“Chicago’s revolving doors have made the city a bustling arts hub, enticing those with a venturesome spirit and constantly pulsing with new ideas, new connections.”

Maggie Taft and Robert Cozzolino

ART DESIGN CHICAGO

The first large-scale exploration of the city’s art and design history to date

Art Design Chicago was a spirited celebration of the unique and vital role Chicago plays as America’s crossroads of creativity and commerce. Initiated by the Terra Foundation for American Art, this citywide partnership of cultural organizations examined Chicago’s art and design history and legacy through exhibitions, public programs, special events, and tours throughout 2018. Together, partners told the stories of the artists and designers that defined and continue to propel Chicago’s role as a hub of imagination and impact.
Dear Friends,

After six years in the making, Art Design Chicago culminated in a memorable 2018. With more than 2.5 million attendees experiencing exhibitions and programs exploring Chicago’s unique art and design history, this was a moment of celebration, discovery, and impact.

The Terra Foundation for American Art sought to broaden awareness and deepen understanding of Chicago’s distinct creative legacy. Through the commitment of the foundation’s board of directors and the vision of our program staff, civic and advisory committees, programmatic partners, and financial supporters, Art Design Chicago was born.

The project soon galvanized the cultural community. Museums added works by Chicago artists and designers to their collections; important pieces within collections were made accessible to the public; and archives around the city were mined for hidden artwork, ephemera, and information. The initiative produced ground-breaking scholarship represented by new books, catalogues, and digital projects, which are lasting resources for the field; and most of Chicago’s major universities created courses devoted to the city’s art and design history.

We are heartened by the ways in which our partners collaborated to examine the contributions of Chicago’s creatives, past and present, and how audiences enthusiastically embraced the opportunity to learn something new about the city’s history.

The narratives illuminated last year are not the whole story. Art Design Chicago has been a spark to ignite further investigations of the many artists and designers who have shaped the culture of Chicago and contributed to the artistic landscape nationally and internationally. Ideas have already surfaced for future projects about Chicago’s artistic past and creative present. We can’t wait to get started.

Thank you for your participation.

Elizabeth Glassman
President and CEO,
Terra Foundation for American Art
“Art created and exhibited on the South Side in the 1960s and 70s told stories, identified and explored targets of critique, and called its viewers to unite in solidarity with their own and other communities, expressing political affinities that were often fragile and complex, whether within or across groups identified by race, gender, class, or geography.”

**Rebecca Zorach,**
“One of my lasting impressions of Art Design Chicago will be the value of collaborating with other institutions. It can be challenging work at times, but the reward is in working with new people, broadening our constituencies, and opening doors between previously isolated artistic communities.”

Greg Foster-Rice, Department of Photography, Columbia College Chicago
Exhibitions took place at venues in Chicago and beyond. From Chicago’s role in championing outsider art to the dynamic collaborations of the Hairy Who collective, and from pioneering designers in advertising to the role of Chicago’s creatives in early video game technology, exhibitions explored a diversity of topics, themes, and moments in Chicago’s art and design history.

Nearly 60% of exhibiting organizations reported larger or significantly larger attendance at their Art Design Chicago exhibitions than at their previous exhibitions of similar size and scope.
“As an artist, but also an archivist myself, I believe it is critically important to shine a light on the creative legacies and histories of the artists who have shaped the culture and landscape of the world we interact with every day. Art Design Chicago has allowed us to rediscover the impact of artists from Chicago’s South Side and make public the contributions of the cultural pioneers before us.”

Theaster Gates, Artist

Art Design Chicago exhibitions showcased a diversity of artists and designers associated with Chicago, past and present. Many had not been the subjects of scholarly research before. Several projects featured the work of contemporary artists whose practice involves mining and reflecting on the city’s creative history.
More than 300 talks, tours, symposia, block parties and festivals, screenings, hands-on workshops, parades, and other special events took place across Chicago’s neighborhoods and outside of the city. Many brought to life the often untold or unknown legacies of Chicago’s artists and designers.
“The exhibitions, publications, and programs supported by Art Design Chicago have added important new knowledge and perspectives to the study of the history of design in Chicago.”

