

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Print Material

Organization: Wichita Art Museum

Who worked on this Project (internal/external): Internally

Integrated Components or Type: Regional Newspaper Insert

Project Description: Following the appearance of artist Beth Lipman's retrospective in New York City, the Wichita Art Museum staged a career survey exhibition for the artist, "Beth Lipman: All in Time," and commissioned her for a permanent, large-scale sculpture installation, "Living History." Eager to share this news, WAM printed & inserted more than 20,000 fliers in the June 19 regional issue of the Sunday New York Times, and the June 17 issues of the regional Wall Street Journal and the Wichita Business Journal.

Results: Our target markets were Wichita, Kansas City, Topeka, Lawrence, Tulsa, Springfield (MO), Springdale (AR) and Oklahoma City, Our target audience was subscribers (they typically are characterized as art-lovers/museum-goers) of the regional publications listed above who live within driving distance of the museum. The exhibition opened June 25 and, as of 7/31/22, has seen more than 8,000 visitors. This is encouraging! That number, in only 5 weeks, is HIGHER than pre-COVID June/July WAM attendance.

Summary: The Wichita Art Museum eagerly shared the news of their new sculpture installation "Living History" and career survey exhibition "Beth Lipman" All in Time" with regional subscribers of the New York Times and Wall Street Journal as well as the Wichita Business Journal.

Web Link: <https://wichitaartmuseum.org/beth-lipman-newspaper-insert/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2022/08/WAM-Beth-Lipman-NYT-WSJ-WBJ-regional-insert.pdf

Comments: Beth Lipman is a rising star in the art world. Fresh off her sculpture commissions at Crystal Bridges and the Chrysler Museum, as well as her retrospective at NYC's Museum of Arts and Design, WAM was eager to self-organize this exhibition and share her astounding, stunning glass work with audiences in this region.