



*The Coaster Project, Destination: The World Poster (Spain)*

## TransCultural Exchange's 2002 Annual Report



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[www.transculturalexchange.org](http://www.transculturalexchange.org)

## 2007 ANNUAL REPORT

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### Executive Summary

2002 marked a turning point for TransCultural Exchange. From 1989 to 2001 TransCultural Exchange functioned as a grass-roots arts organization, umbrella-ed by other non-profits. With the success of *The Coaster Project, Destination: The World* (which won the first place award for 'Best Show in an Alternative Space outside of New York City' by the Northeast Chapter of the International Art Critics Association) and increasing requests from artists and educators for inclusion in the organization's programs, in the summer of 2002 TransCultural Exchange's founder Mary Sherman contacted the Volunteer Lawyers for the Arts and worked with Palmer & Dodge LLP, who filed the necessary paperwork for TransCultural Exchange's incorporation as a 501(c)3 non-profit organization in the state of Massachusetts.

On July 20 board members Malvina Sammarone, Sunghoon Yang, Kim Gledhill, Mary Sherman, Heejung Kim and Caroline Anderson approved the by-laws at TransCultural Exchange's first annual meeting in New York City.

On September 25 TransCultural Exchange received 501(c)3 status from the Internal Revenue Service.

It was agreed that the organization's mission would be to "foster a greater understanding of world cultures through high quality art exhibitions, artist/cultural exchanges and related educational programs, from the organization's home base in Boston and, by extension, throughout the world."

In terms of activities, in 2002 TransCultural Exchange organized an exhibit of the core artists' works at the Fuller Art Museum, which included a worldwide exhibition and educational component, detailed below. Funding for the project was largely through in-kind donations as well as a grant for the LEF Foundation and from Vista Higher Learning.

Mary Sherman  
TransCultural Exchange's Director

Caroline Anderson  
Kim Gledhill  
Heejung Kim  
Malvina Sammarone  
Mary Sherman  
Sunghoon Yang  
TransCultural Exchange's Board of Trustees

**FINANCIAL REPORT**

Income 2002

SUMMARY			
<b>Type of Income</b>			
<b>Individual</b>		\$17,255.00	
<b>Fundraiser</b>			
<b>Foundation</b>		\$39,100.00	
<b>Corporation</b>		\$3,000	
<b>Government</b>			
<b>Volunteer</b>			\$30,000
<b>Total Expenses</b>			
		\$59,355	

## Expense Budget

Personnel		
Salaries and Wages		
6 Staff Members	\$30,000 Volunteer	
Operating		Actual
Advertising		\$5,375.00
Accounting		
10,500 Coasters		\$15,000.00
Entertainment		
Fundraiser		
Legal		
Office supplies		\$350.00
Postage		\$3,600.00
Reception Space	200+ world sites	\$30,100.00
Reception, Food, etc.	(only local sites recorded)	\$2,000.00
Rent or mortgage		
Shipping and storage		
Stationary		
Taxes		
Travel		
Housing		
Insurance		
Utilities		\$80
Web Hosting	incl. set-up	\$2,900.00
Bank Fees		
Other		
Total Expenses		Actual
		\$59,405.00

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## EXHIBITION ACTIVITIES

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### ***The Coaster Project, Destination: The World***

**May 21 – June 1, 2002**

**Venues: Over 200 sites around the World, please see below.**

**Project Locus: The Fuller Art Museum, Brockton, MA.**

**Description:** Over 99 artists from over 35 countries and 6 continents participated in an international series of exhibitions, events and public programming. The project, which took approximately nine months to organize, was open to the first 99 artists who agreed to make 100 coaster sized art works as well as arrange a satellite exhibition for each of the participants in their home town.

