



*The Tile Project, Destination: The World* Installation (Boston; photo by Glynette Scott)

## TransCultural Exchange's 2004 Annual Report



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## 2004 ANNUAL REPORT

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### Executive Summary

Thanks to our generous supporters and artists, TransCultural Exchange's second full year of operating as a 501c3 organization confirmed the hopes and dreams of those who banded together in Chicago in 1988 to create TransCultural Exchange's first international, cultural exchange *Reverse Angle*. Since then, some of the faces have changed. Both Kim Geldhill and Heejung Kim resigned after their two-year appointment as board members to tend to the birth of their first children. To take their place, Virginia Ilg, who has been with the organization since 2003, was voted onto the board. Additionally Dorothea Fleiss, who runs an international artist residency program in Romania, was added as an East European Liaison. Ralph Brancaccio was added as the European Liaison. These new members are committed to the original organizers' dream of a world without barriers, boundaries or obstacles to cultural understanding, respect and artistic innovation.

In over two short years, TransCultural Exchange has made financial leaps, securing important in-kind, individual, foundation and corporation contributions and grants, including one from the Asian Cultural Council and sponsorship from the United Nations Educational, Scientific and Cultural Organization (UNESCO). According to the United Nations press liaison, Suzanne Bilello, TransCultural Exchange's current endeavor *The Tile Project, Destination: The World* is the first and only UNESCO sponsored U.S. project since the U.S. mission's re-entry into UNESCO, confirming the global importance and significance of the organization's project to the world at large. We thank our European Liaison Ralph Brancaccio for his work to bring about this sponsorship.

TransCultural Exchange's staff has worked hard to meet the organization's extensive fundraising needs to address the growing requests for participation in its programs. This year saw the completion of one academic year of programming in which 35 K-12 and 19 university classes throughout the globe participated. Through this project, students learned about other cultures, geography took on a tangible aspect and strangers were turned into neighbors through the universal language of art.

Additionally, this year saw the completion of 8 new public art works installed throughout the world. Each of these works included the donation of over 100 tiles, made by over 100 diverse artists as testaments of global cooperation and respect. At each site the local artists turned the tiles into art forms that are sensitive to their own contexts and cultures, representing globalization at its best.

At this point, TransCultural Exchange enters 2005 considering ways to build new financial resources and partnerships to continue to realize the organization's goals of cultural understanding, artistic innovation and educational outreach by considering the creation of a *Friends of the Board* and expanding the organization's website and

programming into a world wide networking and resource center for artists and educators.

Stay tuned: A new world awaits.

Mary Sherman  
TransCultural Exchange's Director

Caroline Anderson  
Virginia Ilg  
Malvina Sammarone  
Mary Sherman  
Sunghoon Yang  
TransCultural Exchange's Board of Trustees

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## FINANCIAL REPORT

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What makes TransCultural Exchange unique is its international scope and emphasis on the arts. This also makes funding a challenge. The organization thanks all its sponsors who have helped it achieve its goals to continue, and the staff for tirelessly working long hours to ensure that TransCultural Exchange's projects — not their salary needs — remain the organization's primary focus.

Among the grants and in-kind donations that TransCultural Exchange received are those from the Asian Cultural Council (Starr Foundation Fellowship), New York's Mexican Cultural Institute, New York's Israeli Consulate, the Puffin Foundation, Northeastern University Honors Program as well as support from the State Department Art in Embassies Program and MIT's Office for the Arts.

### **Fundraising: First Annual Silent Auction**

March 25, 2004, Palmer & Dodge, LLP Offices, Antiques Roadshow Host Dan Elias presiding.

INCOME SUMMARY	
Type of Income	
Individual	\$55,747
Fundraiser	\$3,882
Foundation	\$13,760
Corporation	\$15,119
Government	\$5,520
Carry over to '05	\$2,809
Volunteer	\$32,000
Bank Interest	\$9
<b>Total Income</b>	<b>\$128,846</b>

## Expense Summary

Personnel		Type of Funding
Salaries and Wages	\$38,005	Volunteer
<b>Operating</b>		
Advertising	\$4,082	
Accounting	\$250	
Construction Costs	\$22,428	
Entertainment	\$304	
Fundraiser	\$8,995	
Insurance	\$1,797	
Office supplies	\$884	
Postage	\$933	
Reception Space	\$2,500	
Reception, Food, etc.	\$1,418	
Rent or mortgage	\$2,400	
Shipping and storage	\$8,568	
Stationary	\$586	
Taxes		
Travel	\$16,270	
Housing	\$16,280	
Telephone	\$354	
Utilities	\$120	
Web Hosting	\$2,438	
Bank Fees	\$236	
Other		
<b>Total Expenses</b>		
	\$128,848	

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## EDUCATIONAL PROGRAMMING

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Over 3,000 students participated in the educational component of TransCultural Exchange's *The Tile Project, Destination: The World*.

