

A close-up photograph of a hand placing a small, rectangular, light-colored object onto a textured, brown surface. The surface has a repeating pattern of small, raised, rectangular shapes. The lighting is warm and golden, creating a soft glow around the hand and the object. The background is blurred, showing more of the textured surface.

Tephra Institute of Contemporary Art
Annual Report
2023–2024

Our Year in Review

Financial & Back Office Achievements

Financial Overview

Year Over Year Comparison

Item	FY22*	FY23	FY24
Income	\$523,681	\$520,200	\$567K
Expenses	\$568,009	\$563,446	\$596K
September 2021 Net Income	\$145,777	N/A	N/A
Surplus / Deficit (sans Depreciation)	\$101,449	-\$43,245	-\$36K
Surplus / Deficit (with Depreciation)	\$62,091	-\$79,286	-\$68K
Unreserved Cash	\$192,000	\$117,000	\$67K
Regeneration Fund	\$56,000	\$56,000	\$84K

*Includes hosting two Tephra ICA Art Festivals in one fiscal year (September 2021 and May 2022).

Key Income Gains



Corporate Sponsorships

- Volkswagen returned as the Festival Automotive Sponsor
- New Festival sponsorship from Public Interest Registry

In-Kind Sponsorships

- Impactful partnerships with Biofloria, Fogo de Chão , Pisco y Nazca ,The Hyatt Regency Reston, The Capital Burger

The Alloy Project Year-Over-Year Success

- For the third year more than doubled net revenue; Leidos became Title Sponsor as we moved to the Pavilion

Grants Awarded

Virginia Commission for the Arts General Operating Support	\$20,141 (44% increase)
ArtsFairfax General Operating Support	\$26,505 (29% increase)
ArtsFairfax Project Grant <i>Pressingexhibition (2nd successive year with Project Grant)</i>	\$13,000
Virginia Tourism Corporation Special Events & Festival Grants <i>Third Time Awarded and over 2 rounds of FY24 funding</i>	\$28,000
Spur Local Formerly Catalogue for Philanthropy <i>First Time Award for 4 years</i> Selected as a highly trusted, critical non-profit partner in the Washington, DC metropolitan region – one of 19 cultural organizations and among the 14 new partners from Northern Virginia – to receive development resources, guides, and connections to thousands of donors and volunteers. Additionally, Spur Local has raised more than \$57 million dollars to support the work of the participating partners.	N/A

**VIRGINIA
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 **ARTSFAIRFAX**



Spur Local
formerly Catalogue for Philanthropy

Tephra ICA Donors and Supporters

Board of Directors

Board Officers

Robert Goudie
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Karen Lewis
Vice Chair

Stephanie J. Williams
Vice Chair

Jamie Saylor
Treasurer

Janet Rems
Secretary

Board Members

Talib Aleem

Ann Barbieri

Kerri Bouie

Lindy Brewster

Scott Cryer

Kim Denver

Ricki Marion

Wanda Raimundi-Ortiz

Justin Ruble

Advisory Council

James Cleveland

Melissa L. Dueñas
*Chief Communications &
Marketing Officer, Leidos*

Virginia Friend

Raymond Ritchey
*Senior Executive Vice
President, BXP*

Professional Advisers

Outside Counsel:
DLA Piper

Artist Hospitality:
Axar Hotels

Financial Accounting:
Consultance

Thank You to Our Most Significant Donors to the Annual Giving Campaign

\$20,000+



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\$10,000+

Robert & Theresa Goudie



\$5,000+

Lindy & Richard Brewster
Virginia Friend

\$2,000+

David & Joanne Bauer
Cynthia Hull
Raymond Ritchey
Carolyn Shields

Barcelona Wine Bar
Fogo de Chão
LMI Design
Ruth Abrahams Design
Signature at Reston Town Center

