



**FIGMENT**

## 2019 Annual Report

Building community and inspiring transformation through free public participatory art in our cities

## **OUR VISION**

We seek to empower everyone to create and share, transforming our communities and our society through participation and creativity.

## **OUR MISSION**

FIGMENT's mission is to create participatory and inclusive cultural events and experiences that build community and inspire personal and social transformation.

## **OUR VALUES**

We believe fundamentally that every human being is equally important, and that a just society is one that makes room for the participation and expression of everyone. In order to create a world in which this is possible, we have adopted eleven founding principles that summarize our values: Participation, Decommodification, Inclusion, Expression, Self-Reliance, Giving, Communal Effort, Civic Responsibility, Leave No Trace, Immediacy, and Gratitude.



**Dear friends and supporters of FIGMENT,**

As we enter the year 2020, it really does feel like we're living in the future. The world is moving faster than we ever imagined, and I know so many of us are struggling just to keep up on a daily basis.

With FIGMENT entering its 14th season, I am deeply grateful and in awe of your passion and commitment to FIGMENT and to all of the related pillars of our world that make FIGMENT possible... things like community, your city, your neighborhood, your chosen family, free expression, shared experience, communal effort, and the concept of participation, and building a more participatory world.

As I talk to people around the world about FIGMENT and the participatory arts and the potential to create transformation in our society and in individual lives, one sentiment keeps coming up: "We need this now more than ever." As many people become more withdrawn and isolated, and as our society becomes more fragmented, FIGMENT offers the promise of bringing everyone together to participate and share in something that is important to us all, something that is profoundly human and central to our societies.

I believe deeply in the power of individual effort, when applied intentionally for the benefit of all, to create transformation and renewal. At a time when it seems that we're moving further apart, FIGMENT offers the potential that we can come together to co-create a better world that we all know is possible, a world in which everyone matters, and in which there is room for each of us to contribute, express ourselves, and be a part of creating shared meaning and experience for others. At a time when it can seem like our world is moving too fast and it is out of our control, FIGMENT offers us a way that we can come together to create change and have a positive impact.

Thank you so much for everything you do to make FIGMENT happen in your community. It is an honor to be working with you to create a better world.

Here's to a wonderful 2020, filled with connection and meaning!

Sincerely,



David Koren  
Executive Producer and Executive Director  
Figment Project, Inc.



FIGMENT Executive Producer and Executive Director David Koren at FIGMENT NYC 2019 on Roosevelt Island / Photo © 2019 Alexandre Tolipan

# FIGMENT 2019 Highlights

2019 went down in FIGMENT history as the year our FIGMENT flagship event in New York City changed locations for the first time since FIGMENT's inception in 2007. We held our third annual FIGMENT Global Fundraiser & Masquerade Ball in November. We were sad to see Board member Hannah Fox step down, and excited to add Francesca Anumonwo to our FIGMENT Board. With a presidential election year underway, we feel that FIGMENT's commitment to community matters more now than ever before. Here are a few highlights of 2019:

## FIGMENT NYC moves to Roosevelt Island

The NYC team was welcomed onto Roosevelt Island and organized a very successful event there—facing and overcoming a number of logistical and security challenges, with the help of the local community.

## Global Fundraiser & Masquerade Ball

Our third annual fundraiser, Mirror/Mirror, appropriately held on 11/11, was themed Synchronicity: finding meaning and causality in unrelated events. When we create art, we create meaning from circumstance. We carve out causality from randomness. We make things matter. And that was one helluva fun event, with more interactive arts and performances than ever before! We gave out awards for Interactive Artist of the Year to FIGMENT artist Risa Puno, and an award for Arts Patron of the Year to Clifford Perlman of the American Chai Trust.

## Hannah Fox moves on from the FIGMENT Board

With sadness we announce that Board member Hannah Fox., Project Director for the re-development of Derby Silk Mill, in Derby, England, has stepped down from our Board. We want to thank her profoundly for her ardent advocacy and support for FIGMENT, and wish her all best in her future endeavors.