#### **Outcome:**

- Over 100 exhibitions of international art at over 100 exhibition sites throughout the world
- Over 10,000 art works freely given away at cafes, bars, restaurants, cultural centers, libraries and museums
- Unconventional means were used to create an international, public form where people could see and own international works at no cost to them
- Ideal model for discussions, public and educational programming
- Overwhelming interest from schools resulted in the creation of a built-in, educational component for future projects
- The accommodation of many public talks, programs and workshops, including at the Fuller Art Museum, the Cultural Center of the Philippines, Parson's School of Art (New York), etc.
- Extensive worldwide coverage in newspapers, the radio and television (Press Bibliography attached)
- An attendant exhibition of the core group of TransCultural Exchange artists' work at the Fuller Art Museum

**Audience:** 50,000+

### **VENUES for *The Coaster Project, Destination: The World*** **Local Exhibition sites**

Barbara Krakow Gallery, Boston  
10 Newbury Street  
Boston, Massachusetts 02116

Boston College, Chestnut Hill  
Bapst Library  
140 Commonwealth Avenue, Chestnut Hill

Framingham State College, Framingham  
Henry Whittemore Library  
100 State Street, P.O. Box 9101, Framingham, MA

Fuller Museum of Art, Brockton  
455 Oak St.  
Brockton, MA 02301

The Museum of the National Center of African American Artists, Roxbury  
300 Walnut Ave  
Roxbury, MA

Gallery at AAMARP (African American Artists Masters Residency Program)  
76 Atherton Street, Jamaica Plain

New England School of art and Design, Boston  
75 Arlington St.  
Boston, MA 02116

Northeastern University, Boston  
Dept. of Art & Architecture, Ryder Hall, Boston

The Open Studios Press, Boston  
450 Harrison Ave. #304, Boston

Smith College's Museum of Art, Northampton  
Smith College Museum of Art  
Northampton, MA 01063

Bernard Toale Gallery, Boston  
Bernard Toale Gallery -  
450 Harrison Ave, Boston, MA 02118

Central Gallery at the University of Massachusetts, Amherst  
Infirmary Way  
University of Massachusetts, Amherst  
15 Curry Hicks

Hampden Gallery, University of Massachusetts, Amherst  
Southwest Residential Area  
University of Massachusetts, Amherst  
15 Curry Hicks

University of Massachusetts, Boston  
Healy Library Gallery, 5th Floor, 100 Morrissey  
Blvd., Boston

## Local Distribution Sites, where the Coasters were Freely Distributed

Amherst Brewing Company, Amherst  
24–36 No. Pleasant Street  
Amherst, MA 01002

Asmara Restaurant, Cambridge  
739 Massachusetts Ave  
Cambridge, MA 02139–3303

Boston College Arts Festival, Chestnut Hill

La Veracruzana, Northampton  
31 Main Street, Northampton

Mfirstfridays, Museum of Fine Arts, Boston  
[Museum of Fine Arts](#), Boston,  
465 Huntington Avenue. Boston

Sabina Doyle's, Medway  
116 Main St  
Medway, MA 02053

The Java Hut, Sunderland  
303 Amherst Rd  
**Sunderland**, MA 01375

## World Exhibition and Distribution Sites

Davis Station, Antarctica/ Information Services, Australian Antarctic Division,  
Kingston, Tasmania

Am Arte Design, Belo Horizonte, Brazil  
Prof. Morais, 476/ loja 5  
Belo Horizonte

Astor, Sao Paulo, Brazil  
Rua Delfina, 163, Vila Madalena  
Sao Paulo, Brazil

Arabesque Restaurant, Barrie, Canada  
43 Maple Street  
Barrie Ontario

A.W.O.L. Gallery, Toronto, Canada  
78 Ossington Avenue, 2nd Floor  
Toronto, Ontario

Cameron House, Toronto, Canada  
408 Queen Street West, Toronto, Ontario

Havana Gallery and Restaurant, Vancouver, Canada  
1212 Commercial Drive  
Vancouver

The Paddock, Toronto, Canada  
178 Bathurst Street, Toronto

Spin Gallery, Toronto, Canada  
156–158 Bathurst Street, Toronto

Inner Mongolia Museum of Fine Arts, Huhhot City, China

Inner Mongolia University, Academy of Fine Arts Gallery, Huhhot City, China

Proyecta, Bogota, Colombia  
Calle 79B No. 8–11 Local 101  
proyectad@latinmail.com

Galerie Wolfson, Aalborg, Denmark  
Tiende Laden 6  
Dk- Aalborg, Denmark

Svineriet, Arhus, Denmark  
Mejlgrade 36, 84  
DK- 8000 Arhus C, Denmark

Art Legacy Limited, Odiham, Hampshire, England  
95 High Street  
Odiham, Hampshire