By June, the following universities and schools completed the first round of educational programming, including exchanging emails, art works and biographies and creating a documentary exhibit of their activities at their institutions:

### UNIVERSITIES

AUSTRALIA: Sydney College of the Arts, Sydney, Contact: Mitsuo Shoji  
BOSNIA: Academy of Fine Arts Sarajevo, Contact: Cazim Hadzimejlic  
CHINA: Luxun Academy of Fine Arts, Shenyang, Contact: Xiao Yunxi  
FINLAND: Wetterhoff, Hämeelinna, Contact: Sirkka Hämäläinen or Jari Vesterinen  
GERMANY: Hochschule für Gestaltung, Schwäbisch Hall Contact: Iso Wagner  
INDIA: National Institute of Design, Contact: Nina Sabnani  
MEXICO: Jesuit University Instituto Tecnológico de Estudios de Occidente, (ITESO), Guadalajara, Jalisco, Contact: Carlos Rodal  
NEW ZEALAND: Whitireia Community Polytechnic, Poirirua City, Contact: Drew James  
THE PHILIPPINES: University of the Philippines, College of Fine Arts Quezon City, Contact: Noell El Farol  
SOUTH AFRICA: Centre for Visual Art, University of KwaZulu–Natal, Pietermaritzburg, Contact: Professor Juliet Armstrong  
UNITED STATES  
California Institute of the Arts, Contact: Leo Hobaica  
Columbia College, Chicago, IL, Contact: Mary Seyfarth  
Boston College, Chestnut Hill, MA, Contact: Mark Cooper  
Massachusetts Institute of Technology, Cambridge, MA, Contact: Peter Houk  
Buffalo State College, Buffalo, NY, Contact: Professor Robert L. Wood  
Cleveland Institute of Art, Cleveland, OH, Contact: Jürgen Faust  
University of Tulsa, Tulsa, OK, Contact: Whitney Forsyth  
VIETNAM: Ho Chi Minh City University of Fine Arts, Ho Chi Minh City, Vietnam, Contact: Long Nguyen

### PARTICIPATING HIGH SCHOOLS (grades 7 – 12)

AUSTRALIA: Baulkham Hills High School, Baulkham Hills, Contact: Emma J. Stevens  
DENMARK: Aabenraa Friskole, Aabenraa, Contact: Bente Sloth-Møller  
ECUADOR: Colegio Americano de Quito, Contact: Carla Vorbeck  
FINLAND: Kaurialan Lukio, Hämeenlinna, Contact: Liisa Vartiainen  
INDIA: New Era High School, Mumbai, Contact: Shital Mehta  
MEXICO: Instituto Educativo Olinca, IB World School, Mexico City, Contact: Charles Kerbel  
THE UNITED STATES:

Illinois: North Side Prep High School, Chicago, Contact: Ginny Sykes  
Maryland: The Stadium School, Baltimore, Contact: Mary Welliver–Dillon  
Massachusetts: Avon Middle–High School, Avon , Contact: Aase Sangild  
Washington, DC: Francis Cardozo High School, Contact: George Tezlow

**PARTICIPATING GRADE SCHOOLS (grades K – 6)**

DENMARK: Varnes Skole, Aabenraa, Contact: Aase Sangild  
INDIA: Dhirubhia Ambani International School, Mumbai, Contact: Mohua Ray  
MEXICO: Instituto Educativo Olinca, IB World School, Mexico City, Contact: Charles Kerbel  
PHILIPPINES: Westfields International School, Angeles City, Contact: Ms. Violeta J. de Jesus