## And we welcome Francesca Anumonwo!!

As a FIGMENT NYC and ALPHA curator and organizer, Francesca Obi Anumonwo has earned her chops in the FIGMENT community. We are excited to welcome her to the FIGMENT Board!



FIGMENT NYC 2019 / Photo © 2019 Hannah Cohen



FIGMENT Global Masquerade and Fundraiser / Photo © 2019 Alexandre Tolipan



Hannah Fox and David Koren in front of the Derby Silk Mill, site of FIGMENT Derby 2016 and 2017 / Photo © 2016 Derby Silk Mill



New FIGMENT Board Member Francesca "Obi" Anumonwo / Photo © 2019 Alexandre Tolipan



## FIGMENT by the numbers

In **13** years (2007-2019)  
FIGMENT has created **73** events  
in **20** cities  
in **5** countries  
on **4** continents

involving **500** artists a year  
and **500** volunteers a year  
to reach **50,000** people a year

In **2019**  
we created FIGMENT events  
in **4** cities  
in **2** countries  
plus our **7th** ALPHA event  
and our **3rd** Global Fundraiser

# ALPHA

ALPHA's seventh annual ticketed camp-out for makers, creators, and artists extended the event to run 4 days, from Thursday April 25 through Sunday April 28, 2019, giving participants an additional day to experiment, fail, experiment better, and fail better. Camp Ramblewood in Darlington, MA, continues to be the perfect safe space to celebrate ALPHA's premise that no creative project is too small to succeed, or too big to fail; to expect the unexpected, and to dive into the realm of creative collaboration—equally invested in teaching and learning.



Sweet and Savory Sculptures by Gaia and Stef / Photo © 2019 Adela Wagner



Build a Bot Costume Sweatshop by Cruddy & Miss Fidget / Photo © 2019 Adela Wagner



Toothpicks by Quentin Davis / Photo © 2019 David Katz





Shot through the Heart and Daz and Eric Are to Blame by Daz and Eric / Photo © 2019 Adela Wagner



Alphagy by George Ingalls, Mina Lebitz, Alan Sheck, Gavin Heck, Tim Corbett, Benjamin Jones, Brian Veprek, Naomi Baxter, and Noy Har-Shemesh / Photo © 2019 Adela Wagner



Brooklyn Bass Troupe by Brooklyn Bass Troupe / Photo © 2019 Adela Wagner



# New York City

New milestones in 2019! FIGMENT NYC moved to Roosevelt Island for its 13th annual event. Navigating new environments and a new borough partnership, this year's event (held on June 1-2) was bursting with art and exploration and a number of larger-than-life projects, as well as intimate experiments in collaboration, and a number of projects spearheaded by the island's residents. For the first time ever, our NYC event included a neon-tastic night-time component!



The Museum of Interesting Things / Photo © 2019 Alexandre Tolipan



SMILE by The Smile Project / Photo © 2019 Irina Hage



Shape City by Daisy Rossetti / Photo © 2019 Michael Hnatov





TOAD ARMADA by Boris Burningelf Connell, Lolly Connell, and David Katz / Photo © 2019 Irina Hage



The Northern Lights by Enchanted / Photo © 2019 Alexandre Tolipan



SMILE by The Smile Project / Photo © 2019 Hannah Cohen



# City of Dreams Pavilion

2019 marked the construction and celebration of our 9th City of Dreams Pavilion competition winner: Salvage Swings by Somewhere Studio, an architecture practice based in Fayetteville, Arkansas, and led by co-founders Jessica Colangelo and Charles Sharpless. Salvage Swings utilized scrap cross-laminated timber panels salvaged from an ongoing construction project at the University of Arkansas to create a fun and inviting summer pavilion, constructed of 12 swing modules that framed the swinger and the swinger's view. After the summer, the swings were relocated to the University of Arkansas.