Art Gallery Ripustus, Hameenlinna, Finland  
Rauhankatu 11  
Hameenlinna

Hameenlinna Art Museum, Hameenlinna, Finland  
Viipurintie 2, Hameenlinna

Palais Tokyo, Paris

Parsons School of Design, Paris, France  
14, rue L'etellier  
Paris

Le Terroir, Paris, France  
11 Blvd Arago, Paris

Le Petit Club, Gustavia, French West Indies  
Gustavia, St. Barth's

Le Resto, Gustavia, French West Indies



St. Barth's

Andreas Baumgartl Galerie, Munich, Germany  
Platzl 4a  
80331, Munich, Germany

Atelier Block 16, Hannover, Germany  
Edwin-Oppler Weg 14  
Hannover

BOMA, Berlin, Germany  
Neue Schönhauser Str. 10  
Berlin

Café Adesso, Hannover, Germany  
Callinstrasse 8, Hannover

Café Mezzo, Hannover, Germany  
Lister Meile 4  
Hannover

CEDON Museum Shops GmbH in the Hypo-Kunsthalle, Munich Germany  
Theatiner str. 8, Munich

Gasthaus Pasemann, Hankensbüttel, Germany  
Emmer Dorfstrasse 35  
Hankensbüttel

Notenkiste, Hannover, Germany  
Schneiderberg 7, Hannover

Zoozie's Munich, Germany  
Baldeplatz Gastronomie GmbH, Wittelsbacherstrasse 15, Munich

Alliance Francais Café, Ahmedabad, India  
Opp. Gujarat College, Vir Kinariwala Marg,  
Ellisbridge, Ahmedabad,

Lakeeren Gallery, Mumbai, India  
185, S.V. Road, Vile Parle (W), Mumbai

The National Institute of Design, Paldi Ahmedabad, India  
Paldi Ahmedabad 380 007, India

Geoff's Café Bar, Waterford, Ireland  
9 John Street

Waterford Cineplex, Waterford, Ireland  
Patrick Street

Cinamateque coffee shop, Tel Aviv, Israel  
2, Shprinzak St., Tel-Aviv

The Gallery of Mizpeh Hayamim, Rosh Pina, Israel  
Upper Galilee, POB 27, Rosh Pina

Fattoush Café Gallery, Haifa, Israel  
38 Karmel St, Haifa

Associazione Viafarini, Milan, Italy  
via Farini, 35

Ristorante Canottiere Milano, Milan, Italy  
Alla Canottierri Milano  
Alzaia Naviglio Grande 160  
20144 Milano, Italy

Radio On Studio, Tokyo, Japan  
Black Aoyama Bldg 7F, 3-2-7 Minami Aoyama  
Minato-Ku, Tokyo

Chungbuk National University, Chungju-si, Korea  
Old Main Building, hungduk-gu gaeshin-dong san 48  
Chungju-si

Gyunggi University, Seoul, Korea  
Art School BL, seodaemun-gu chungjung-ro 2ga 71, Seoul

Hansung University, Seoul, Korea  
Art School Building, sungbuk-gu samsun-dong 2ga 389, Seoul

Ichon Art Center, Ichon-si, Korea  
gyunggi -do saum-dong 65-1, Ichon-si

Korea University, Seoul, Korea  
Student Buliding, sungbuk-gu anam-dong 5ga 11, Seoul

Museum of Chung Hak Dae, Ansong-si, Korea  
gyunggi -do ohung-ri 432-5, Ansong-si

Sei's Studio, Seoul, Korea  
Gangnam-Gu Yeoksam-Dong 751-17 2FL, Seoul

[Gallery ARTSIDE](#)

170 KwanHoon Dong Chongno Gu Seoul 110-300 Korea

Museo de la Ciudad, Guadalajara, Mexico  
684 Independencia St.  
Centro Historico, Guadalajara, Jalisco

La Panedaria, Mexico City, Mexico  
Av. Amsterdam 159  
Col. Hipdromo Condesa, Mexico DF

Bowens of Bowen Street, Wellington, New Zealand  
Bowen House, 1 Bowen Street

Freedom Bar Café, Quezon City, Phillipines  
2/F Anonas Commercial Complex, Anonas Street, Project 3, Quezon City

