



CASE STUDY/2021

Arlington Museum of Art

30 AMERICANS EXHIBIT

OVERVIEW

Bernadette Davis Communications (BDC) was brought in to promote the Arlington Museum of Art's (AMA) 30 Americans exhibit, a contemporary art exhibit featuring the works of 30 influential Black and African American artists, including Jean-Michel Basquiat, Mickalene Thomas, Kehinde Wiley and Carrie Mae Weems, over a three-decade period. The exhibit came to the Arlington Museum of Art through a collaboration with the Rubell Museum in Miami.

OBJECTIVES

- Build awareness in the Dallas-Fort Worth area about the museum and the timely exhibit
- Encourage corporate and individual donations through the exhibit run
- Grow the museum's social media reach and reach with diverse audiences
- Increase admissions, memberships, donors, and volunteers

SERVICES PROVIDED

- Strategic Consulting
- Brand & Marketing Communications
- Copywriting & Content Development
- Media Relations

OUR APPROACH

The BDC team began by meeting with the host committee and executive director, Chris Hightower, to ascertain their vision for the exhibit and the museum. We also assessed the current collateral and the outreach strategy for 30 Americans, benchmarking against previous exhibits and outreach. For a template, we reviewed the museum's previous Keith Haring (2019) and Ansel Adams (2014) exhibits. The Haring exhibit was one of the top three exhibits in the museum's history, resulting in an increase in memberships, volunteers, gift shop and admission sales, and media coverage. The Ansel Adams exhibit boosted admissions. We assessed the voice and the brand of AMA to ensure that our work would be consistent with the voice and image of the museum. Our team also provided key input on positioning related to the exhibit and ongoing discussions about race and social justice in Arlington and the nation.

EXECUTION

1 Media Planning

We worked with the Arlington Museum of Art team to create a media plan, including recommendations on key messages and outlets. We collaborated on media outreach and wrote and edited press releases for the exhibit. We created a list of milestones for content and for media outreach in preparation for the opening of the exhibit and assisted with promotion of AMA's Juneteenth Jubilee, creating a press release, reaching out to media, and developing a message for the host committee to share.

2 Content Development

We developed a content strategy that was designed to be culturally inclusive, keeping in mind the AMA's mission to be accessible to both long-time arts patrons and potential first-time visitors. One goal was to foster conversation. We also provided guidance on how to approach the promotion of the exhibit and provide guidance for patrons on content that might not be suitable for some visitors, including children. In addition, our team created copy about the exhibit for a rack card that would offer information about the exhibit and a map for the three locations partnering with AMA.

3 Social Media

We developed a strategy to promote the museum and the exhibit on social media. We created social content (post copy, images, hashtags). We also produced a social media tool kit for the host committee, designed social media templates, and created a music playlist to accompany the exhibit.

CONTINUED: CASE STUDY

Arlington Museum of Art | **30 AMERICANS EXHIBIT**

RESULTS

DALLAS BLACK DANCE THEATRE
RELENTLESS EXCELLENCE

From our partners at the Arlington Museum of Art.

30 AMERICANS

MAY 29 - SEPTEMBER 5

30 ARTISTS
54 PIECES
1 ICONIC EXHIBIT

EXHIBIT MADE POSSIBLE BY: Arlington Tomorrow Foundation

ARLINGTON MUSEUM OF ART

Dallas Black Dance Theatre

The Dallas Morning News

ARTS ENTERTAINMENT > VISUAL ARTS

'30 Americans' in Arlington features some of the most important artistic voices of our time

The exhibition of Black artists at the Arlington Museum of Art tackles unsettling but necessary subjects.

Triple Portrait of Barack Obama by Kehinde Wiley is on display as part of the "30 Americans" exhibition, on view through Sept. 5 at the Arlington Museum of Art. Wiley is perhaps best known for his iconic 2008 portrait of President Barack Obama. (Arlington Museum of Art)

By Laurie Ann Farrell
7:42 AM on Aug 5, 2021

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The Dallas Morning News

TONIC FOR THE TIMES

Timely and timeless, 30 Americans at the Arlington Museum of Art features the work of 30 Black artists from the 1940s to the present.

BY ERICA CARTER

On the 20th anniversary of the 9/11 attacks, the world itself was a mess of grief and mourning. In the wake of the tragedy, artists turned to their art to express their pain, anger, and hope. The Arlington Museum of Art's exhibition, 30 Americans, is a collection of 54 pieces of art by 30 Black artists, each representing a different aspect of the Black experience in America. The artists, including Kehinde Wiley, Hank Willis Thomas, and Howard Chandler Christy, explore themes of identity, community, and resilience. The exhibition is a powerful statement on the Black experience in America, and it is a must-see for anyone interested in contemporary art.

ARLINGTON MUSEUM OF ART

AUGUST / SEPTEMBER 2021

Patron Magazine

DOWNTOWN ARLINGTON

VISIT EVENTS LIVE BUSINESS ABOUT STORIES

Featuring a "Who's Who" of African American artists, 30 Americans opens at the Arlington Museum of Art May 29

Authentically Arlington / Cultural Arts / Entertainment / Events

May 22, 2021

Provocative, beautiful, humorous, at times painful, and always deeply compelling, "30 Americans" is a dazzling presentation of some of the best art made in the last few decades—and a captivating guide to some of the most exciting talent working today. From the canonical to the cutting edge, these artists explore identity against a backdrop of pervasive stereotyping—of race, ethnicity, gender, sexuality, and class—addressing intersectional politics in unique and powerful ways.

- The Barnes Foundation

Downtown Arlington

EXHIBIT: 30 AMERICANS



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Photo Credit: Rashid Johnson, *The New Negro*

TOURS



739
total tour participants



365
private tour participants



374
art camp tour participants

FINANCIALS



One of the
TOP 3
exhibits

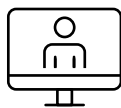


\$10,689
in gift shop sales



\$9,255
in ticket sales

WEBSITE



7.5K
webpage visits



\$2.3K
in web sales



20K
page views

SOCIAL



37%
of visitors found us
via social media



136%
increase in
reach – Facebook



68%
increase in
reach – Instagram

MEDIA COVERAGE



Glasstire

The Dallas Morning News