

# SCIENCE GALLERY DETROIT

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2018 ANNUAL REPORT | 10.01.17–9.30.18

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## INTRODUCTION

Startups are exceptionally challenging. We started quickly in Detroit and built our team as we built programming. Science Gallery Detroit is still very much a startup. Like starting anything new, Science Gallery Detroit has meant long hours, too few resources, and uncertainty, all in relation to the challenging task of creating the first Science Gallery in the Americas.

Yet we did it. As this report details, we imagined, designed, and delivered high quality Science Gallery experiences for Detroit and Michigan. The team that achieved this did so because of their vision and commitment to the missions of Science Gallery and Michigan State University. MSU understands that Science Gallery is a transformative idea. So did the Michigan State University Federal Credit Union (MSUFCU), our founding partner, who has been a generous investor. In enabling us to locate our first gallery exhibition at 1001 Woodward Avenue in Detroit, Bedrock Detroit proved to be a supportive partner in ensuring that our first exhibition, HUSTLE, was successful.

There are a number of phrases that define Detroit. One of them is “Detroit Hustles Harder.” But my favorite is this: Move Here, Move the World.

Welcome to Detroit, Science Gallery. Now we move the world.

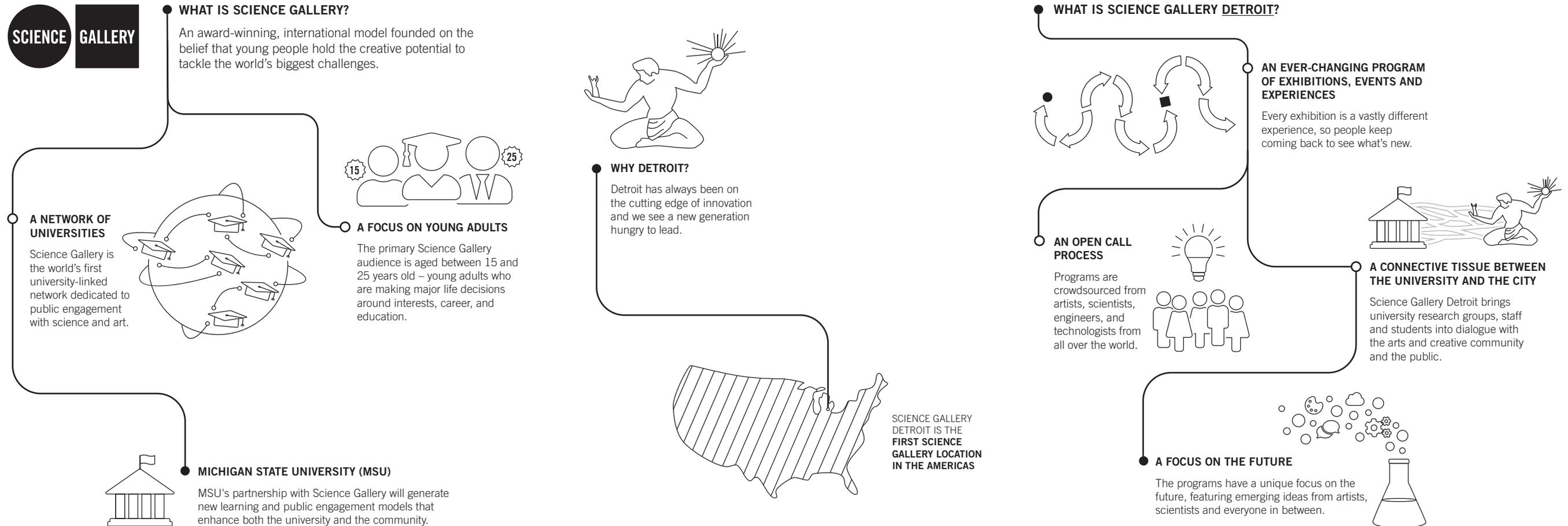
**Jeff Grabill**

Associate Provost for Teaching, Learning, and Technology

## ABOUT SCIENCE GALLERY DETROIT

In 2017, Michigan State University partnered with the Global Science Gallery Network to bring an award-winning international model for igniting a passion for art and science in young adults to the United States. Part art gallery, part science lab, part theater, Science Gallery is founded on the belief that young people hold the

creative potential to tackle the world's greatest challenges. Through a changing program of exhibitions, events and workshops, Science Gallery encourages audiences to discover, express, and pursue their passion for science and art.