Salvage Swings by Somewhere Studio / Photo © 2019 Michael Hnatov



Salvage Swings by Somewhere Studio / Photo © 2019 Alexandre Tolipan



Salvage Swings by Somewhere Studio / Photo © 2019 Hannah Cohen





Salvage Swings by Somewhere Studio / Photo © 2019 Michael Hnatov



Salvage Swings by Somewhere Studio / Photo © 2019 Elizabeth Spear Photography



Salvage Swings by Somewhere Studio / Photo © 2019 Irina Hage



# Chicago

FIGMENT Chicago returned to Mozart Park for their 6th FIGMENT on July 13, a celebration of art and community filled with balance boards, painting, bubbles, flow art, drumming, video and sculpture art, live music, and a wonderful screen print design for FIGMENT 2019.



Photo © 2019 Allison Gerlach



Photo © 2019 Allison Gerlach



Opera the Dragon by Mars April Caulton / Photo © 2019 Allison Gerlach



Photo © 2019 Allison Gerlach





Photo © 2019 Allison Gerlach



# Boston

Another milestone! FIGMENT Boston celebrated their 10th consecutive annual event on The Rose Kennedy Greenway on July 27-28. For two days, the Boston community created and played together, finetuning their hula-hoop and juggling prowess, lost themselves in a magical flower garden with synchronized music and lighting, and could learn about Spoon Theory—then craft a spoon to brighten some future day when resources are low. FIGMENT Boston also saw the return of The Real Time Art Show, belly dancers, DJs—a weekend to remember!



Performance / Photo © 2019 Pretzel



Flow Arts Interactive by Boston Spinjam / Photo © 2018 Pretzel



Red Tape by Jenn Zawadzkas / Photo © 2019 Adriana Rajman





MAL by Chroma Corvids / © 2019 Pretzel



Belly Dance by Troupe Al Jawary Al Hessian / Photo © 2019 Pretzel



DJ / © 2019 Mark Jones



# Toronto

Spontaneous collaboration, amazing artists, an active community, music, and significant fun: FIGMENT Toronto has become a cornerstone of the FIGMENT community. Returning to Dufferin Grove Park for its 7th annual event on September 21-22, FIGMENT Toronto continued to create a fabulous array of interactive art on the glorious last weekend of summer.



Conundrum III by David Hynes / Photo © 2019 Kim Brilliant



Roxane's Craft Zone by Roxane O'Brien / Photo © 2019 Marissa Joy Clark



Jellyfish Maze by Hawthorne II Bilingual Alternative School / Photo © 2019 Kim Brilliant





Side Show Peep Show by Amira Routledge / Photo © 2019 Kim Brilliant



Cheeky Beatz / Photo © 2019 Marissa Joy Clark



Roxane's Craft Zone by Roxane O'Brien / Photo © 2019 Marissa Joy Clark



# 2019 Financial Performance

FIGMENT is an incredibly efficient arts project, from the perspective of the amount of financial investment required in order to reach and affect a large number of people. While our total expenditures for 2019 were approximately \$216,000, we reached well approximately 50,000 people through our events and programs in four cities, our ALPHA creators' weekend, and our summer-long City of Dreams Pavilion (Salvage Swings by Somewhere Studio, co-presented with ENYA and SEAoNY) in Lighthouse Park on New York City's Roosevelt Island. We are able to achieve this exceptional efficiency due to the significant volunteer resources that are contributed freely to our events and exhibitions by thousands of artists, volunteers, and team members. This in-kind contribution of volunteer time, if we were able to calculate its monetary value, would total several million dollars.

Despite challenges in funding arts and cultural projects at the community level, and many institutions and individuals exercising caution in their charitable contributions, FIGMENT continued to expand in 2019, adding new programs and events in additional cities. In our twelve-year history, FIGMENT has always managed to break even in each season. We have learned to scale our expenditures on the fly to match the revenue that we are able to generate.