**THE UNITED STATES:**

California: Ohlone Elementary School, Palo Alto, Contact: Bill Overton  
Creative Arts Charter School, San Francisco, Contact: Leslie Keir  
Seneca Center, San Leandro , Contact: Missy Keadle  
Santee School, San Jose, Contact: Lydia Sweger  
Illinois: Ravenswood School, Chicago, Contact: Kitty Conde  
Iowa: Tipton Elementary School, Tipton, Contact: Mary Ann Haley  
Maryland: The Stadium School, Baltimore. Contact: Mary Welliver–Dillon  
Massachusetts: Wildwood Elementary School, Amherst, Contact: Michael Silverstone  
Somerville Charter School, Somerville, Contact: Doug Anderson  
William E. Norris School, Southampton, Contact: Leslie di Curci  
New York: Fieldston Lower School, Bronx, Contact: Diane Churchill  
North Carolina: Davidson Elementary, Charlotte, Contact: Lynn D. Andrus

More information and the schools' websites also available at  
<http://tce.smartworkspaces.com>

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**EXHIBITION ACTIVITIES**

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**The Tile Project, Destination: The World**

INDIA: Khyber Restaurant, Mumbai; May 28, 2004  
ISRAEL: Tel Aviv University, Tel Aviv; November 23, 2004  
NEW ZEALAND: Pataka Museum, Porirua City; October 10, 2004  
TURKEY: Artemis Art Center, Istanbul; May 14, 2004  
USA: Mercer Park, New York, November 11, 2004 (currently TransCultural Exchange has a one year permit for this site from the New York Parks Department.)  
Northside Preparatory School; Chicago; October 9, 2004

VIETNAM: Fine Arts Museum of Ho Chi Minh City, Ho Chi Minh City; December 14, 2004

WALES: Centre of Excellence for The Arts, Home of The International Potters' Path (pre-existing site, ongoing installation)

Additionally: Nearly all of the installation sites also had accompanying exhibitions. (Artist exchanges and details listed below.)

### **Major Related Exhibitions**

June – August 30 Romanian Cultural Institute, press conference and exhibition of tiles to be installed at Mercer Park, New York

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## **ARTIST EXCHANGE PROGRAM**

### **AND RELATED ACTIVITIES**

May–June

Completion of the first academic round of *The Tile Project's* educational component.

May– December 2

BOSTON, MA

May, October and December: Meetings with the City of Boston, Caines/Hammer Design Studio and the Boston Schoolyard Initiative to create blueprints for a new schoolyard for the Pauline A. Shaw School which include *The Tile Project* as its center piece.

May – present

WALES: Centre of Excellence for The Arts, Home of The International Potters' Path, a pre-existing site, accepts tiles from *The Tile Project* as a special installation within its' own international tiles project.

May 14

ISTANBUL: Installation of tiles and opening ceremony at Artemis Art Center. Contact artist Mary Sherman from Boston and Ralph Brancaccio from France travel to Istanbul for a week to help with the installation, publicity (interviews with Acyk Radio and ATV), meeting with the public and students.

Evening of May 14: Artistic and Music Performance.

Beginning discussions of TransCultural Exchange's participation in the Istanbul Biennale, including site visits.

Host artists Gulay Alpay and Ozlem Erenus take visiting artists to the Blue Mosque, Hagia Sophia, etc.

May 28, 2004

INDIA: Khyber Restaurant, Mumbai; May 28, 2004

Installation of tiles and opening ceremony at the Khyber Restaurant. Contact artist Oscar Villegas Paez travels to India to help Indian artist Bharati Kapadia with the installation, publicity and meeting of local artists, public and students in conjunction with *The Tile Project*.

May 30

NEW YORK

Final approval from the Parks Department and Community Board for the installation of tiles at Mercer Park on November 11.



Negotiations begin with New York University for reception at the university.

June 17 – August 31

NEW YORK: Exhibition of the New York set of Tiles at the East-West Gallery, New York, the Romanian Cultural Institute.

Opening reception and press conference for June 17 for an exhibition of the tiles that will be installed in New York. Attending artists include local artists from New York, Dorothea Fleiss from Germany, Alisa Clausen from Denmark, Duyen Nuyen from Vietnam, Ralph Brancaccio from Paris and Mary Sherman from Boston.

On August 9, the Taiwanese artist Ping-Yu Pan holds a press conference at the galleries that is covered in the Chinese newspaper, "The Liberty Times."

August 10–18

BOSTON and NEW YORK: Taiwanese contact artist Pan Ping-Yu's visit to Boston, meeting with members of the Taipei Economic and Cultural Organization (TECO) in both Boston and New York, attending the Chinese Lunar Festival, meeting with members of the Boston-Taipei Sister City organization, giving talks on her work and *The Tile Project* at Northeastern University and a reception at TransCultural Exchange. In addition, Ms. Pan visits the Asian Cultural Council, galleries in New York, artists' studios in Boston and is interviewed on Sino-TV, New York and Boston's local cable show *It's All About Arts*.

