



Destination: Art

2023 Annual Report



WWW.DESTINATION-ART.NET

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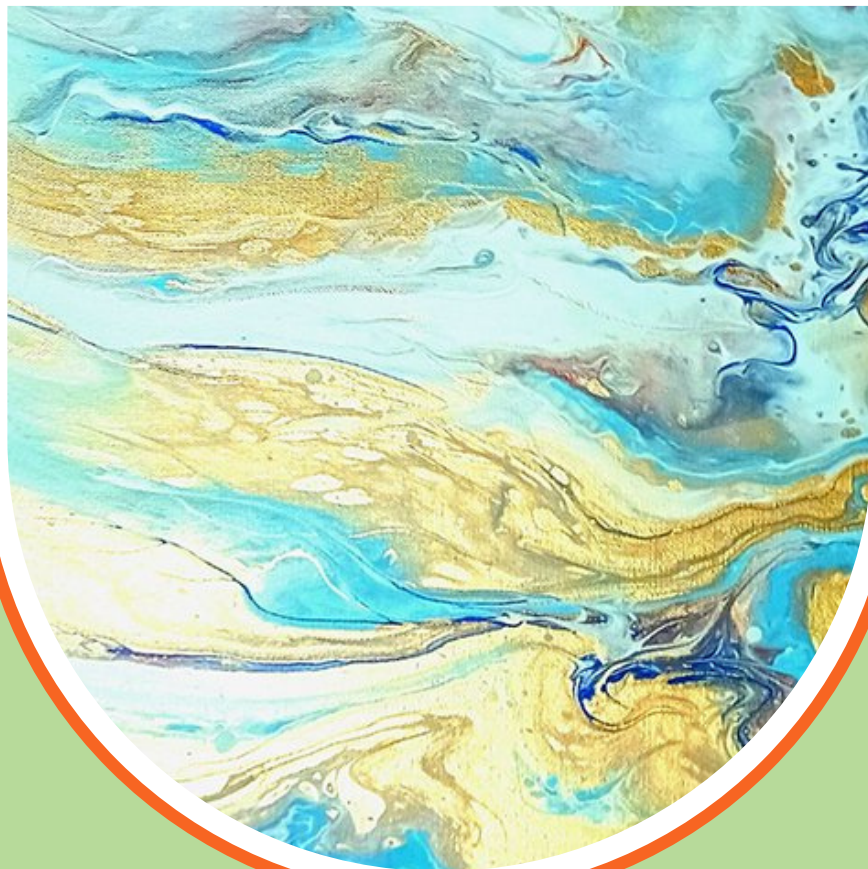
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“Golden Slivers” by Linda Thompson



A WORD FROM THE PRESIDENT

I am proud to present this 2023 annual report for Destination: Art. You will find that Destination: Art has contributed to the community in many ways in support of our mission statement.

This year we have supported artists by holding six exhibitions and the Art 2 Go sale. We held over 40 workshops to inspire artists to take the next steps in their art journey.

We encouraged non-artists to experience the joy of artmaking through Art for Everyone, and we inspired community members to be more creative in everyday life through Creative Conversations. We welcomed in our FRIENDS of Destination: Art program.

This annual report represents Destination: Art's "Body of Work" for 2023. I am so grateful and proud of our Board and Staff and the many volunteers who have worked so hard to create this body of work. We can all be proud of the work we have done together to inspire, uplift, and encourage our community through art, creativity, and beauty toward the aim of human flourishing.



MARGARET LINDSEY
PRESIDENT





ABOUT DESTINATION: ART

OUR STORY AND MISSION:

In November 2014, Destination: Art opened our doors in downtown Torrance.

THE MISSION OF DESTINATION: ART

Because we believe art is essential to the flourishing of the human spirit, our mission is to promote art by:

- Elevating the presence of artists and their contributions to the immediate and greater South Bay
- Providing creative and collaborative exhibition and studio spaces

- Providing public education in visual arts
- Building community by experiencing fine art and bringing awareness and engagement through conversation, curation and creativity

"We believe the Mission of Destination: Art is to promote art as essential to the flourishing of the human spirit..."
-Paula Vukmanic



MEET OUR TEAM



ROBIN JOHNS
BOARD VICE PRESIDENT
& GALLERY MANAGER



ANNIE GOMM
MARKETING
DIRECTOR/BOARD



WENDY HANSON
BOARD SECRETARY



TERRI HARKINS
OUTREACH
BOARD



KENDRA LEW
BOARD TREASURER



LYNN LAVEZZARI
FINANCIAL
ADVISOR/BOARD



DOUGLAS CASTLEMAN
ART DIRECTOR/BOARD



KELLI SULLIVAN
WEB DESIGNER



LYNDA DECELL
BUSINESS ADVISOR
BOARD



JOSIE HORAN
ADMINISTRATOR



NATALIE STRONG
EDUCATION DIRECTOR



FALINE CHIANG
OPERATIONS
MANAGER



MEET OUR STUDIO ARTISTS

The studios reflect the unique personalities and styles of artists. During business hours, visitors can meet the artists working and get a better understanding of their inspiration techniques and thoughts on art.