The vast majority of our revenue comes from grants from foundations, community organizations, and city, state, and federal government agencies, as well as donations from individuals. We do not accept any corporate sponsorship or advertising. The vast majority of our individual donations are small in size (<\$100).

## 2019 INCOME

|                                  |                  |
|----------------------------------|------------------|
| Foundation and Community Grants: | \$85,000         |
| Government Grants:               | \$21,000         |
| Individual Donations:            | \$57,000         |
| Fundraising Events:              | \$26,000         |
| Pavilion Competition Entry Fees: | \$7,000          |
| ALPHA Ticket Sales:              | \$15,000         |
| <b>Total Income:</b>             | <b>\$211,000</b> |

## 2019 EXPENSES

|                                  |                  |
|----------------------------------|------------------|
| FIGMENT NYC Event:               | \$24,000         |
| FIGMENT Chicago Event:           | \$5,000          |
| FIGMENT Boston Event:            | \$12,000         |
| FIGMENT Toronto Event (Support): | \$1,000          |
| City of Dreams Pavilion:         | \$25,000         |
| ALPHA Event:                     | \$15,000         |
| Technology Systems:              | \$15,000         |
| General/Shared Administration:   | \$70,000         |
| Fundraising Expenses             | \$15,000         |
| Professional Services            | \$5,000          |
| Event Insurance                  | \$24,000         |
| <b>Total Expenses:</b>           | <b>\$211,000</b> |

**Please Note:** These totals by category for both income and expenses are approximate, and are based on our entire 2019 season (April to December), as opposed to our 2019 fiscal year, which runs from July 1 to June 30. As our fiscal year ends in the middle of our season, we find it helpful to look at income and expenses on the basis of the season, rather than the fiscal year, which can be misleading depending on the timing of specific income and expenses.



# FIGMENT Supporters

## Foundation and Government Supporters

American Chai Trust  
American Endowment Foundation  
Autodesk Foundation  
The Awesome Foundation  
Black Rock Arts Foundation  
Chicago Parks District  
The City of Greater Geelong (Australia)  
Department of Canadian Heritage  
Double R Foundation  
Edith C. Blum Foundation  
Eugene and Emily Grant Family Foundation  
Favela Foundation  
The Friends of Governors Island  
Greater Jackson Arts Council  
Greater Pittsburgh Arts Council  
Greenwall Foundation  
The Knight Foundation  
La Vida Feliz Foundation  
Lower Manhattan Cultural Council  
Milton and Sally Avery Arts Foundation  
National Endowment for the Arts  
New York City Department of Cultural Affairs  
New York State Council on the Arts  
NYC and Company Foundation, Inc.  
Pappagallo Family Foundation  
Pittman Family Foundation  
The Pollination Project

The Puffin Foundation  
Reis Foundation  
Ripple Foundation  
Rose Kennedy Greenway Conservancy  
The Sprout Fund  
Tecovas Foundation  
Williamson Childrens Fund

## Community and Event Supporters

Alchemy  
Bold Urban Renaissance Network (B.U.R.N.)  
Burning Man Boston Decompression Event  
Burning Man New York Decompression Event  
Burning Man Project  
Costume Cultural Society  
Fat Friday Foundation  
Firefly Arts Collective  
The Fund for Boston Neighborhoods, Inc.  
Gratitude NYC  
Interactivearts  
Massachusetts College of Liberal Arts  
Midtown Partners, Inc.  
Participatory Safety, Inc.  
Playa Del Fuego  
Regional Plan Association  
San Diego Collaborative Arts Project  
Spanish Cultural Action

# 2019 Individual Donors (\$75+)

## FIGMENT Legends (\$10,000+)

Anonymous Donor

## FIGMENT Heroes (\$1,000+)

Teresa Dovidio  
Emily Durrant  
Michael Goldberg  
Rachel Klein  
David Koren  
Sasha Koren  
Timothy Schumacher  
Carlijn Urlings

## FIGMENT Champions (\$500+)

Francesca Anumonwo  
Sheri Hall  
Gregory Harris  
Suza Kanon  
David Katz  
Michael Krolczyk