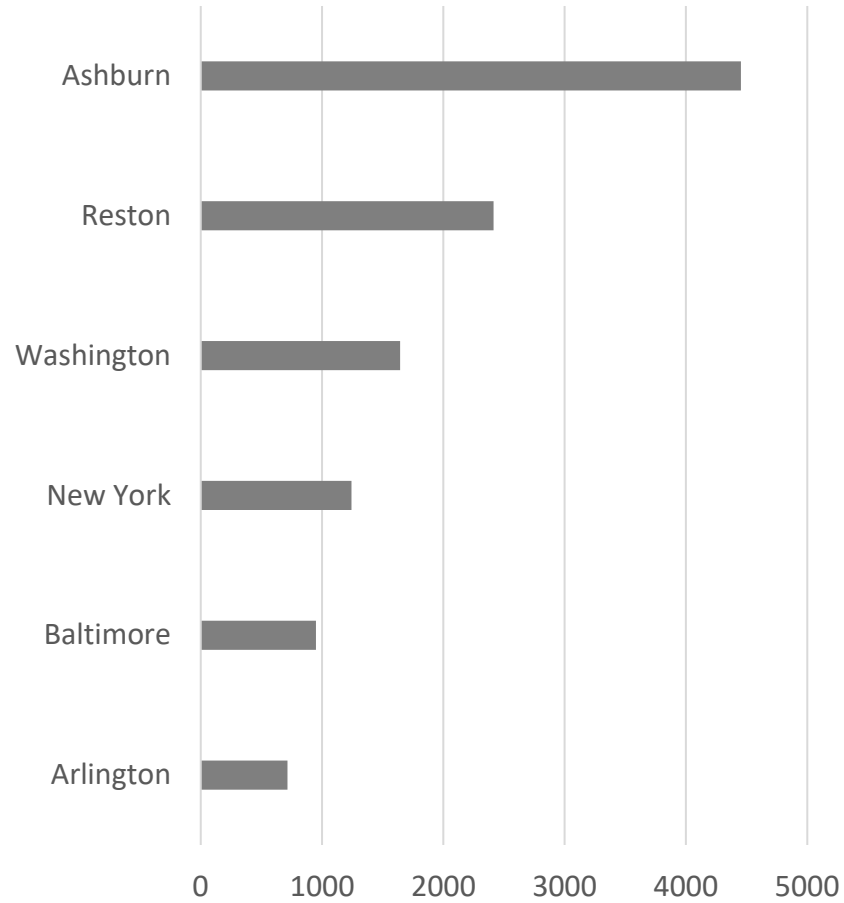
Progress in Equity Commitments

- ✓ Exhibitions continue to meet equity goals
 - ✓ All exhibiting artists at Tephra ICA and Signature this year were female, including two septuagenarians
 - ✓ Exhibition content included mental health awareness, Asian-American identity and experience, history of racial violence in America, and experiences of childbirth and child rearing
- ✓ 50th Capital Campaign focused on a new home that will meet equity/accessibility objectives
- ✓ Continue to offer confidential and anonymous means for visitors, board, staff, artist, and partner feedback
- ✓ Remain W.A.G.E certified
- ✓ ED hiring committee and process met Equity Commitments
- ✓ Second Anti-Bias/Anti-Racism training for board and staff being scheduled
- ✓ With Reston Limousine, developing new program to transport students at Title 1 schools to the gallery

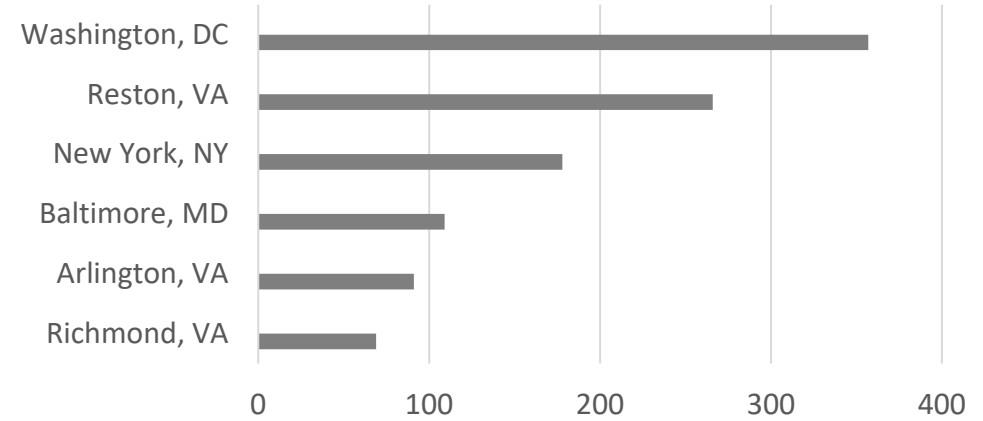
Inaugural Advisory Committee Appointments

