

**SEPTEMBER
2022**

2021- 2022 Annual Report

Museum of Neon Art



Roxy Rose guides a visitor in the cross fire

Prepared by Corrie Siegel, Executive Director
approved by MONA Executive Board of Directors

MONA

About the Museum of Neon Art (MONA)

Established in 1981, MONA illuminates the past, present, and future through permanent and rotating exhibitions of cutting-edge electric, kinetic, and light-based artworks and historic signage. MONA continues to be one of the longest artist-operated museums in the world. The museum exhibits work in its galleries in Glendale, California and showcases historic signage from the 1920s - 1980s at Universal CityWalk while maintaining its archive of signage in its Pomona warehouse. All neon signs are created by skilled artists who bend glass over flame. Through its hands on classes and exhibitions MONA makes a human connection to science, history, and art, encouraging visitors to reexamine their built environment. The museum fosters dialogue and ignites the creativity of a new generation through hands-on neon classes. MONA's team of preservationists, historians, and artists sparks curiosity through demonstrations, bus tours, and neighborhood-based walks. The museum has revived historic neon signage by assisting the relighting of over 100 significant signs across LA County and advocating for preservation, study, and advancement of electric and kinetic art. MONA's groundbreaking exhibitions have launched careers and inspired generations of artists.

2022 in Review



MONA has faced challenges from the COVID pandemic but effectively used community and foundation support to expand its reach and programming. For the first time in its 41-year history, the Museum hired its second full-time employee: Director of Education, Ben Weber was brought in to broaden MONA's proven track record in education. We expanded programming and income streams related to MONA adult classes and planned towards our first multi-visit school program. In addition, we hosted consistently sold out events, commissioned art performances, and experimented with new event formats to bring new audiences and perspectives to our collection. MONA collaborated with world acclaimed artist Warren Neidich for a premiere of the exhibition *The Brain Without Organs*, presented the LA premiere of the documentary *Las Vegas Bender*, and hosted *Glendale Electric!* a citywide weekend festival. MONA also saved historic signs from Anaheim and received a historic donation from Larry Albright's estate. MONA's programming was praised by multiple newspapers, awarded a 2022 Preservation Award by the LA Conservancy, and the museum continues to be a viral sensation on social media.



Neon Immersive student



Councilmember Dan Brotman bends his first neon tube



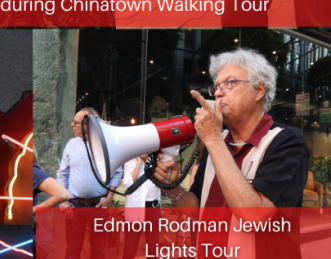
Celeste Hong and Paul Greenstein during Chinatown Walking Tour



Volta: In Liquid Light



Dydia DeLyser & Sales Suitcase



Edmon Rodman Jewish Lights Tour



California State Assembly Member Laura Friedman, MONA Executive Director Corrie Siegel, Glendale Councilwoman Paula Devine



Mayor Ardy Kassakian, boardmember Arlene Vidor, & Corrie Siegel



Stuart Ziff Ghostbusters special-effects talk



Dancify That!

Programming

MONA provided remote and in-person programming to maximize impact and build new audiences.



MONA continued sharing free online programming while producing unique and immersive events on site. This programming was praised by museum associations nationally and internationally. MONA introduced hands-on, drop-in bending demos with Roxy Rose, site specific immersive dance performances with Dancify That! and Volta, hands on demonstrations with real human brains, photography lectures, musical performances, and neon salesman suitcase demonstrations. The Museum continued offering bus cruises, night walks, and classes.