Music Museum, San Juan, Phillipines  
2/F Shoppesville, Greenhills Commercial Center, San Juan

The West Gallery, Makati, Phillipines  
3/F Glorietta 4, Makati

Otwarta Pracownia Gallery, Krakow, Poland  
ul. Dietla 11, Kracow

Sandomierz Cultural Association, Sandomierz, Poland

Dom, Moscow, Russia  
“Dom” Bol’shoi Ovchinnikovskii pereulok dom  
#24 stroieniie 4/5, Moscow

The Foyer Restaurant and Gallery, Aberdeen, Scotland  
[Grays School of Art](#)  
Garthdee Road, Aberdeen

Mladinski Center Velenje, Velenje, Slovenia  
Salenska cesta 3

The Open Window Gallery, Pretoria, South Africa  
410 Rigel Ave  
Erasmusrand

Tratorria San Lorenzo, Rivonia Santon, South Africa

Café Bizitza, Bilbao, Spain

Club Arrebato, Bilbao, Spain

Discoteca Distrito, Bilbao, Spain

Casa de la Culturade Chinchon, Chinchon, Spain  
Ayuntamiento de Chinchon, Plaza Mayor, 3, Chinchon

Espacio F Art Gallery, Madrid, Spain  
Mercado de Fuencarral, Calle Fuencarral, 45, Planta Sotano, Madrid

Hostal Parque, Ibiza, Spain  
Plaza del Parque, nr 4, Ibiza Baleares

Universidad de Salamanca, Salamanca, Spain

Osterbybruk Library, Osterbybruk, Sweden  
Dannemoravagen 5, Osterbybruk

Café Chez Renata, Canton Ticino, Switzerland

Teatro Dimitri, Canton Ticino, Switzerland

Gemeente Den Helder, Den Helder, Netherlands  
Drs. F. Bijlweg 20, Den Helder

Artemis Art Center, Istanbul, Turkey  
Osmanbey halaskargazi cad., Saksi sok. 21/2

#### **US Exhibition and Distribution Sites**

410 Boyd Street, LA, CA  
410 Boyd Street, Los Angeles

The California Institute of Art, Valencia, CA  
Character Animation Department, 24700 Mc Bean Parkway  
Valencia

The Studio of Meira Yedidsion, LA, CA  
3161/2 W. Pico Blvd., Suite 201, Los Angeles

Elliot's Martini Bar, Fort Collins, CO  
234 Linden St.  
Fort Collins, CO

Fort Collins Museum of Contemporary Art, Fort Collins, CO  
Old Post Office Building, 201 S. College Avenue, Fort Collins

Lola Bar, Miami, FL  
247 23d Street, Miami Beach

Chicago Cultural Center, Chicago, Ill  
78 E Washington  
Chicago, IL 60607

Judy Saslow Gallery, Chicago Ill  
300 W Superior  
Chicago, IL 60607

Oskar Friedl Gallery, Chicago, Ill

300 W Superior  
Chicago, IL 60607

Redlight Restaurant, Chicago, Ill  
820 W Randolph  
Chicago, IL 60607

Wishbone, Chicago, Ill  
1001 W Washington  
Chicago, IL 60607

Woman Made Gallery, Ill  
1900 S Prairie Ave  
Chicago, IL 60607

Wood Street Gallery, Chicago, Ill  
1239 N Wood  
Chicago, IL 60607

Pierce Coffeeworks, Sioux City, IO  
1920 Pierce, Sioux City

Ri Ra Irish Restaurant, Portland, ME  
72 Commercial Street, Portland

The Maine College of Art, Portland, ME  
522 Congress Street, Portland

The Charles Theater, Baltimore, MD  
1711 N. Charles St

Gertrude's at the Baltimore Museum of Art, Baltimore, MD  
10 Art Museum Drive

Caffetto, Minneapolis, MN  
708 West 22nd Street, Minneapolis

Walker Library, South Minneapolis, MN  
2880 Hennepin Ave  
Minneapolis, MN 55408

McFosters Natural Kind Café, Omaha, NE  
302 S 38th Street  
Omaha

Nicholas Street Gallery @ the Hot Shops Art Center, Omaha, NB  
1301 Nicholas Street  
Omaha