## FIGMENT Devotees (\$250+)

Danielle Davis  
Matthew Dorrance  
Krystal Henriquez  
Anne Lodick  
Jeffrey Quinlan  
Alexander Rech  
Jason Turgeon  
Peter Zawadzkas

## FIGMENT Enthusiasts (\$75+)

Ian Adams  
Tom Aellen  
Justus Anumonwo  
Audrey Boguchwal  
Nicolas Borgerhoff  
Kelsey Boyd  
Miroslava Brooks  
Courtney Brown  
Randy Brozen  
Catherine Burns  
Adam Burrows  
Ethica Burt  
Jesse Campbell  
Tien Chen  
Ying Qi Chen  
Melissa Chua  
Lea Ciavarra  
Mark Cochard  
Bonita Sue Cochard  
Christopher Colaw  
David Cole  
Salvatore Conte  
William Cooler  
Miguel Cortabarría  
Claudio Cortese  
Janet Dorfman  
Michael Drumstas  
Trachana Eirini  
Erin R. Feely-Nahem  
Rose Fieschko  
Valentina Flora Angelucci  
Jered Floyd

Gabriel I Gajardo  
Giulia Gasparini  
Christopher Gardner  
Collin Gardner  
Andrew Goldman  
Richard Goldstein  
Jared Goodman  
Thomas Gregory  
Amanda Gutowski  
Greg Hanson  
Lindsay Harkema  
Christopher Harris  
Anna Hecker  
Patricia Heidel  
Daniel Hoch  
Crystal Hodges  
Sky Holden  
Nicholas Hopson  
Chang Yuan Max Hsu  
Edward Hsu  
Charles Ingersoll  
DJ Jaffe  
Kara k Jorud  
Anna Kadyшева  
Alexandra Kalmanofsky  
Alexandra Kaplan  
Parsa Khalili  
Jason Kim  
Daniel Kleeschulte  
Edward Koslowsky  
Tawny Koslowsky  
Mark Kriegsman  
Wan-Hsuan Kung  
Nathan Lachenmyer

Radmila Lazarevic  
Beomki Lee  
Tai-Li Lee  
Heng LI  
Xiaoyin Li  
Stephanie Lin  
Han Lo  
Shanna Mandell  
Fil Maresca  
Nicholas McKinney  
Kenneth Mcklinski  
Sebastian Medina  
Margaret Meisel  
James Meloy  
Betsy Miller  
Christopher Mitchell  
Craig Moller  
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Yekaterina Mozgovoy  
Habeebm Muhammad  
Ricardo Munoz  
Sebastian Murr  
Isaac A. Nahem  
Margaret Okoli  
Nicole Ordonez  
Ana Morcillo Pallares  
Ji-Hwan Park  
Clifford Perlman  
Noël Picaper  
Stefan Pildes  
Presley Pizzo  
Lorie Polemenakos  
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Maha Seadaway  
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Jason Shannon  
Ilene Shaw  
Paxton Sheldahl  
Sanjana Shiroor  
Patricia Simonton  
Tiffani Simple  
Alicia Smith  
Johnathon Smith  
Tyson Sommer  
Erika Sweigert  
Kimihihiko Tanaka  
Jennifer Taub  
Rachel Tenney  
Parra Tomkins  
Darren Torpey  
Amanda Tower  
William Turville  
The Urban Conga  
Stephan Van Eeden  
Justin Vegh  
Liyang Wang  
Tom Xia  
Xuelai Xu  
Jennifer Zeckendorf  
Pengfei Zhang





Tell Your Story, Change Your Story by Babel Theater Project., FIGMENT Boston / Photo © 2019 Pretzel



Producers Brunch at FIGMENT NYC / Photo © 2019 Alexandre Tolipan



# FIGMENT Leadership

## Board of Directors

Carly Leinheiser, Chairperson  
David Koren, Executive Director  
Wylie Stecklow, Secretary  
Rae Klein, Treasurer  
Francesca Anumonwo  
Michael Goldberg  
Krystal Henriquez  
Sasha Koren  
Fil Maresca  
Hillary Spencer  
Carlijn Urlings