Programming included:

- 25 classes (1-day to 12-weeks long)
- 10 virtual events
- Teaching over 1,000 people to bend a neon tube
- 9 Neon Cruises
- 24 in-person sold-out events
- 2 new open-air walking tours



Michael Hayden



Kacie Lees



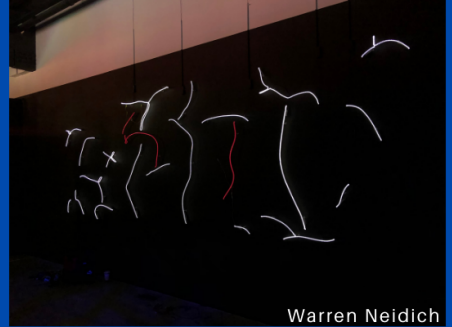
40 Years of Light



Roxy Rose



Warren Neidich



Warren Neidich

Exhibitions

MONA launched ambitious, immersive exhibitions and built out sections of the Museum to elevate our collection and temporary exhibitions. We opened our outdoor exhibition space, the Sign Garden (currently open for special events), and showcased installations by Roxy Rose and Warren Neidich.



Brain Without Organs
Warren Neidich



Teh Raptor DJ set in Sign Garden

Sign Acquisitions



Buster Brown Shoes



Silver Moon Motel



Anaheim Marquee



5 Points Liquor Market



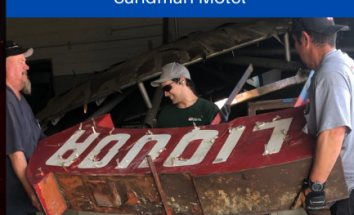
Los Angeles Natural History
Museum Bird Hall display



Sandman Motel



Echo Park Film Center



5 Points Liquor Market

MONA made historic acquisitions of a 1940s enamel Buster Brown sign; a 7-foot-tall neon display, long exhibited in the Natural History Museum Bird Hall; and the Echo Park Film Center sign. The Museum also accepted its largest donations to date from the City of Anaheim. Most of these signs, which are notable for their aesthetic and nostalgic appeal, were assumed long gone. Some of the signs have been in storage for the past 20 years. The Sandman Motel and Silver Moon Motel signs measure over 14 and 12 feet respectively.

Art Acquisitions

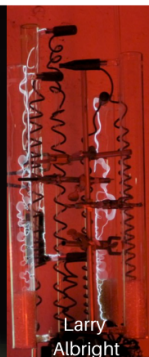
The generosity of artists demonstrates MONA's place as an artist-driven museum.



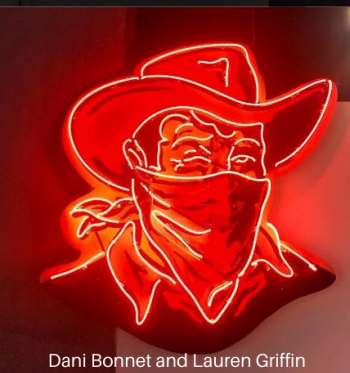
Charles D. Bona



Ben Livingston



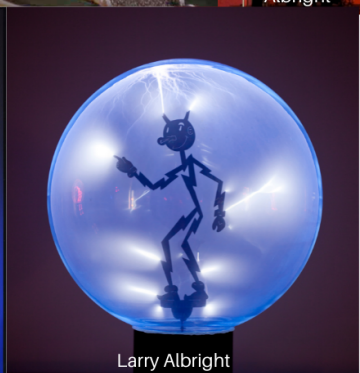
Larry Albright



Dani Bonnet and Lauren Griffin



Larry Albright



Larry Albright

Donations from artists to the Museum serve as historic markers of time, from a cowboy with an animated bandana inspired by Covid masking rules by Lauren Griffin and Dani Bonnet, to a rainbow by Kacie Lees, and an Austin city landmark and statement against nuclear proliferation by Ben Livingston. MONA is preparing to welcome a historic donation of works from the Larry Albright estate. Albright was a founding community member of MONA and an artistic genius who continues to influence new generations of neon and plasma artists.