## MILESTONES

**OCT  
2017**

Science Gallery Detroit receives a million-dollar grant from MSU Federal Credit Union (MSUFCU), to be disbursed over the next 5 years.

**NOV  
2017**

We launch the open call for our inaugural exhibition, HUSTLE.

**NOV  
2017**

We kick off our lead in programming with The STEAM Engine, a science-themed poetry slam, and The Intersection, which paired artists and scientists in dialogues around topics ranging from fashion, to sound, to interdisciplinary education. The Intersection was produced in partnership with the Museum of Contemporary Art Detroit (MOCAD).

**MARCH  
2018**

The Science of Grief provided community members with the opportunity to share stories about grief they have experienced in front of a rotating silent audience. At fourteen hours, the event set a record across the Network as the longest Science Gallery event.

**APRIL  
2018**

In The Intersection: Behind the Scenes of Fashion, industry professionals and artists from Detroit is the New Black, Lazlo, and Detroit Fiber Works examined the behind-the-scenes process of creating sustainable fashion products that we see in our favorite stores.

**JUNE  
2018**

HUSTLE opens to the public.

**AUG  
2018**

We launch the open call for our second exhibition, DEPTH.



## EXHIBITIONS: HUSTLE

HUSTLE, an exhibition that explored what it means to work hard or get worked over, was open to the public from June 16, 2018 to August 25, 2018 at 1001 Woodward Avenue. HUSTLE is a theme that is uniquely Detroit, as the spirit of the hustle has become an unofficial rallying cry for the city. The theme paid homage to Detroit's reputation for the resilience and determination of its people by examining the many definitions of survival and success.

Our intent was to create space where people of Detroit, specifically those ages 15 to 25, could come to learn, converse, and teach us about the implications of hustle in their community as well as around the world. Our initial assessment is that we were successful in reaching a challenging demographic to address, and our overall number of 10,295 visitors exceeded the opening in London and nearly reached the total achieved in Melbourne. Audience engagement with Science Gallery Detroit's social media channels increased by an average of 60.43% throughout the run of HUSTLE. We had additional success on building relationships and creating spaces for programming and events to be designed with communities in Detroit and at MSU.

