Memorandum

DATE: April 18, 2014

TO: Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair)
    Monica R. Alonzo (Vice Chair), Voncier 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
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
    Jeanna Chipperfield, Chief Financial Officer
    Shawn Williams, Interim Public Information Officer
    Elsa Cantu, Assistant to the City Manager – Mayor & Council

“Dallas, the City that Works. Diverse, Vibrant and Progressive”
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)

32 public events held
(education, community and stakeholder focus during exhibition)

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

1,926 individuals inspired to donate
(at site of one work, benefiting three different charities)

49 states represented in visitation
(to site at Nasher Sculpture Center)

36 countries represented in visitation
(to site at Nasher Sculpture Center)

97% positive community feedback
(in person testimonials and social media)
Nasher XChange Exhibition Sites

1. 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 Larner
   *X*
   University of Texas at Dallas

6. Charles Long
   *Fountainhead*
   NorthPark Center

7. Rick Lowe
   *Trans.lation*
   Vickery Meadow

8. 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
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Black & Blue: Cultural Oasis in the Hills

Paul Quinn College
UGO RONDINONE

dear sunset

Fish Trap Lake
“If a sprawling city like Dallas can do it, why not others?”

- The New York Times