## Administrative Team

David Koren, Executive Producer  
Carlijn Urlings, Global Communications Director  
Emma Tuccillo, Global Community Manager  
Fil Maresca, New Cities Director  
Krystal Henriquez, Global Outreach  
Adela Wagner, Gratitude Lead

## Consultants and Advisors

Wylie Stecklow, General Counsel  
Larisa Fuchs, Press Director  
Marc Levitt and Sheri Koetting (MSLK), Branding

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## ALPHA

Producer: Noy Har-Shemesh  
Co-Producer: Melanie Armer  
Design Director: Rob Cohen  
Meet and Greet Director: Annabelle Meunier  
Logistics Director: Fi Cheng  
Transportation Director: Rolf Levenbach

## NYC

Producers: Marianna Lavin, Jacquie Marynowski  
Curatorial Director: Francesca Anumonwo, Gina McHugh  
Artist Engagement Lead: Gina McHugh  
Sustainability Lead: Jessica Berge, Kareen Matadeen  
Volunteer Lead: Stephanie Caragliano

## Baltimore

Producers: Steph Compton, Eli Omega  
Lead Curator and Production: Millie McMillan  
Curator: Meghan Juniper  
Volunteer Coordinator: Ashley Jackson

## Boston

Producers: Emili Durrant, Pete Zawadzkas  
Logistics Director: Jesse Campbell  
Design Director: Terry Dovidio  
Art Curators: Kim Burk, Adam Katz  
Performance Curator: Joshua Rajman  
DJ Curator: Gary Carlow  
Development Director: Melissa Drobnis  
Communications Coordinators: Erin Tiernan, Abby Skelton

## Chicago:

Producer: Curation, Placement: Sam Cooler  
Communications Director: Picolina Hollis

## Dallas

Producer: Suza Kanon  
Curatorial Director: Christi Nielsen  
Fundraising and Production Leads: Micheal Krolczyk,  
Susie Weber  
Outreach Lead: Sandy Lopez Hennessey  
Communications Director: Sheri Hall, Dawn Dreyer  
Communications and Social Media Leads: Nilufer Arsala,  
Ally Fiesta  
Volunteer Lead: Barbados Pearl

## Derby

Mark Hornsey, Producer  
Gemma Hopkins, Volunteer Director  
Andrea Mercer and Daniel Martin, Co-Curators  
Vicky Washington, Communications  
Laura Lopez Riveiro, Administration  
Hannah Fox, Finance Director  
Kim Miller, Venue Liaison

## Oakland

Producers: Alina Bekkerman, Marissa Joy Clark  
Curatorial Director: Kasey Smith  
Production Lead: Kimber Neely  
Outreach Lead: Audrey Boguchwal  
Volunteer Lead: Darren Bleuel  
Fundraising Lead and Production Advisor: Rick Abruzzo

## Toronto

Producers: Roxane O'Brien, Kim Breland  
Curator: Iman Bhatti  
Volunteer Coordinator: Lindsay Butti  
Logistics: Pawl Giel  
Volunteer Assistant and On-site Logistics: Jo Lopez  
Communications Coordinator: Arooj Prem  
Communications Assistant: Elizabeth (Bren) Morano





Real Time Art Show from FIGMENT Boston / Photo © 2019 Francesca Anumonwo



Open Doors at FIGMENT NYC / Photo © 2019 Irina Island Images



# Support FIGMENT

## FIGMENT is powered by donations

**Please make a contribution** to support FIGMENT's ambitious 2020 program of participatory events and interactive exhibitions. You can donate online at <http://figmentproject.org/donate>, or by sending a check to Figment Project, Inc., 111 East 14th Street, #369, New York, NY 10003. All donations are tax deductible to the extent permitted by law in the United States.