- Ray Ritchey, senior executive, BXP
- Virginia Friend
- James Cleveland
- Melissa Duenas, senior executive, Leidos

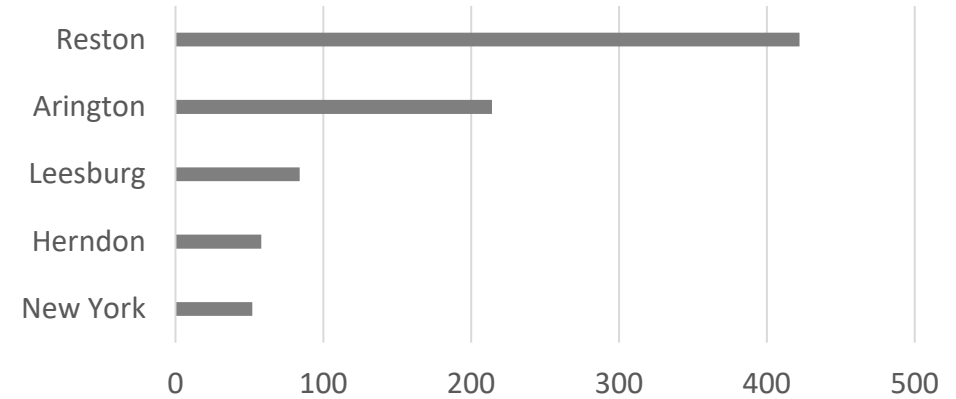
Website Users, Top Six Cities
32,396 Users in FY 2024
33% increase from 2023