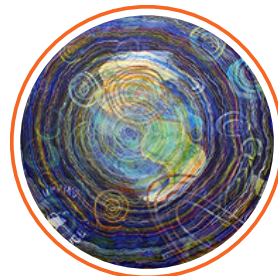
KATHARINE BERGSTROM



MARGARET LINDSEY



KYLE BOONE



**BARBARA CARNAHAN
MARRIOTT**



DOUGLAS CASTLEMAN



**ERIKA SNOW
ROBINSON**



ELISSA DICARLO



SUSAN RUBINI



ALFRED HAGAN



VICTORIA SEKITS

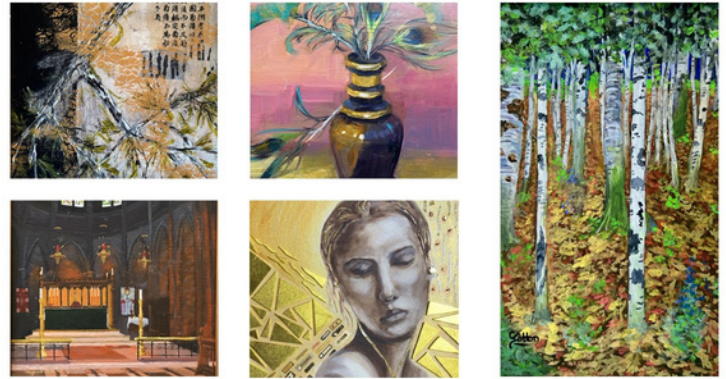


SUZANNE KUUSKMAE



LEANDRA LACK





1ST THEMED EXHIBITION ALL THAT GLITTERS IS GOLD!

This exhibition was our first themed exhibition for Destination: Art under the direction of Gallery Manager Robin Johns. Inspired by the artwork of Gustav Klimt, we put forth an art challenge for artists to incorporate the use of gold and other metallic paint into their art work, in whatever medium they chose. Some even had gold leaf!

We invited the public to enjoy the beautiful paintings in-person at the gallery or online, where most of them could be purchased. This exhibition ran from January 16 through February 25.

THANK YOU TO ALL CONTRIBUTING ARTISTS: Debbie Abshear, Karen Baughman, Janice Bock, Hazel Breen, K. Bergstrom Catriona, Jennifer Chan, Val Chan, Leslie S Chavez, Sara Coe, Bobette Davison, Elissa DiCarlo, Lucrecia Di Stasio-de Leon, Judy English, Fred Freedman, Herlinda Giandalia, Joy Gonzalez, Alfred Hagan, Mike Ishikawa, Robin Johns, Bette Jones, Suzanne Kuuskmae, Leandra Lack, Michelle Lee, Margaret Lindsey, Larry Manning, Barbara C. Marriott, Lynn Mikami, Laura Millman, Margie Murray, Vickie Myers, Gail Nichols, Ronda Olson, Eve Pericich, Irene Rafael, Sharon Ratterree, Irma Reinboth, Erika Snow Robinson, Ann Marie Rode, Kim Ryan, Jean Shultz, Beverly Spisak, Barbara St. John, Joanna Stott, Carol Sutton, Linda Thompson, Sharon Towle, Camilla Townsend, Nancy Fashing Veits, Paula Vukmanic, Joyce Welsh, Jody Wigg, David Wolfram





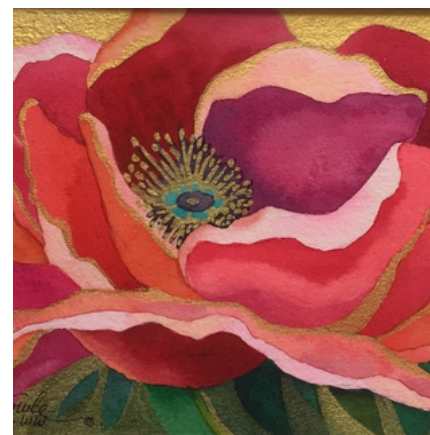
OUR SPRING GALLERY ARTISTS' EXHIBITION

We were proud to present our new lineup of award-winning gallery artists. This collection showcased 13 artists with 87 works of art.