## ARTWORKS

**Betabunker** by Agnès Villette & Grégoire Dupond

**Bittercoin** by Martín Nadal & César Escudero Andaluz

**Blood, Sweat and Tears** by Tarah Rhoda

**Ecomimesis** by Lynn Cazabon

**Everything Speculative** by Nida Abdullah, Zach Kaiser, & Scott Swarthout

**Eye Werk** by Anna Paukova

**FeVer [the daily fray]** by Sarah Ellen Lundy

**Get More** by Benjamin Grosser

**Hypersymbiotics™** by Anna Dumitriu

**Power Plants: Industry 4.0 for Trees** by Jonathon Keats

**Post-Labouratory** by Ottonie von Roeder

**#RiseandGrind** by Conor McGarrigle

**Super Major** by Matt Kenyon

**SurveillAnts** by Gal Nissim & Leslie Ruckman

**Temporary Love Motel for Insects** by Brandon Ballengée

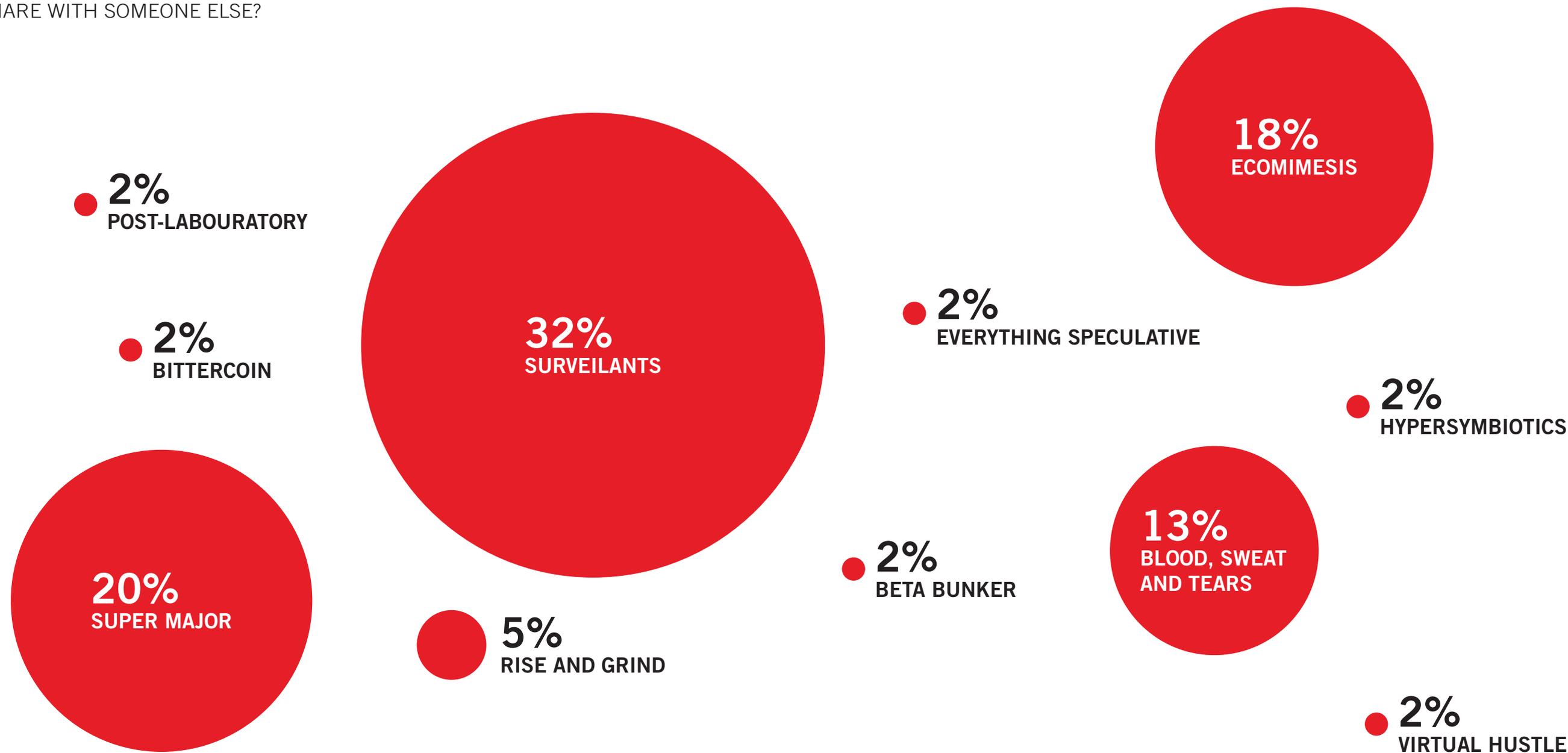
**Translate Hustle** by Samuel Setenyi

**Virtual Hustle** by Gáspár Hajdu



**VISITOR SURVEY**

WHAT EXPERIENCE WOULD YOU WANT TO SHARE WITH SOMEONE ELSE?