Instagram Followers, Top Six Cities
3,642 Total Followers



Facebook Followers, Top Five Cities
3,251 Total Followers



Our Year in Review

Exhibitions & Programs



Pressing

Rena Detrixhe & Katherine Tzu-Lan Mann
March 16 – May 19, 2024
Tephra ICA



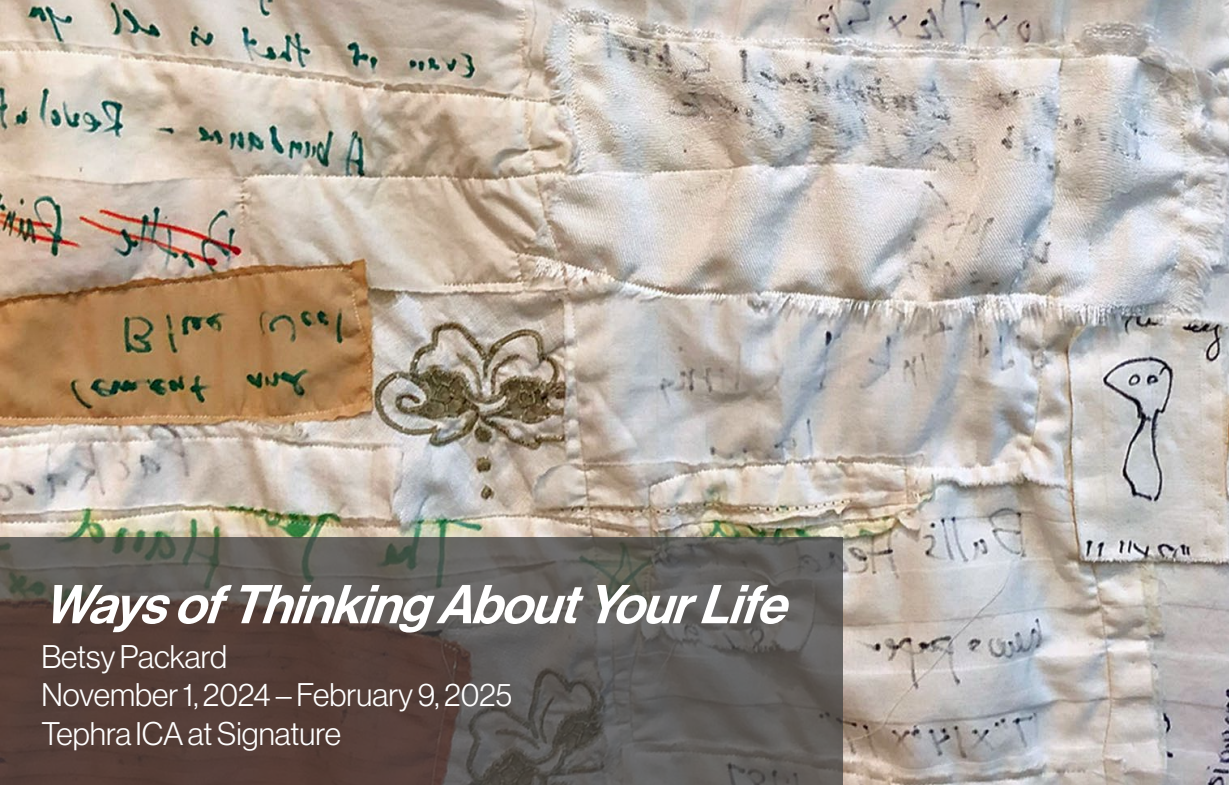
SEED & SOLSTICE

Kendall Buster
December 9, 2023 – February 25, 2024
Tephra ICA



...three kings weep...