Gallery artists were juried in by the Destination: Art Jury Committee, consisting of two board members and one studio artist.

THANK YOU TO ALL CONTRIBUTING ARTISTS: Bridget Duffy, Mark Fenton, Patricia Hershberg, Mike Ishikawa, Robin Kirk, Lynn Chiyeko Mikami, Margie Murray, Lois Olsen, Georgeann Robertson, Sharon Towle, Nancy Fashing Veits, Paula Vukmanic, Pat Woolley.

Left: "Hokusai and Geisha" by Pat Woolley, TR: "Mexican Tuna Hunt" by Bridget Duffy, BR: "Magic Peony" by Sharon Towle





OUR ANNUAL ASSOCIATE ARTISTS EXHIBITION

We were proud to present this year's art exhibition highlighting the beautiful artwork created by our Associate Artists. This show featured 48 artists with 92 paintings. The Award Judge for this exhibition was Paula Vukmanic and eight awards were given out with monetary prizes.

THANK YOU TO ALL CONTRIBUTING ARTISTS: Tricia Alexander, Robin Angelides, Janice Bock, Connie Boswell, Jennifer Chan, Leslie S. Chavez, Caroline Cheng, Moira Cohn, Cindy Compert, Maria Crean, Judit Dan, Bobette Davison, Judy English, Carol Francis, Fred Freedman, Ghislaine Gargaro, Herlinda Giandalia, Elke Goodno, Parrish Hirasaki, Robin Johns, Anita Johnson, Bette Jones, Patricia Kellner, Bonnie Kennan, Michelle Lee, Paula McKendry, Darlene Merle, Gail Nichols, Ronda Olson, Patty Pickles, Sharon Ratterree, Diane Reeves, Irma Reinboth, Robert Reinhardt, Julie Robinson, Ann Rode, Claudia Ryan, Kim Kelly Ryan, Ashish Sharma, Beverly Spisak, Richard Stephens, Carol Sutton, Kaoru Tanimoto, Gayle Taylor, Camilla Townsend, Kasha Vasilescu, Peggy West, David Wolfram



"Desert Dance" by Kasha Vasilescu & "Flora Bunda" by Paula McKendry

Made in the SOUTH BAY

OUR FALL GALLERY ARTISTS' EXHIBITION



We were proud to present 13 of our gallery artists and 88 examples of their artwork.

THANK YOU TO ALL CONTRIBUTING ARTISTS:
Debbie Abshear, Dori Dewberry, Patricia Hershberg, Mike Ishikawa, Robin Kirk, Lynn Mikami, Margie Murray, Georgeann Robertson, Dennis Sullivan, Linda Thompson, Sharon Towle, Nancy Veits, Paula Vukmanic.

TL: "Hope" by Debbie Abshear, BL: "Yosemite Valley" by Patricia Hershberg
TR: "Iris Exuberance" by Paula Vukmanic, BR: "Relocation" by Dennis Sullivan



COMMUNITY OUTREACH



This year we worked to implement our mission statement which says that art is essential to the flourishing of the human spirit. The programs related to this endeavor were FRIENDS of Destination: Art, Creative Conversations and Art for Everyone.



We invited those who believed they were not creative or artistic to come for a morning of creativity and fun! Participants created small works of art while learning some basic design principles in four different workshops. Many stimulating conversations about art and creativity were generated. Several participants expressed enthusiasm for continuing a creative journey. All workshops were free.

"I came as a guest of a friend. Thank you very much for offering this class. I enjoyed it very much and showed several people what I created under the instruction of Debbie Abshear. The hospitality and lunch was also over the top! Thank you very much!"- Art 4 Everyone participant

EVENTS



Art 2 Go was conceived with a goal of attracting first time art collectors to purchase pieces that they loved at low price points. Once the unframed artwork was purchased the customers could select a frame from either of two framers on site. We are thankful for Randy Highbee Gallery and Four Sticks framing for participating. Bernard Fallon conducted live interviews with art collectors & art lovers. Surrounding oneself with beautiful art also contributes to the flourishing of the human spirit.



F = FRIENDS
R = RESPECTING
I = INCLUDING
E = ENJOYING
N = NUTURING
D = DISCOVERING
S = SOCIALIZING

OF DESTINATION: ART

Our outreach partnership with the Autism Society of Los Angeles represented by Ronda Kopito has grown in popularity and in community awareness.

HATS OFF to Robin Johns for spearheading this important connection to adults on the autism spectrum and delivering on our mission to engage with the community to promote fine art and to provide public education in visual arts.