Jonathan Mekinda, School of Design, University of Illinois at Chicago

Academics, curators, and independent scholars contributed to an expanded understanding of American art history and Chicago’s role as a major metropolitan art and design center. These examinations yielded new discoveries, publications, and digital resources that provide an important foundation for future research.
More than 2.5 million visitors attended Art Design Chicago exhibitions and programs. Many more individuals experienced the initiative through online programming and digital and print resources.

**2.5M PARTICIPANTS**

**AUDIENCE SURVEY**

- **68%** attended 3 or more exhibitions or events
- **20%** attended 7 or more exhibitions or events
- **84%** learned something new about Chicago’s art and design history
- **42%** visited a Chicago cultural institution for the first time
- **79%** plan to return to at least one of those institutions in 2019
Our design students were able to visit museums and projects they otherwise would not have been invited to or known to exist. It allowed us to see just how broad the art landscape of Chicago is. Art Design Chicago helped our students realize they have a permanent place in the Chicago art history landscape.

Vernon Lockhart, Project Osmosis

The Center for Urban Education at DePaul University organized “learning journeys” to Art Design Chicago exhibitions for Chicago Public Schools students and parent groups from 69 schools, primarily on the city’s South and West Sides.

Through such programs as Project Osmosis and Chicago Public Library’s YOUMedia, teens learned about careers in various art and design fields, and created works inspired by their visits to Art Design Chicago exhibitions.

Many participants in these programs were first-time visitors to the cultural destinations on the tours.
Additional exhibitions and programs were presented in the Chicago suburbs; Springfield (Illinois); and out of state—in Los Angeles, Minneapolis, New York City, and Saratoga Springs (New York). Internationally, organizations in Amsterdam, Lausanne, Linz (Austria), London, Madrid, Paris, and Venice presented or will present Art Design Chicago exhibitions and programs in 2019 and 2020.
Art Design Chicago and the exhibitions and programs of the initiative’s partners were featured in hundreds of news articles with a combined readership of approximately 235,000,000 around the world.

“Visiblity and Reach

Art Design Chicago and the exhibitions and programs of the initiative’s partners were featured in hundreds of news articles with a combined readership of approximately 235,000,000 around the world.

“The Terra Foundation generated a great idea for a city-wide initiative, pulled together a truly broad consortium of participating organizations, and put the resources behind it to make people aware of all the great programs, publications, and experiences developed as part of ADC.”

John Russick, Chicago History Museum

Designed pro-bono by creative partner Leo Burnett, the Art Design Chicago advertising campaign piqued the curiosity of locals and visitors. Described as “the best curiosity-triggering way to get you to engage with the Chicago art and design scene” by the culture magazine Newcity (October 25, 2018), the Just Go See It campaign ran across advertising platforms—billboards, bus shelters and train stops, radio, and digital—and led to 114,000,000 total audience impressions, driving awareness of and participation in partners’ programs.
“In the first half of the twentieth century, Chicago brokered all kinds of trajectories: coming and going, importing and exporting, gathering and redistributing, a sense of having arrived and the exhilaration of finally going somewhere. These railed connections informed Chicago’s artistic identity, forging an art world that was as expansively networked and inter-connected as the ‘iron roads’ radiating from the city’s looped heart.”

Jennifer Jane Marshall
Art in Chicago: A History from the Fire to Now
(University of Chicago Press, 2018)
Art Design Chicago was an initiative of the Terra Foundation for American Art with Presenting Partner, The Richard H. Driehaus Foundation, and several other important funding partners.

Financial Investment

- Exhibitions and programming: 80%
- Administration: 15%
- Communications: 5%

Financial Investment: $8 M*

Grants Awarded: 107

Economic Impact**: $55 M

*Total contributions by the Terra Foundation ($6.76 million) and funding partners ($1.24 million)

**Total estimated economic impact on Chicago: $55,121,770 (Source: Choose Chicago)
THANKS FOR PARTICIPATING

The momentum continues — explore ongoing programs and resources at ArtDesignChicago.org