Ebony G. Patterson
September 21 – December 14, 2024
Tephra ICA

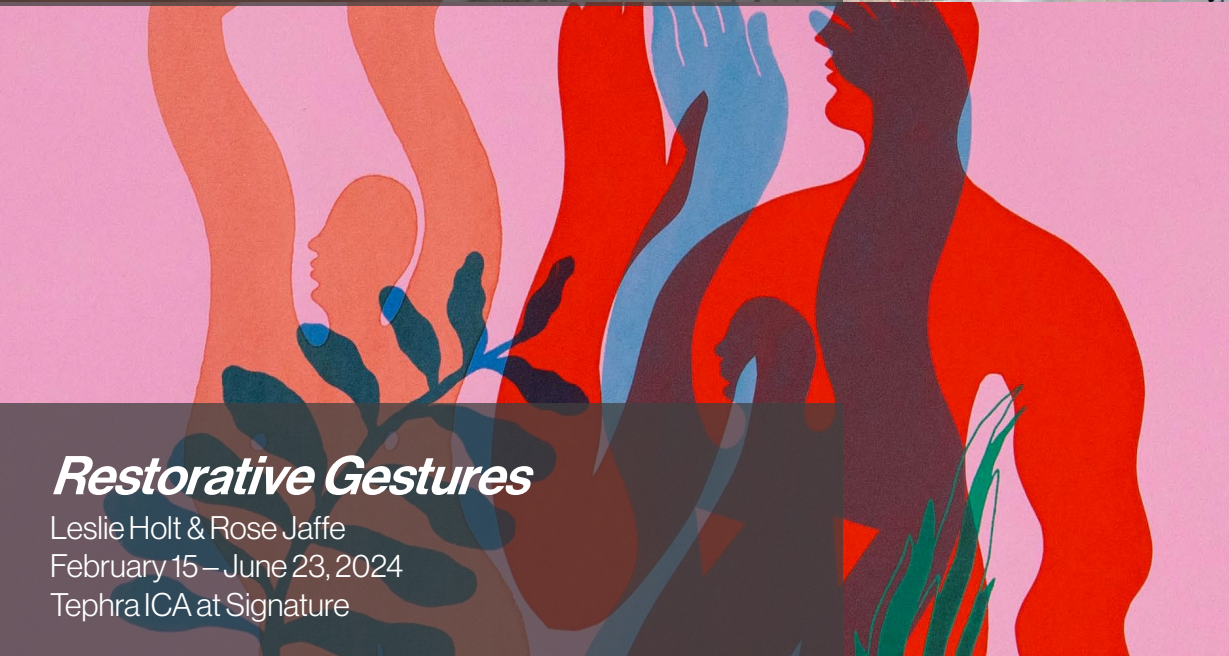


Ways of Thinking About Your Life

Betsy Packard

November 1, 2024 – February 9, 2025

Tephra ICA at Signature

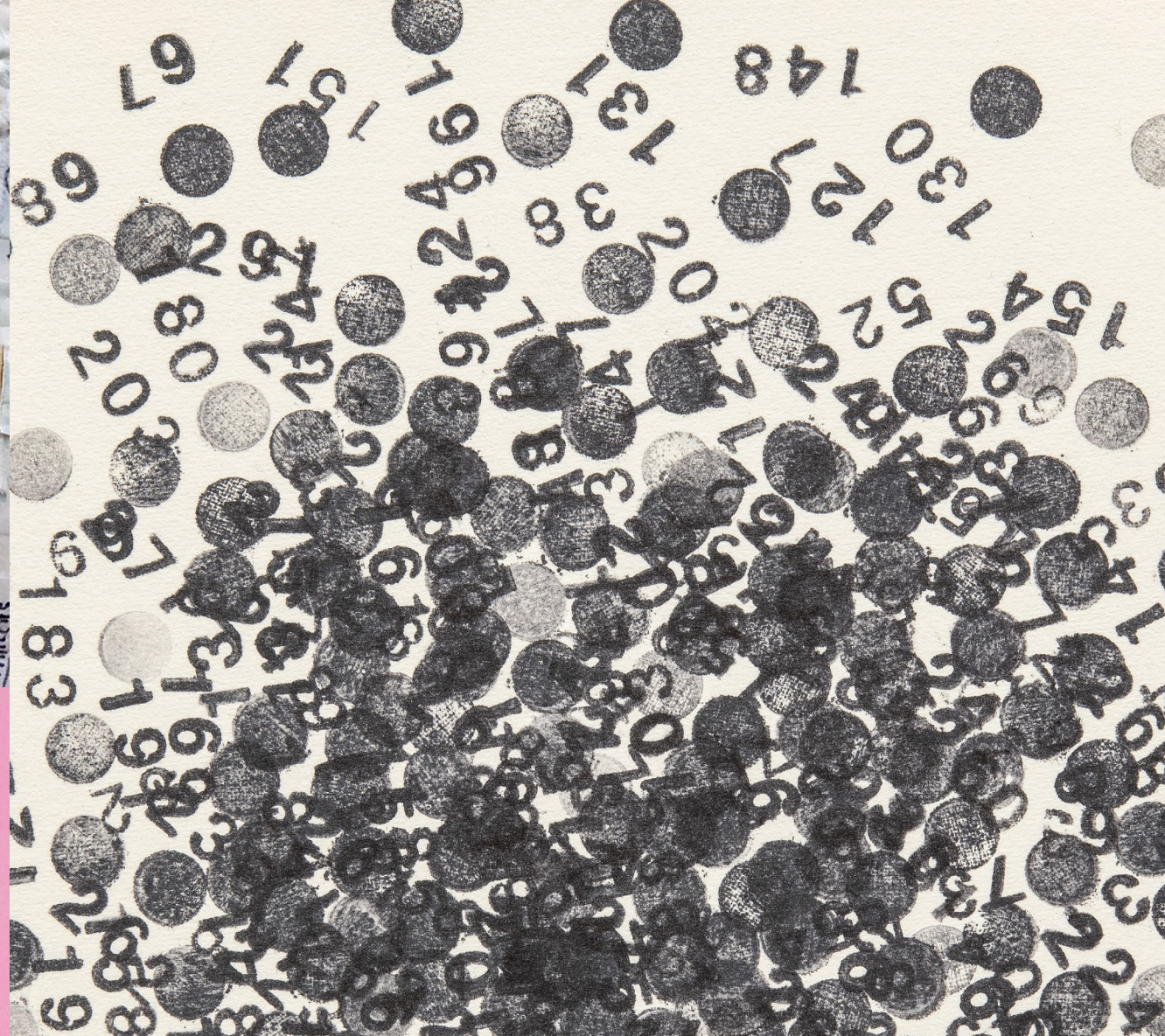


Restorative Gestures

Leslie Holt & Rose Jaffe

February 15 – June 23, 2024

Tephra ICA at Signature



Unstable Propositions

Sarah Irvin

July 19 – October 19, 2024

Tephra ICA at Signature

ICA at Signature is provided in partnership with
BXP and Bozzuto, and generously sponsored by
Reston Community Center.