The mission of FRIENDS of Destination: Art is art is essential to the flourishing of the human spirit. Our program is about creating inclusive community and making connections through experiences of art.

And thank you to Eve Reymond and Selga Ruzzano, artists and volunteer occupational therapists, without whose personalized attention to each participant the success of these workshops would not be possible. We are changing lives! Find out more at www.destination-art.net/community-involvement



CREATIVE Conversations

Destination: Art is keenly focused on promoting human growth and worth through the acknowledgement of beauty and creativity through a series of Creative Conversations. These free talks are led by people who have lived an authentic expression of their passion, allowing their love and enthusiasm for what they do to naturally express creativity in areas such as being a restaurateur, a florist, a psychologist or a business leader.

"I'm so glad I found Destination: Art! I'm really enjoying the learning and the community."

-Bonnie Kennan

Each speaker will leave you with a deeper connection to your own possibilities for creative expression in your life's story, and ignite an enthusiasm for future discovery. We recognize art is essential to the flourishing of the human spirit and yet an individual's identity can grow if the understanding and encouragement of creativity is recognized across all spectrums of life.



CLASSES & WORKSHOPS



Lynn Mikami holds an incredible amount of knowledge regarding mixed media techniques & she has been sharing that knowledge in a monthly workshop series throughout the past year. Her series continues into 2024. Lynn was the recipient of the Dr. Tom Rische Art Educator Award by the Torrance Cultural Arts Commission. We are fortunate to have Lynn Mikami; she has been an invaluable contributor, mentor, instructor & gallery artist at Destination: Art.

Dave Wolfram RETURNS! Past President & Creative Director, Dave Wolfram returned to Destination: Art after a move to the desert for a 2 day workshop entitled *Good Stuff I've Learned & Want to Share*.

“David Wolfram is an outstanding teacher. He is very well organized, helpful, knowledgeable, generous, and an amazing artist. I think he might be the best instructor I have had at D.A.” - Robin Angelides

“He was excellent. With supplies provided, we were able to jump right in. Especially his specific paper surfaces and watercolors, etc. he was 100% prepared. Less expensive for us.” - Maureen McHale



Destination: Art featured workshops throughout the year with instructors: Debbie Abshear, Joe Cibere, Mike Ishikawa, Dori Dewberry, Frank Minuto, Joe Mancuso, Mike Hernandez, Tom Balderas. Go to [www. destination-art.net/education](http://www.destination-art.net/education) for more information on current classes & workshops.





THANK YOU TO ALAIN PICARD FROM DESTINATION: ART

Destination: Art was delighted to offer two multi-day workshops with the sought-after nationally known east coast pastel artist and instructor Alain Picard. Below are some of his salient take-aways, captured by Mauryne Fennel, on how to loosen up our pastel landscapes.

Alain encouraged us to do several thumbnail sketches in preparation for a new project. He believes that thumbnails are invaluable for interpreting and modifying a reference.

"The goal of the thumbnail is to clarify shapes, simplify values and design the scene." He told us to create a mosaic of value "tiles" and to avoid too much detail. According to Alain, sticking to a limited number of values helps to "tripwire the inventory side of your brain" (the part that wants to include everything in the photo reference.)

Alain advised us to make several color studies, trying out different color palettes before starting a new project, and suggested we consult a color wheel for inspiration. He also told us to "keep it small, make it quick, and keep it playful." He also encouraged us to "Take risks-- You need to risk being bad in order to be loose!"

We have many more diverse and robust workshops and classes in store for 2024! Check the [Education section of our website](#) and register today!
<https://www.destination-art.net/>

"It was a well organized and conducted workshop. It was a pleasure to watch Alain demonstrate his techniques with flair and humor. And he was helpful and instructive throughout."
 -Carol Sutton





DESTINATION: ART

ONLINE ACADEMY



ONLINE ACADEMY

Destination: Art offers online courses to become familiar with the basics of a new medium on one's own, in the comfort of one's own home, and on one's own time frame. Before one joins us in-person an online course is a great first step! The Studios and Gallery to experience in the camaraderie and encouragement of classes and workshops. An artist can also learn the basics of several art skills to aide in their art journey.

When you create an account for the Destination: Art Online Academy, you will be added to our Users list, but you will still need to enroll in each specific course of your choice to access the content. Once paid for access to each online course is indefinite and on-demand.

Go to www.onlineacademy.destination-art.net/



OPEN DOORS TO FELLOW ART GROUPS



Destination: Art is proud to host and provide meeting space for other art groups such as, the Experimental Artists of the South Bay, South Bay Watercolor Society, and Pacific Arts Group. Additionally, Destination: Art hosted exhibitions for SBWS and EASB.

