger, *California Dreams*

Mae West: Dirty Blonde, PBS Documentary



STUDY COLLECTION

- 166 Total Appointments, including: In-class presentations, Exhibition tours, Student Activities workshops and fairs, and Outside researchers.

Oaxacan Blouse, c. 1950
2019 Donation
FIDM Museum Study Collection

SOCIAL MEDIA

BLOG
- 1,868,742 lifetime views and 1,077,708 sessions
- 2019: 87,645 page views and 58,509 sessions

INSTAGRAM
- 40,000 followers (21% increase from 2018)
- 217 posts in 2019
- Continued popular Unboxing series with 44 episodes

FACEBOOK
- 11,139 followers (17% increase)
- 11,089 page “likes”

TWITTER
- 5,631 followers (15% increase)
- 5,456 tweets, replies, retweets

Top Instagram Post: 4,705 likes
FIDM Museum Special Collections

PROFESSIONAL DEVELOPMENT

- Costume Society of America individual memberships
- ICOM Costume Committee individual membership
- American Alliance of Museums institutional membership
- California Association of Museums institutional membership
- SoCal Museums

MUSEUM VOLUNTEERS

- Projects include:
  - Labeling Objects
  - Collection Research
  - Digitization
  - Digital Asset Management Data Entry
  - Exhibition Condition Reports and Installation
  - Inventory
  - Object Vacuuming
  - Costume Exhibition Installation
  - Image Rights Research
  - *Sporting Fashion* Project Research

AMERICAN ALLIANCE OF MUSEUMS ACCREDITATION

- Conducted yearly staff check-in re: Strategic Plan
- Continued work on Emergency Plan
- Collections Management, Special Collections, Registrar, Study Collection, Social Media procedure manuals written and/or updated
- AAM Accreditation on hold due to additional staffing needs

FASHION COUNCIL

- Fashion Council is a volunteer organization that provides support to the FIDM Museum & Galleries, a California nonprofit 501(c)3 foundation that contributes educational programming related to the importance of fashion to students, educators, industry, and the public.

FASHION COUNCIL VOLUNTEERS

- Founding Chair: Mima Ransom
- Community Outreach and Development: Mona Nesseth
- Community Programs Chair: Lori Santamaura
- Events Chairs:
  - Jeanine Abraham
  - Linda Knoth
  - Deborah Veady
  - Lori Santamaura

Total Volunteer Hours: 3,952 @ $15 per hour= $59,280 equivalent

FASHION COUNCIL FUNDRAISING

- Fashion Council Annual Tea: $9,407.00
- *FANtasy* Opening: $900.00
- Fall Lecture & Lunch: $4,230.00
- Misc. Donations: $3,900.00
- 1804 Campaign $15,216
- Event In-kind Sponsorships: $20,948.00

2011-19 Fashion Council Fundraising:
Cash, Revenue, In-kind Donations, and Volunteer Hours
$1,749,774

CURATORIAL PLANS

- Future exhibitions currently being researched:
  - *Worth & Bobergh: Conserving an 1860s Rarity* (History Gallery)
  - *Studies in Style: Acquisitions from the Costumer's Guild West* (History Gallery)
  - *Dealer's Choice: Two Decades of Donations by Steven Porterfield, 2000s-2020s* (Orange County Gallery)
  - *Gilding the Lily: American Women and Paris Fashion, 1860s to 1910s* (corresponding catalogue)
  - *Rudi Gernreich: Fashion Maverick* (corresponding catalogue)

Rudi Gernreich: Fashion Maverick
Photoshoot

STUDENT SURVEY SPRING 2019

- Survey Goal: To evaluate what FIDM students would prioritize in FIDM Museum website redesign.

- Top three choices: Event Calendar, Exhibition Information, and Ease of Navigation. Additionally, students want to know how to get involved.

Cabinet Card
2019 Donation
FIDM Museum Special Collections

COLLECTIONS MANAGEMENT PLANS

- Special Collections rehousing and inventory
- Temperature/humidity and insect logs up-to-date
- Continue AAM Emergency Plan
- Continue improving specialty storage of collections
- Mannequin inventory
- Row/box labels typed and re-applied

REGISTRATION PLANS

- Continue loading object inventory (locations and photos) into PastPerfect database
- Continue releasing catalog entries online
- Maintenance of incoming objects and loans
- Organization and digitization of object records and institutional files
- Archives processing
- Finish outstanding de-accession projects

Museum Collection, Hanging Nineteenth-Century Garments Selection

STUDY COLLECTION PLANS

- Combine San Diego Study Collection with Los Angeles Study Collection
- De-accessioning Project to strengthen collection and increase accessibility
- Update collection inventory, including additional photos
- Encourage digital appointments with FIDM students and instructors

SOCIAL MEDIA PLANS

- Complete website re-design by Fall 2020
- Integrate Typepad blog onto new Wordpress site
- Continue to promote FIDM Museum resources through social media
- Continue to grow FIDM Museum audience and engagement through social media.

WEBSITE RE-DESIGN PLANS

- Led by Joanna Abijaoude and Peter Lam, design approved in December 2019, to be completed in 2020
- Willhouse Design Company selected as website design firm
- Updated color palette, responsive, live opening hours and events posted, streamlined content, robust collections online, ability to be updated by FIDM Museum staff

2019 FIDM Museum Staff:

Barbara Bundy, Museum Director
Kevin Jones, Curator
Christina Johnson, Associate Curator
Meghan Hansen, Registrar
Carolyn Jamerson, Collections Manager-Mount Maker
Joanna Abijaoude, Museum Associate-Social Media Manager
Leigh Wishner, Museum Coordinator
Peter Lam, Gallery Creative Director
Rafael Alfaro, Gallery Assistant
Mima Ransom, Fashion Council Chair

1878 Fashion Plate, 2019 Donation
FIDM Museum Special Collections

2019 FIDM Museum Board
Barbara Bundy
Tonian Hohberg
Vivian Lowy
Tess Stolzer

Day Ensemble, c. 1895
2019 Donation
FIDM Museum Collection

Sporting Fashion: Outdoor Girls 1800 to 1960 photoshoot
Brian Davis, Photographer

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