Public Programs Speakers

Wayson Jones

Painter, spoken-word artist, and musician

Shantay Robinson

Journalist, Washington City Paper

Andrew Norris

Assistant Professor, Virginia State University

KJ Lee

Founder, New York School of Arts (NYSA)

Zia Palmer

Artist, archivist, and family historian

Reece Rahilly

Director of Production, The Armory Show NYC

Jordan Love

Carol R. Angle Academic Curator and Co-Interim Director, Fralin Museum of Art at the University of Virginia

Dena Rapoport

Museum Educator and Coordinator of Family Programs, National Gallery of Art

Andy Holtin

Associate Professor of Sculpture, American University

Paul Brewer

Independent Curator and Writer, Washington DC

Angela Anderson Adams

Director, Arlington Public Art

Virginia Shore

Independent Curator and former Chief Curator, US Dept. of State, Office of Art in Embassies

Joanna Gohmann

Provenance Researcher & Object Historian, National Museum of Asian Art

Kehmari Norman

Founder, BLK FLWR MRKT

Valerie Cassel Oliver

Sydney and Frances Lewis Family Curator of Modern and Contemporary Art, Virginia Museum of Fine Arts

Additionally Presented

6 Artist Talks, Studio Visits at Howard University and American University, 6 Earth Day Art & Making Workshops, Members tour of the Microsoft Art Collection, 5 classroom visits with FCPS and 3 Family Day Programs

Testimonials

"It is inspiring! I am impressed by the quality of artists and the opportunities to explore a diversity in practice, artistic voice, and perspective that ultimately enriches the cultural landscape. I am grateful for the Tephra ICA team's efforts and their contributions to elevating the arts in the DMV and beyond."

—Virginia Shore, Independent Curator and former Chief Curator and Acting Director, US Department of State, Art in Embassies Program

"I think you guys help make Reston special. Sorry I didn't support the cause sooner. Art at its best is a unifying experience, we could use more remembrance of commonality in the current times."

— Anonymous donor

"I wanted to express my heartfelt gratitude for being invited as the first emerging artist at the Tephra ICA Arts Festival, supported by Public Interest Registry's sponsorship. It was an honor and a truly transformative experience to be part of such a prestigious event! The feedback and guidance I received from the jurors and curators were particularly enlightening and have already started to shape my approach to advancing my art practice... What you might not know is that I was considering taking a step back from my art practice due to financial challenges and a feeling of stagnation. However, the encouragement and positive response from you all, the jurors and curators, and the patrons at the festival have renewed my vigor and passion for advancing my art. This experience has reignited my determination to keep pursuing my passion with renewed energy and focus."

—Rashad Ali Muhammad , Tephra ICA Arts Festival Emerging Artist

Toniann Iovine, art teacher at Lynbrook Elementary, a Title I school in Springfield, VA, shared that when exhibiting artist Noelle Garcia visited her classroom, she *'facilitated a tangible connection between the art world beyond the classroom and students' artistic exploration. Her approach supported a journey of thoughtful, process-based art-making that left our students invigorated and inspired to unleash their creativity.'*

Investing in the Next Generation

Youth Programs & Initiatives

Education Programs

Emerging Visions

Through the Emerging Visions program, Tephra ICA extends its mission beyond the gallery walls, creating opportunities for students to engage with contemporary art in the classroom. Tephra ICA works directly with Fairfax County Public School (FCPS) Art Educators to develop classroom curriculum for K–12 students. Student artwork, as selected by Tephra ICA staff, is exhibited as part of the Emerging Visions exhibition at the Tephra ICA gallery each Spring. The COVID-19 pandemic affected participation rates for the past few years, but the program is currently growing once again. **Tephra ICA is currently building new youth engagement, expanding Emerging Visions and field trips with Title 1 schools, in partnership with Reston Limousine.**

Explore More

Explore More is an intergenerational in-gallery, self-guided program that encourages close looking, art making, and discussion. Explore More is free and open to all.