## HUSTLE BY THE NUMBERS

**10,295**

VISITORS

**500+**

SURVEY  
RESPONSES

**20+**

EVENTS

**17**

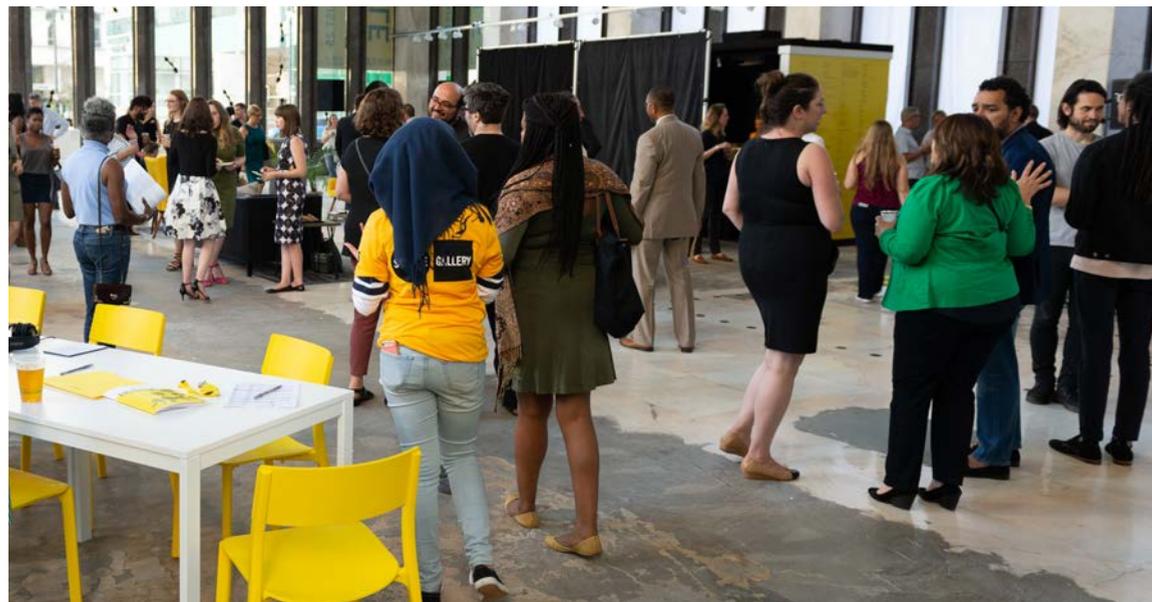
EXHIBITS

**22**

ARTISTS/  
PARTICIPANTS

**10**

COMMUNITY  
PARTNERS



## HUSTLE ONLINE ENGAGEMENT

### INSTAGRAM

Total Followers: 588

**588**

Growth Rate: +96% from June 1, 2018

**+96%**

Audience: 59% between the ages of 13 to 34

**59%**

### TWITTER

Total Followers: 560

**560**

Growth Rate: +33% from June 1, 2018

**+33%**

Audience: 62% Female

**62%**

### FACEBOOK

Total Followers: 705

**705**

Growth Rate: +53% from June 1, 2018

**+53%**

Audience: 38% between the ages of 13 to 34

**38%**



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## MEDIA COVERAGE

**“MSU’s Science Gallery Lab Detroit receives \$1M grant”**  
(MSU Today)

**“Detroit gallery’s exhibit aims to spark STEAM interest”**  
(Detroit News)

**“World-Renowned Art and Science Initiative Opening in Detroit”**  
(WKAR)

**“ON VIEW: ‘HUSTLE’ at Science Gallery Lab Detroit”**  
(SciArt Magazine)

**“MSU-funded experimental art gallery to open in Detroit”**  
(Crain’s Detroit Business)

**“Current State for August 11-12”**  
(WKAR)

## QUOTES FROM VISITORS

98% OF VISITORS WOULD RECOMMEND SCIENCE GALLERY DETROIT TO A FRIEND. HERE'S WHAT ELSE THEY'RE SAYING...

“I am **100% stoked about this endeavor!** Thank you for bringing this to Detroit!”

“I took my first trip to Detroit and was greeted to try the exhibit. I'm glad I did. **Everyone in my group,** which included people of all ages, **learned something new.**”

“Very thoughtful and **relevant!**”

“The exhibits were **thought provoking...**”

“This was awesome! Thank you for choosing Detroit. **Can't wait to see what's next!**”

“**Very interactive,** educational, and thought provoking!”