October 9 – 15

CHICAGO, IL,

Installation of tiles and opening ceremony at the Northside Preparatory School, October 9. Contact artist Duyen Nuyen from Vietnam and Cazim Hadzimejlic from Bosnia as well as Mrs. Nga of Vietnam's Blue Space Art Center attend opening ceremonies, meet artists, are given a tour of Chicago, give talks and are guests of honor at Chicago's Artists Month Gala. Additionally, Mr. Hadzimejlic gives Arabic calligraphy demonstration and the American Bosnian Cultural Association exhibits Mr. Hadzimejlic's works and holds a reception for all the artists.

October 7–22

NEW ZEALAND: Pataka Museum, Porirua City

Installation of tiles and opening ceremony at the Pataka Museum on October 10. Contact artist Ruby Barnes from Chicago travels to New Zealand to help with the installation at the museum, meets the local artists as well as a group of Maori artists and gives talks on her works at the museum.

October 25

BOSTON, MA

Initial meeting with the Peace Corp for possible partnership program.

October 30 – November 2

Tile Sponsorship fund-raiser through ebay.

October 30

HAMEENLINA (FINLAND)

Installation of tiles and opening ceremony at Cultural Centre

Verkatehdas, Hameenlinna. Contact artist Chingiz Babaev from Azerbaijan travels to Hameenlinna to help with the installation, publicity, meeting with the public and students.

Exhibition of K-12 students' tile pictures and letters, organized by Liisa Vartiainen of the Kaurialan Lukio High School also takes place at the Cultural Centre.

November 5-8

BOSTON, MA

Exhibition of a selection of *The Tile Project* artists at TransCultural Exchange, as part of South Boston's open studio program.

November 1-10

TEL AVIV, ISRAEL

French contact artist Ralph Brancaccio travels to Tel Aviv to help host artist Karmela Berg install *The Tile Project* at Tel Aviv University. Meets other local Israel artist Neta Dor and contemporary art museum directors.

November 8-18

BOSTON, MA and NEW YORK

Israeli contact artist Karmela Berg travels to Boston. There she meets with the Israeli consulate in Boston, Boston gallery owner Bernard Toale, and the Director of Ars Libri David Stang (who agrees to consign her book illustrating an Amos Oz story). She also meets with artists and funders at a reception at TransCultural Exchange. Additionally, Ms. Berg's works are also exhibited at TransCultural Exchange. She is interviewed by the TV program "Its all about Arts" and speaks at Boston College and the Somerville Charter School (whose students are participating in *The Tile Project*) on November 9. From Boston, Ms. Berg travels to New York, meets the Israeli Consulate, speaks at New York University and attends the opening ceremonies of *The Tile Project* at Mercer Park as well as meets other artists participating in the program.

November 9-22

NEW YORK

Thanks to the Mexican Cultural Institute and Aeromexico, Mexican artist Carlos Rodal comes to New York to attend the opening ceremonies of *The Tile Project* at Mercer Park as well as meets other artists participating in the program. Further Mr. Rodal hosts a trip to the Guggenheim Museum, giving a personal tour of the Aztec exhibition there.

November 11

Opening ceremony of *The Tile Project* at Mercer Park and reception at New York University includes public talks and artist exchanges, including trips and introductions to New York galleries, various consulates and presentations at local schools, including New York University's Bronfman Center.

November 12 -15

SPAIN: City Council of Chinchón, Chinchón

Indian contact artist Bharati Kapadi travels to Chichon to help Spanish artist Oscar Villegas Paez to plan the installation of tiles there, as well as meets local artists.

November 23, 2004

TEL AVIV, ISRAEL

Opening ceremony of *The Tile Project* at Tel Aviv University, Tel Aviv. Paris artist Ralph Brancaccio visits Tel Aviv to help with the installation, meets local artists and museum curators while there.

December 13-23

VIETNAM: Ho Chi Mihn City

Contact artists Ralph Brancaccio from France and TransCultural Exchange Director Mary Sherman travel to Vietnam to help with the installation of tiles at the Fine Arts Museum of Ho Chi Minh City, meet with Mrs. Nga of the Blue Space Contemporary Gallery, give talks on their work, speak at local universities, etc.