Summer Art Camp

Last Year of Summer Art Camp with Reston Association

Summer Art Camp explored the visual arts in tandem with science, engineering, and art history in a fun, safe, and exciting setting. Camp themes encouraged the development of critical thinking and creative expression. The 2024 Summer Art Camp featured the themes: Imagination Station, My Mom Would Never Let Me Do That!, and Playful Spaces.

Art School & Career Panel Series

The annual Art School & Career Panel Series allows the opportunity to learn from art educators and professionals to prepare for careers in the fields of fine art, art history, and arts management. Panel members include professors, art practitioners, and art historians. The program is designed for high school and college students and early career artists and professionals. Previous speakers have included arts professionals from Artsy, The Parsons School of Art and Design, George Mason University, The Kreeger Museum, Virginia Commonwealth University, and more.

Explore More

Beyond the Gallery

Special Events & Public Artwork

Buoyant Force

Sue Wrubican

2020 – Ongoing

Buoyant Force is a 50-foot steel sculpture by Sue Wrubican inspired by the paintings of American Surrealist Kay Sage (b. 1898, Albany, New York; d. 1963, Woodbury, Connecticut). Sage is recognized for her paintings of scaffolded structures and furled fabric in desolate landscapes.

Tephra ICA organized the first comprehensive exhibition of Wrubican's work, entitled *Well Past the Echo*, in Fall 2017. The exhibition featured photography, maquettes of Sage-inspired structures, and a site-specific installation. It was featured in *The Washington Post* and *East City Art*. Based on the success of the exhibition, Tephra ICA commissioned Wrubican to realize one of her structures at full-size in Reston Town Square Park.

The exhibition dates of *Buoyant Force* have been extended indefinitely courtesy of RTCA. *Buoyant Force* may eventually be installed permanently at GMU.



Panel Discussion at the Kreeger Museum

With Kendall Buster & Jaynelle Hazard

Panelists:

- Angela Adams, Director of Arlington Public Art
- Paul Brewer, former Director of Exhibitions & Curator at Corcoran
- Virginia Shore, curator, advisor, producer, and former Chief Curator and Acting Director for Art in Embassies





Reston Town Center Earth Day

Presented in partnership with Tephra ICA

- Delve into conversations surrounding the environment and climate through the unique perspective of contemporary art and artists
- Large-scale installation presented by Reston Community Center, titled *All Is In Motion, Is Growing, Is You*, by Arkansas-based interdisciplinary artist, Danielle Hatch
- Afternoon of artist activations, including poetry readings, a meditative sound bath, plant repotting and rehabilitation, printmaking workshops, face painting, a concert, film screening, and much more