Park Pastries, Hoboken, NJ  
517 Washington Street  
Hoboken

Barrett House Art Center, Poughkeepsie, NY  
55 Noxon Street  
Poughkeepsie

Boone Dog Café, Brewster, NY  
35 Main Street, Brewster

Changing Spaces, Albany, NY  
306 Hudson Avenue  
Albany

Florence Lynch Gallery, NY, NY  
147 West 29th Street  
New York

Galapagos Art and Performing Space, Brooklyn, NY  
70 N. 6th Street, Williamsburg

Gallery Tonje, Brewster, NY  
4 Main St.  
Brewster, NY

The Half King, NY, NY  
505 W 23<sup>rd</sup> ST  
NY, NY

Iron Horse Tavern, Brewster, NY  
Main Street

KJ's Venue, Amenia, NY

The Larkin, Albany, NY

Oznot's Dish, Brooklyn, NY  
79 Berry St.  
Brooklyn, NY 11211

Parson's Fine Arts Gallery, NY, NY  
26 E 14<sup>th</sup> St  
NY, NY

PS 122 Gallery, NY, NY  
150 First Ave, NYC, NY

Puck Fair, NY, NY

298 Lafayette, New York

Rockland Arts Center, West Nyack, NY  
27 Greenbush Road  
West Nyack

Southeast Museum, Brewster, NY  
Main Street

The Unitarian Fellowship, Poughkeepsie, NY  
67 South Randolph Street  
Poughkeepsie

The Arts Center, Jamestown, ND  
115 2nd Street. SW. P.O. Box 363, Jamestown

The Wonder Bar, Jamestown, ND  
121 Second Street SW, Jamestown

Philbrook Museum of Art, MUSE in la Villa Restaurant, Tulsa, OK  
2727 S. Rockford Road, P.O. Box 52510, Tulsa

Tulsa City County Library, Tulsa, OK  
400 Civic Center, Tulsa

Charlie White Gallery @ the Space, Portland, OR  
1307 SW First Avenue, Portland

Crush, Portland, OR  
1412 SE Morrison Street, Portland

221 Gallery, List Art Center, Brown University, Providence, RI

Loui's Restaurant, Providence, RI  
286 Brook Street, Providence

Gay and Lesbian Community Center, Salt Lake City, UT  
361 North 300 West

Red Rock Brewing Company, Salt Lake City, UT  
254 South 200 West, Salt Lake City

West 24, Washington DC  
1250 24th Street NW

International

*International Association of Art Critics Award: Best Show in an Alternative Space.*

*International Gallerie: A Journal of Ideas, "The Coaster Project,"* Vol. 5, no. 1, pp. 39, Bharati Kapadi.

*International Gallerie: A Journal of Ideas, "The Coaster Project,"* Vol. 5, no. 1, pp. 36–38, Mary Sherman.

Brazil

*Terra, "Llega a espa,,a el Proyecto Posavasos,"* May 13, 2002.

Finland

*Hämeen Sanomat, "Taidetta Arkeen,"* March 24, 2002, p. 11, Pekka Helin.

*Hämeen Sanomat, "Pirjo Heino kansainväliseen näyttelyprojektinn,"* April 1, 2002, p. 18.

*Hämeen Sanomat, "Vain baaritiski puutuu,"* March 9, 2005, front page: Kultuuri, Pirjo–Liisa Ninimäki.

*Kaupunki uutiset, " Pirjo Heinin teoksia sadassa näyttelyssä,* March 9, 2002.

*Kaupunki uutiset, " Pirjo Heino kansainväliseen näyttelyprojektiin,"* March 9, 2002, p. 18.

*Kaupunki uutiset, "Lasinalusia ympäri maailmaa,"* March 13, 2002, p. 21.

France

Palais de Tokyo website

Israel

Letter from the Mayor of Tel Aviv

*The Centenary, "The Centenary Exhibition,"* April 25, 2002.

*Ha-ir, "Coaster Project,"* April 26, 2002, p. 56, Ronas.

*Israeli Artist Online, May 9, 2002.*

*The Jerusalem Post, "The Coaster Project,"* March 2, 2002, Gil Godine.

*Maariv, "The Coaster Project,"* April 26, 2002.