## PROGRAMMING HIGHLIGHTS

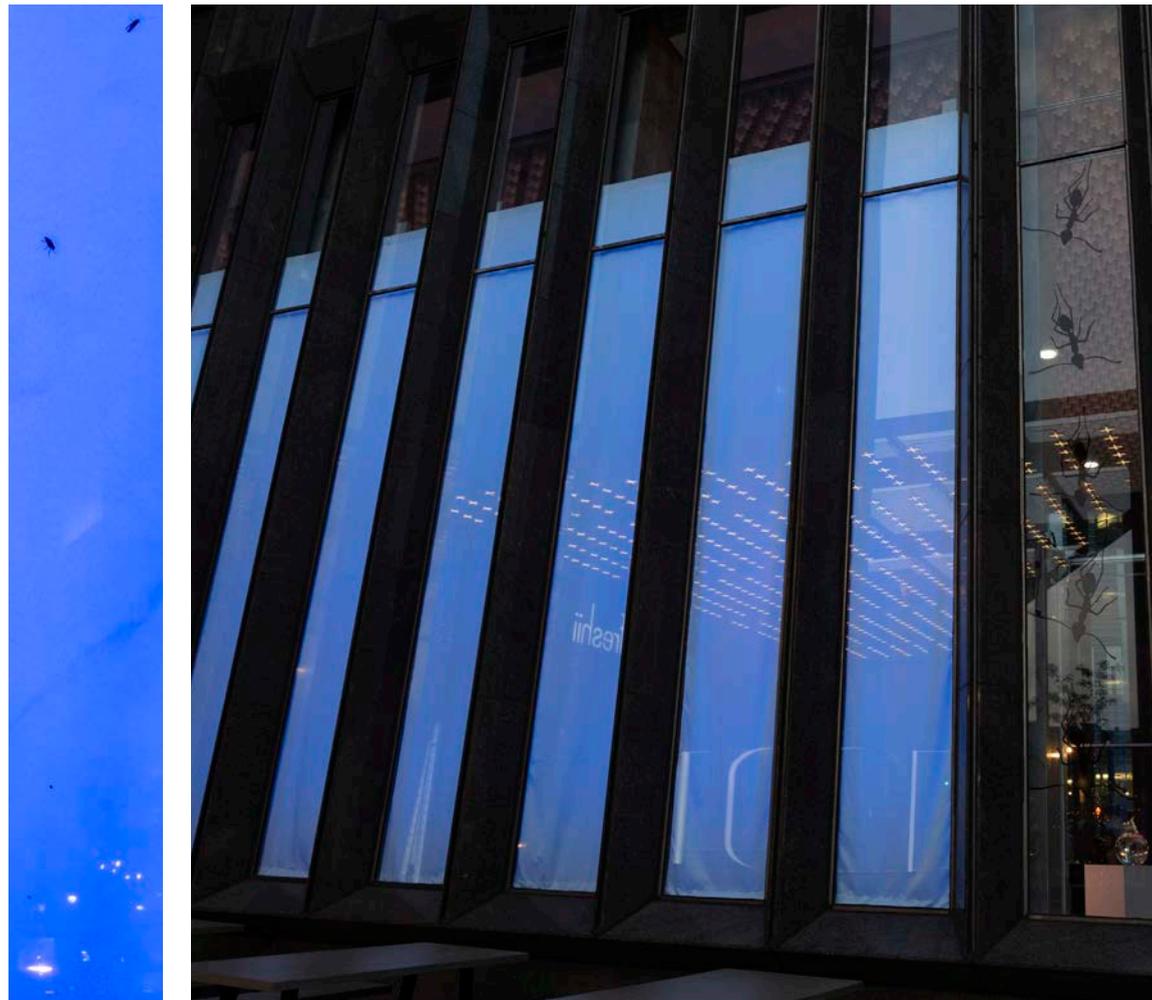
EVENTS SINCE LAUNCH: 36

**The STEAM Engine:** Hosted by Will “The Poet” Langford and Natasha T. Miller, The STEAM Engine was a unique fusion of poetry and science. From the functions of the medulla oblongata to the science of sound waves, premier spoken word artists from across the region explored a range of scientific topics as they competed for a \$1,000 grand prize. Audience members took on the role of determining the winner, and over 40% of the audience was between the ages of 15 and 25.

**The Intersection:** Developed in partnership with the Museum of Contemporary Art Detroit, The Intersection featured artists who are pushing the boundaries between the fields of science and art and examined how an interdisciplinary approach to thinking and problem solving can help us address some of today’s most challenging social issues. Topics ranged from The final installment of the series, The Science of Food and Music, featured Ahmir “Questlove” Thompson, world-renowned musician, foodie and New York Times bestselling author ; Max Hardy, chef and owner of Detroit’s River Bistro, Coop, and expert on Caribbean-fusion cuisine; and award-winning writer and filmmaker dream hampton.



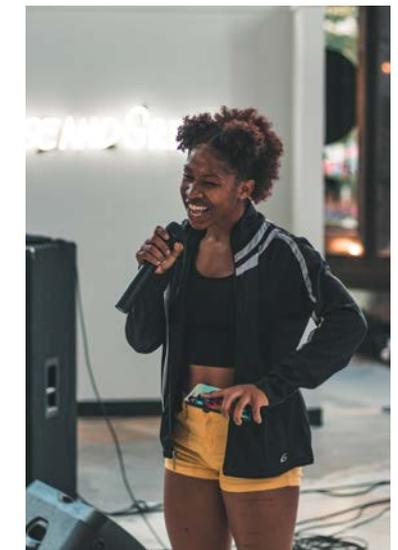
**Love Motel for Insects:** Using UV lights to attract local arthropods and create a temporary Love Motel for Insects, artist Brandon Ballengée hosted an evening of collecting, identifying, drawing, and discussing insects.