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## PRESS

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### **The Tile Project, Destination: The World Press**

#### **WORLDWIDE**

*Big News Network.com*, "Worldwide Tile Project to Promote Unity," July 6, 2004.

*United Press International*, "Worldwide Tile Project to Promote Unity," June 8, 2004.

#### **DENMARK**

*Der Nordschleswiger*, "Fliesen für globales Mosai," May 22, 2004, Warnitz/Varnaes.

#### **FINLAND**

Installation August 30, 2004

*Hämeen Sanomat*, "Verkatehtaan mosaiikkiteoksessa paloja eri puolilta maailmaa," August 31, 2005.

*Hämeen Sanomat*, "Verkatehtaalla pientistä palasista tehdään suurta taidetta," August 31, 2005, Anni Erkkö.

*Kaupunki uutiset*, "Mosaiikkipalat Koristavat betonia Verkatchtaale," September 1, 2005, Sade Haittäsi.

#### **INDIA**

Installation May 28, 2004

*Bombay Times*, "Painters Cover Miles on Artistic Tiles," Malati Kallapur Vijay, May 21, 2004.

*Verve Online*, "Art Democratized," Volume 12, Issue 3, September 2004.

*Mumbai Newslines*, "Tiled Together," May 12, 2004, Georgina L. Maddox.

*Saffronart.com*, "The Tile Project, Destination: The World," summer 2005, S.H. Raza.

*Architecture, Time, Space & People*, "The Tile Project: A unique art installation in the hub of Mumbai's art and heritage district fosters universal understanding and tolerance," Vol. 4, Issue 8, Meher Pestonji.

#### **ISRAEL**

Installation November 23, 2004

*Tel Aviv University Newsletter* (PDF)

Tel Aviv University's *TAU Online*

*Tel Aviv University newsletter*

## **MEXICO**

El Informador, December 19, 2004.

## **NEW ZEALAND**

Installation October 10, 2004

Pataka Museum Site features Tile Project

## **TURKEY**

Artemis Art Center installation May 14, 2004

*Arkitera Bilgi Hizmetleri*, "Çini Projesi, Hedef: Duya, May 2004.

*Cumhuriyet*, Uluslararası çini buluşması İstanbul'da, May 21, 2004.

*Milliyet Rehber*, "Çini Projesi/Artemis Sanat Merkezi, May 15–21, 2004. *Istanbul: The Guide*, "What's New/Interesting," p. 96, May–June 2004. *Cumartesi*, "Barış için buluşmalar," May 15, 2004.

*Sanatsanat*, "Cini Projesi, hedef: dünya," June 2004, Özlem Kalkan Erenus. *Acyk*

*Radio*, "The Tile Project: Interview," Istanbul, Turkey.

*Newspot*, Istanbul

## **UNITED STATES**

### **Illinois:**

Installation, October 9, 2004

*Lerner News*, "Tiles bring the world to Northside Prep," Sara Burrows, September 29, 2004.

*Chicago Artists' Coalition News*, December 2004

*Illinois Institute of Art News*, Chicago

### **Massachusetts:**

*MIT Release*, Cambridge

*Somerville Journal*, "Tel Aviv Artist Visits Fifth Grade," December 2, 2004.

*Boston Globe*, "At MIT, a smashing pumpkin success," October 5, 2003, Jane Manners.

*It's All About Arts*, Boston Cable TV, August 9 and November 9, 2004, Glenn Williams with Pan Ping-Yu and Karmela Berg, respectively.

### **New York:**

*Epoch USA*, "The Tile Project," August 18, 2004.

*Liberty Times*, "The Tile Project, Destination: The World," August 28, 2004.

*NYC Parks and Recreation*

*Consulate General of Israel*

*Miles Smith Farm <website>*

*The Villager*

*NYC Parks and Recreation Online*

*DKS.thing.net*

*Downtown Express*, "Mending Fences Worldwide," Aileen Torres, Dec. 24–30, 2005.

### **Oklahoma**

*Tulsa World*, "Tile One On" James D. Watts, Jr., March 18, 2004.

**VIETNAM**

Installation, December 15, 2004

*Phunu Magazine*, December 2004

HD-TV, Ho Chi Minh City, Vietnam, December 28, 2004.

*Làng Viet*, "Giọt thiêu mình bằng một viên ngói," p. 5, December 12, 2004,  
Thứ Năm.

*VN Express*, "Triên làm sản phẩm hội tụ'," December 18, 2004.

**WALES**

*Chapel of Art*