Partnerships

MONA partnered with Neon Bear Brewery in Pomona to create a neon display and to fund neon sign restoration through special initiatives. MONA partnered with the American Museum of Ceramic Art to sponsor Kirsten Wilder's Neon residency. We also hosted a residency with Kacie Lees in partnership with She Bends and Sentral Arts. The Museum was able to organize Glendale Electric!, a festival funded by the City of Glendale Arts and Culture Commission, that connected six arts institutions across Glendale and presented performance by over twenty artists. Upcoming collaborations are planned with Bob Baker Marionettes Theatre, Vidiots Foundation, and Jet Propulsion Laboratory/ NASA. MONA was also funded by the Getty to support a Marrow Undergraduate internship.



Neon Bear Brewery, Pomona



Getty Marrow Intern
Joshua Velasquez



Kacie Lees
Artist in residence



What's next

- Develop a strategic plan process in October of 2022.
- Carve out focused development time to raise funds for the museum and plan toward an endowment.
- Pilot a fully funded teacher training, pre-visit, and middle school and high school museum visit program in fall 2022.
- Launch new family programs and bending workshops.
- Seek ways to fund an artist residency to support artists to rethink electric, kinetic, and neon arts.
- Mount several electrifying electric, kinetic, and neon art exhibitions.
- Restore the neon marquee signs on two key historic theatres.
- Complete a resource guide to build a community resource for employment, education, and art commissions.
- Restore vintage neon Dr. Hoffman Optometry sign and raise funds to restore House of Spirits and College Grille. These restorations will be done in a series of public events and classes.
- Open our Pomona warehouse for tours and demonstrations.
- Continue Glendale Electric! festival, bringing electrifying performances and installations to the City of Glendale.



May Abbee Record Release

Sustaining Donors

Up to \$49

Veronica Alvarez, Brooke Barttelbort, Gregg Brenner, Lee Briante, Anthony Castaneda, Dan Caven, Mitchell Cohen, Kenneth Cosca, Jen Dobrowski, Joan Eddis-Koch, Gaye Funk, Charles Getzoff, Jeffrey Goodman, Brian Kalz, Samuel Kweskin, Jenny Kuo, Nicole Lavay, Silvia Mancini, David McDaniel, Network for Good, David Perry, Anita Rosenberg, Annie Ross, Hannah Scoyni, Randolph Siefkin, Geraldine Simmons, Richard Stanley, David Steckler, Joe Stripling, Andrew Uchin, Patricia Villalobos, Mitchell Wade, Monica Wyatt

\$50 - \$99

Chris Alexakis, Eileen Alishan, Mark Alkofer, Andrea Ament, Annet Arakelian, Karla Arreola, Clara Baker, Yudi Bennett, Lars Bidsrup, Robin Bissiri-Lewis, Elizabeth Bjornen, Dana Blatt, Jeannette Bovard, Jake Brault, Lois Bryan, Deborah Carpenter, Michael Carrier, Carolyn Chin, Domenic Ciccodicola, William Counter, Dottie Curry, John Davidson, Elena de Sosa, Tessie Dong & Steve Oliphant, Scott Dougherty, Colvin Endo, Felise Epstein, Eric Evavold, Carol Fox, Fred Frey, Mark Gay, Lyle George, Krasimir Georgiev, Dr. Karen Glasgow, Eric Gordon, Jennifer Greenwood, Shant Hamayan, Michael + Karin Hart, Sharon Humphreys, Jared Humphreys, Ann Jacobs, Amye Jerez, Geraldine Johhson, Annette Johnson, Ryan Jurnecka, Kathy Kikkert, Y Kim, Mike Kirkeby, Carson Lambing + A. Davalos, Erich Lazar, Craig Lechowicz, Dave Lefner, Shelly Lewis, Joanna Linkchorst, Toni Livingston, Rob Lock, Ilayne Lucas, Marjorie Lucas, Amy Ma, Alan MacIntyre, Greg MacLaurin, Alex Madryzk, Leticia Maldonado, Luis Manjarres, Dennis Mar,, Alicia Mariscal, Nicholas Matonak, Pilar McAdam, Jeffrey McClellan, Karen McClusky, Kathleen McLeod, Stephen Meek, Donna Mills, Ani Mnatsakanyan, Mark Myers, Rachel Nakamura, Meelod Nawabi, Lisa L. Nighthawk, Diane Nishimoto, Glen Norman, Santos Philip Olivares, Cuyler Ota, Lincoln Pantell, Haley Pelletier, Susan Petrella, Brandice Posey, Miss Pyre, Christopher Raley, Ethan Ravens, Sean Reese, Jessica Rich, Justin + Erica Ridge, Lynette Roqueta, Leigh Rosenberg, Sophia Rubio, Sharon Rudnick, Siroberto Scerbo, Margaret Schechter, Stanley Schwarz, Johanna Shapiro, Ingrid Sierakowski, Elaine Silvestro, Steven Spiegel, Thomas Starros, Sandy Stenzel, Joel Storm, Brian Stotesbery, Salpy Talian, John King Tarpinian, Lucy Taylor, William Tetreault, Casimiro Tolentino, Jasmine Toyama, Linda Valentino, Domenic + Davana Valentino, TinaVan Curen, Andrea Vogel, Rita Volp, Leslie Vukasovich, James Walker, Chiu Wang, Lorraine Weiner, Adrienne White, Paul Wirtz, Rick Wood, Michael Zielinski Meryl Zwanger