**The Biggest Gayest Show Ever:** The Biggest Gayest Show Ever was a variety showcase featuring world-renowned entertainers from the Detroit LGBTQ community. This show was a collaboration with the Ruth Ellis Center and acted as a response to conversion therapy while celebrating the first international day of LGBTQ+ people in science, technology, engineering, and math.

**Science of Grief:** Science Gallery Detroit Community Engagement Manager Natasha T. Miller opened a space in the Detroit Institute of Arts that provided people with the opportunity to speak about some grief they have experienced. For fourteen hours, community members shared their stories on stage in front of a rotating, silent audience. Natasha has been dedicated to providing public spaces for people to speak about their grief, and this event was a continuation of that work.

**Go-In Poet:** After a powerful performance of the poems that won over the College Unions Poetry Slam Invitational Team (CUPSI) crowds in Philadelphia, the Michigan State University CUPSI team discussed the hustle of college life and how they hustled their way to becoming the 9th-ranked college slam team in the world.

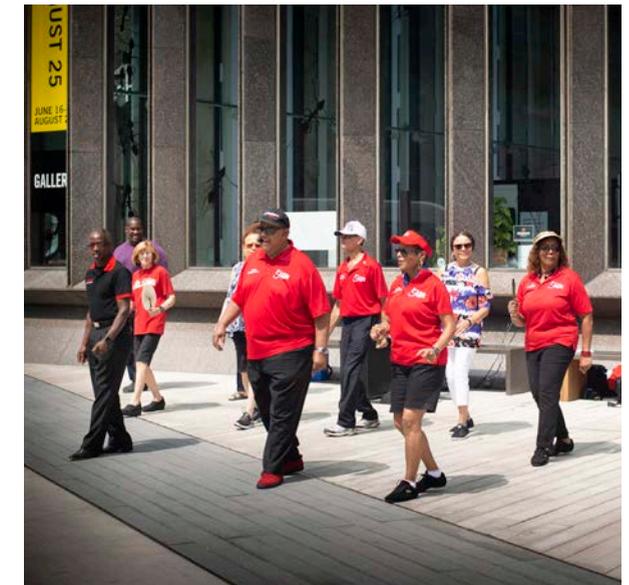


**Science Storytelling Workshop:** From STEM topics to science history, literature, ethnography, and more, participants in this workshop series discovered step-by-step techniques they could use to unlock something completely different and engaging about their research. Hosted by Kyle Marian, participants learned storytelling techniques to translate their research/work life or science interests for wider audiences and discovered how to better connect with their audience, whether it was grant funders on paper, career-days with young students, or a future job-talk.

**Prediction Error:** Alice Liddell & Dancers: This dance performance explored the concept of effort through the lens of working hard without reaping results. Many of the systems we operate in have tangible ways to measure our success. For example, in school, our grades on exams reflect our hard work and often garner a reward, recognizable to others and ourselves. However, once we are removed from this system, we are no longer guaranteed results from our efforts, and we must reconcile with the dissolution of this familiar structure.



**Detroit Hustle:** Hustle is more than a word for many Detroiters; it's a way to connect to music and movement. For a week in July, famous Detroit instructor Calvin Sibert (a.k.a. "Mr. Smooth") hosted Hustle dance lessons outside of 1001 Woodward.





## **MEDIATORS**

Mediators are a team of young adults with a passion for talking about science and the arts. The mediator program was founded upon the idea that Science Gallery is a space for conversation, for ideas to collide and opinions to be shared.