*ArtsOnline Israel*

Japan

*Tokyo Q, "The Coaster Project, Destination: The World,"* March 8, 2002, Peter Naumann.

Mexico

*Canal 22, television coverage*

*El Informador, "llega a Guadalajara el 'Proyecto Porta Vasos',"* May 23, 2002, front page: Artes.

*El Informador "Una exposición que llega para quedarse,"* Enrique Vazquez.

*Mural, "Hacen suma de Porta Vasos,"* May 20, 2002. Corina Preciado.

*Mural, "Va el arte hasta la cocina,"* May 20, 2002, front page: Cultura, Corina Preciado.

The Netherlands

*www.denheldernet.nl, "International Expositie in gemeentehuis Den Helder,"* March 1, 2002.

*www.kunstinzicht.nl, "Geplaatst door; Marine Jacobs,"* March 3, 2002.

New Zealand

*Capital Times, "The Coaster Project,"* March 6, 2002.



## Philippines

*The Manila Times*, "Lowly Coaster becomes High Art," April, 1, 2002.

*Malaya Living*, "3 Filipinos join cultural exchange program," April 18, 2002.

*Village Voice*, "Three cheers for the lowly coaster," April 18, 2002.

## South Africa

*Artthrob*, "Coaster Project at 'Open Window'," p. 14.

## South Korea

*City Life Magazine*, "The Tile Project," May 5, 2002.

*Seoul Art Guide*, "The Tile Project," May 5, 2002.

## Switzerland

Photos from Harold Szeeman's show

## UNITED STATES:

### Colorado

*The Denver Post*, "'Coaster Project' destined to end up as barroom talk," April, 12, 2002, p. 5FF, Kyle MacMillan.

*Fort Collins Coloradoan*, "Coasters of the World", March 15, 2002, front page: Life, B6-B8, by Anna Maria Basquez.

### Illinois

Chicago, Illinois – Letter from Sofia Zutautas of Chicago's Department of Cultural Affairs

*The Reader*, "Art under Glass," March 29, 2002, Vol. 31, No. 26, p. 20.

### Maryland

Gertrude's Café at the Baltimore Museum of Art Poster

*The Sun*, "There's art to serving a drink," April 11, 2002, p. 1E, Stephanie Shapiro.

### Massachusetts

*WGBH-Boston*, television coverage.

*The Allston-Brighton Tab*, "Art Exhibit spans Globe," May 10, 2002.

*The Allston-Brighton Tab*, "Art Exhibit spans Globe," May 24, 2002.

*The Boston Globe*, "Inventiveness Spill over in 'Coaster Project,'" May 30, 2002, Geoff Edgers.

*The Boston Phoenix*, "Multicoasteralism," May 31, 2002, Nina Willdorf.

*Daily Hampshire Gazette*, "Coasters to do double duty," March 30, 2002, Rob Schulze.

*Daily News Tribune (Framingham)*, "Artists from FSC take part in global exhibit 'The Coaster Project,'" April 7, 2002, Chris Bergeron.

*The Heights (Boston College)*, "Annual BC Arts Festival continues to expand," April 23, 2002 p. A4, Paul Crocetti.

*Maverick Visual Arts*, "Coast to Coaster," March 18, 2002, Charles Giuliano.

*Stuff Magazine*, "@ parties," p. 66, June 6, 2002.

### New York

*New York Free Biennial*

### North Dakota

*The Forum*, "Coaster to Coaster," April 28, 2002, Sara Henning.

### Oklahoma

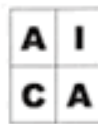
*Tulsa World*, "Unexpected art," April 3, 2002, front page, James D. Watts, Jr.

*Omaha Siouland.net*, "Coasters Around the World," March 7, 2002, Jan Dehner.

Utah

*Artists of Utah Ezine*, "What's Under your Glass?" April 2002, Front page and p.4.

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ASSOCIATION INTERNATIONALE  
CRITIQUES D'ART  
Boston Chapter

**2001-2002 BEST SHOW IN AN ALTERNATIVE SPACE**

**FIRST PLACE**

*Coaster Project*  
Fuller Art Museum, Brockton,  
and over 200 Public Sites Throughout the World  
Curator: Mary Sherman

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