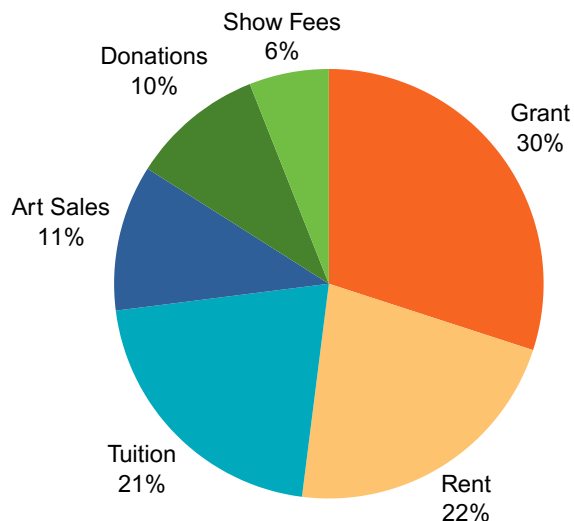
If your group is interested in using our space contact LocalArtists@destination-art.net

"Poinsettias" by Suzanne Kuuskmae

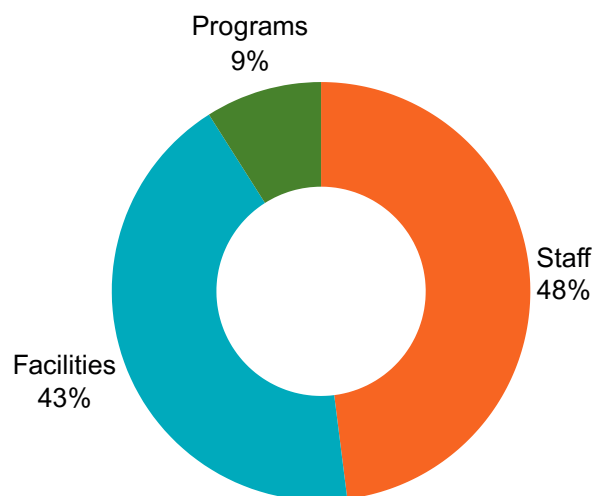


2023 FINANCIAL REPORT

INCOME



EXPENSES



- Our staff grew which enables us to hold more events, workshops, classes, and fulfill the mission of Destination: Art
- Grant income came from COVID recovery
- Staff: instructors, office management, accounting, advertising, education director
- Facilities: rent, insurance, utilities, gallery supplies



BE APART OF BRINGING ART TO THE COMMUNITY!

GIVE ONLINE

www.destination-art.net or scan QR code

GIVE BY MAIL

Destination: Art
1815 West 213th Street, Suite 135 Torrance, CA 90501



SOCIAL MEDIA BY THE NUMBERS

	Facebook	Instagram
FB Fans & IG Followers	1,300 = +30%	615 = +31%
Visits to FB Page & IG Profile	2,279 = +90%	941 = +9%

Total Impressions	214,288 = +40%
Average Post Reach	+50%
Average Engagement	+211%
Total Social Media Spend	\$2,283

	Mailchimp
Total Number of Subscribers	2,202
Total E-Newsletters sent	78

For other Digital Advertising (Easy Reader, Patch.com) we reached about 500,000 people. We used Peninsula People magazine and reached about 50,000 affluent residents.

We have been reaching the South Bay community with our message!

Make sure to follow us:

Facebook.com/DestinationArtSouthBay

Instagram @DestinationArtStudioGallery

YouTube @Destination_Art

or **scan QR code to subscribe to our newsletter**



APPRECAIION PAGE

Thank you to all of our Donors, Docents, Volunteers and to all of you who help sit the gallery.

Join our Docents' Guild!

A great way to learn about art and support the arts!

Incentives:

- Docent Host Training completed - receive an apron, valued at \$35
- Docent Host Shifts completed per year:
 - 2 shifts - Free Online Academy class
 - 4+ shifts - Free 1-year Associate Membership
 - 6+ Shifts - 50% off one Classes or Workshops

"I encourage you to sign up for the Docents' Guild! You won't regret it" - Eve Reymond

If interested email LocalArtists@destination-art.net and say, "I'd like to become a Docent!"

Gallery Hours: Thursday through Saturday, 11am - 4pm



-Faline Chiang is your gallery sitter on Thursdays and Diane Reeves on Fridays





DESTINATION: ART

Discover Your Art Connection

www.destination-art.net

1815 West 213th Street, Suite 135 Torrance, CA 90501

(310) 742-3192 | LocalArtists@destination-art.net

Hours: Thursday-Saturday 11:00 am - 4:00 pm