\$100 to \$249

Jeff Alexander, Michael Andrews, Jeffrey Brown, Andrew Campbell, Richelle Cliché, John Covey, Clyde East, Dara Ewig, Carla Fantozzi, Mitchell Farmer, Michael Flechtner, Raymond Fujioka, Jane Gardner, Candice Gawne, Beth Ann Gerstein, Lisa Godfrey, Glen Golightly, Sarah Beach Handy, Kathy Hanks, Will Hansen, Gary Har, Robert Haus, Joseph Hoffman, Dee Iacopelli, David Kamada, Carol Kopf, Christopher Kovacic, Barbara Kramer, Kim Koga Judy Lai-Norling, Maurice LeBlanc, Mark Longo, Lawrence Manson, Toni Martinovich, Jeffrey Maxcy, Carolyn McDemas, Roberta Medford, Ferdinand Metz, Martha Mittelstadt, Linda Morris, Peter Moruzzi Kevin Muldoon, Oliver Nowlin, Vivian-LeeNyitray ,Rui Ogura-Lalli, Chris PAHL Dave Quick, Valerie Reyes, Christina Rice for Girl Scouts of Los Angeles, Michelle Rose-Fuller, Mark Schafer, Stephen Schneider, Kevin Simpson Bruce Suba, David and Kazumi Svenson, Justin Taber, Annette Tompkins, Jim Van Buskirk, Paul Walker-Lanz ,Eric & Karen Warren, Maria Young

\$250 - \$499

Lauren Bennett, Mary Kathryn Campbell, Connie Conway, Garland & Fybel, Michelle & Steve Gerdes, Anita Goswami, Greg Grammer, Robert S. Kip, Jr., Edward Kirshner, Kacie Lees, Chris Naito, Steve Papkin, Mia Salazar, Dean Weichal, Suzie + Mike Wilkinson, Rodney Wray, Scripps Art Foundation

\$500 - \$999

Mike Battle, Mark Mangoba, Erika Morales, Peter Pham, Ira Serkes, David Weber, Jerry and Diane Siegel

\$1,000 - \$3,999

Monica Almanza+ Ren Ridolfi Irving & Kathie Lyn Foley-Meyer, Lauren Griffin, Catherine Jurca, Vic + Emilie Pallos, Steve and Babette Pinsky, Linda Sue Price, Sydney Stern Memorial Trust, Charles Tuggle, Arlene Vidor

\$4,000 - \$10,000

Joseph Jurca, Eric Lynxwiler, Stu Ziff , LA County Arts and Culture

\$10,000-80,000

Glendale Arts and Cultural Commission, California Community Foundation

Thank you!