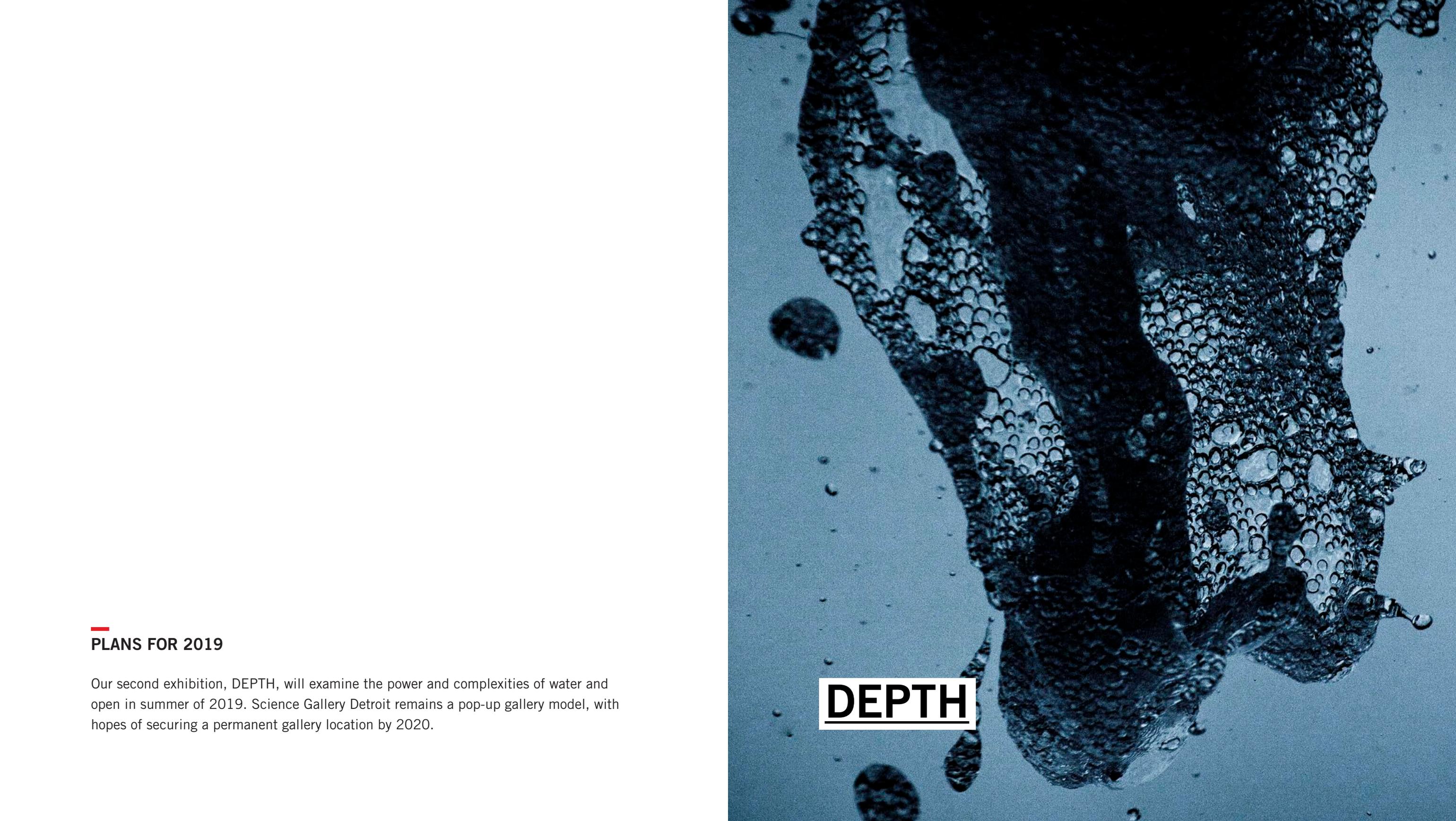
Mediators are selected for the role because they are interested in the world around them, and in particular in the arts, science, and design. They are typically very interested in what happens in a space where art and science meld in new and sometimes surprising ways, in what way the things they see/do/say/hear at Science Gallery Detroit might play out in the world, in subject areas outside of their personal interests, and in listening to and learning from others.

Using their expert knowledge and interdisciplinary backgrounds, our incredible team of 17 mediators sparked conversations around the exhibits within HUSTLE, and shared their knowledge of Science Gallery and its activities with the general public.

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## PLANS FOR 2019

Our second exhibition, DEPTH, will examine the power and complexities of water and open in summer of 2019. Science Gallery Detroit remains a pop-up gallery model, with hopes of securing a permanent gallery location by 2020.



**DEPTH**



IN COLLABORATION WITH



MICHIGAN STATE  
UNIVERSITY

FOUNDING PARTNER



SCIENCE GALLERY DETROIT IS PART OF THE SCIENCE GALLERY NETWORK PIONEERED BY TRINITY COLLEGE DUBLIN.