



## Association of Art Museum Directors

120 East 56<sup>th</sup> Street  
Suite 520  
New York, NY 10022  
Tel: 212.754.8084  
Fax: 212.754.8087

April 2010

In my August 2009 [Executive Director's message](#), I wrote about an AAMD initiative to document the impact of community service programs at art museums, demonstrating ways in which these offerings use art to improve people's lives. Along with our mapping project, which charts activities between member museums and neighborhood organizations and businesses, this initiative is part of a broader plan to develop community impact reports that track these contributions more comprehensively. I have a few news items to share on this front.

First, we continue to receive articles about wonderful programs taking place at a wide variety of art museums. Here are some recent examples:

- The Institute of Contemporary Art in Boston is [offering teen and family programs](#) that provide opportunities for civic engagement, leadership, and creativity.
- The Studio Museum in Harlem runs [a program for teenage girls](#) from historically underserved neighborhoods that uses museum archives to prompt discussions and art-making about ideas of community, identity, history and culture.
- The Minneapolis Institute of Arts is part of a three-year [Arts & Healing](#) and urban renewal pilot program that will explore the many ways the arts can help sick children and their families heal.
- The Museum of Modern Art's program for Alzheimer's patients is now being replicated at approximately 30 museums that will make art accessible to people with dementia and their caregivers, including the Virginia Museum of Fine Arts, in Richmond, and the Museum of Fine Arts, Houston.  
<http://philanthropy.com/article/Art-Brings-Back-Memories-fo/57665/> (subscription required)
- The Philbrook Museum of Art has [redefined its role in the community](#) by reallocating funds to support three successful programs, increasing its audience in the process:
- The Des Moines Arts Center offers a program for at-risk youth that uses art to develop self awareness. The recent [article in the Des Moines Register](#) was a result

of the AAMD initiative to work with member museums and local media to place news stories about community programs.

Second, I want to report that AAMD has received a \$50,000 grant from the National Endowment for the Arts to support our work on this initiative. I am very pleased that the NEA has recognized our role as a service organization to the art museum field and sees value in our work helping member museums share stories about the power of art to change people's lives.

And finally, speaking of art changing people's lives, I hope people across North America will take advantage of International Museum Day on May 18<sup>th</sup> by visiting their local art museum. Many of AAMD's member art museums are participating, offering free or discounted admission, or a range of other programs. More information about AAMD members participating in International Museum Day activities can be found through a [list on our website](#) or on participating museums' websites.

Janet Landay  
Executive Director