The Alloy Project

Tephra ICA Annual Benefit & Cocktail Event

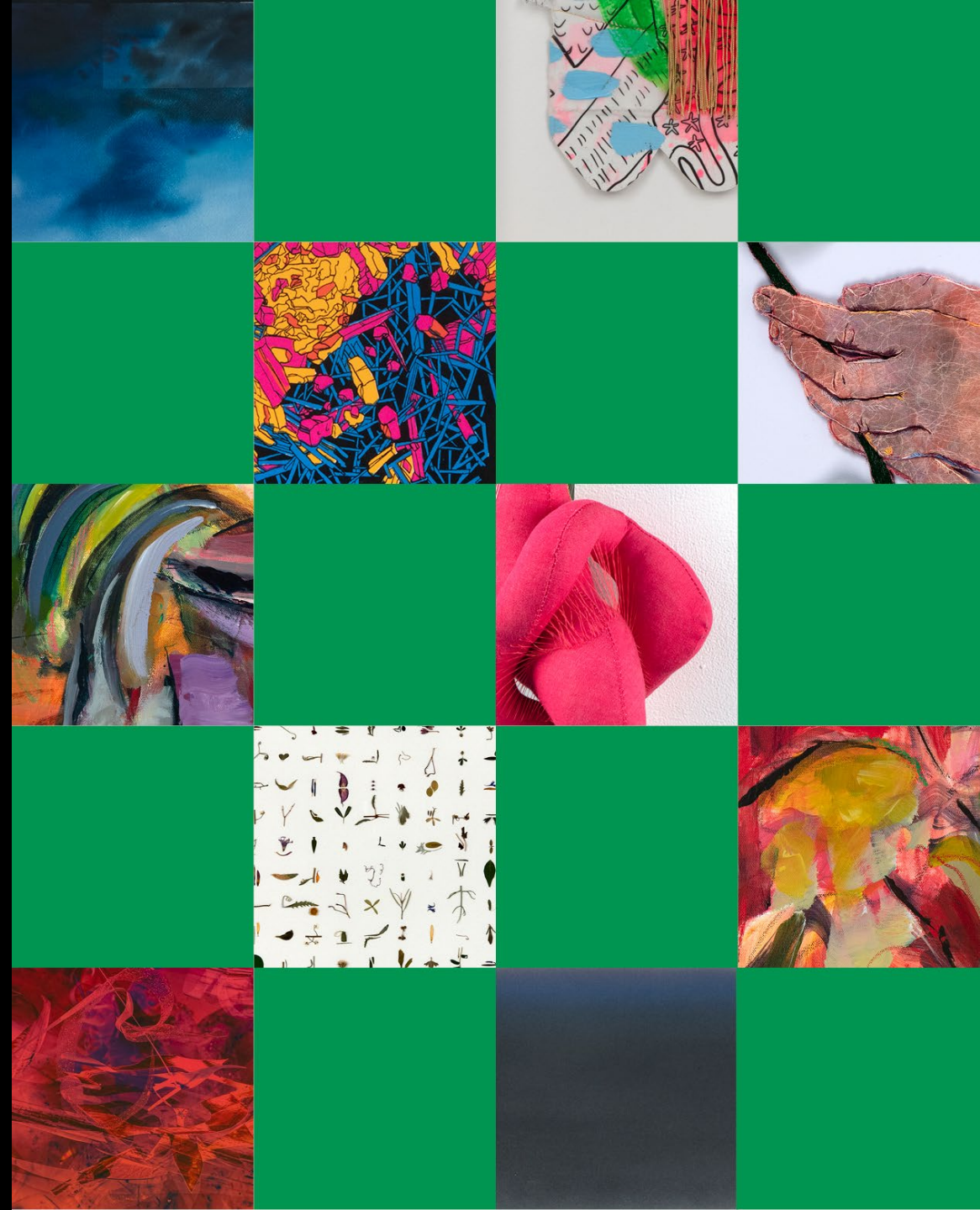
October 3, 2024

2024 Artists: Ann Barbieri, Hillary Waters Fayle, Monroe Isenberg, Christopher Kardambikis, Dalya Luttwak, Jackie Milad, Katie O'Keefe, Anne C. Smith, Stephanie J. Williams, and Sue Wrban

The Alloy Project, Tephra ICA's Annual Benefit is a fundraising initiative offering new artworks for purchase through an online auction and ticketed evening Cocktail Event.

In honor of Tephra ICA's 50th anniversary, 2024 was a special edition of our artist commission program. Ten artists, who have significantly contributed to our legacy over the past decade, was featured. The evening also feature honored guests, artist dialogues, gourmet bites by our partners at Pisco y Nazca, cocktails, and DJ. Plus, a special site-specific installation by Steve Wanna.

Sponsored by Leidos



Generous Support for The Alloy Project Provided By

Cochairs

Kerri Bouie
Maggie Edwards

Host Committee

Pamela Arent
Ann Barbieri
Kim Denver
Vanessa Keith
Ricki Marion
Sue & Terry Robinson

Lead Sponsor



Additional Sponsors and Partners



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Tephra Institute of Contemporary Art



TEPHRA ICA ARTS FESTIVAL

Impact Summary



Third Weekend in
May Each Year

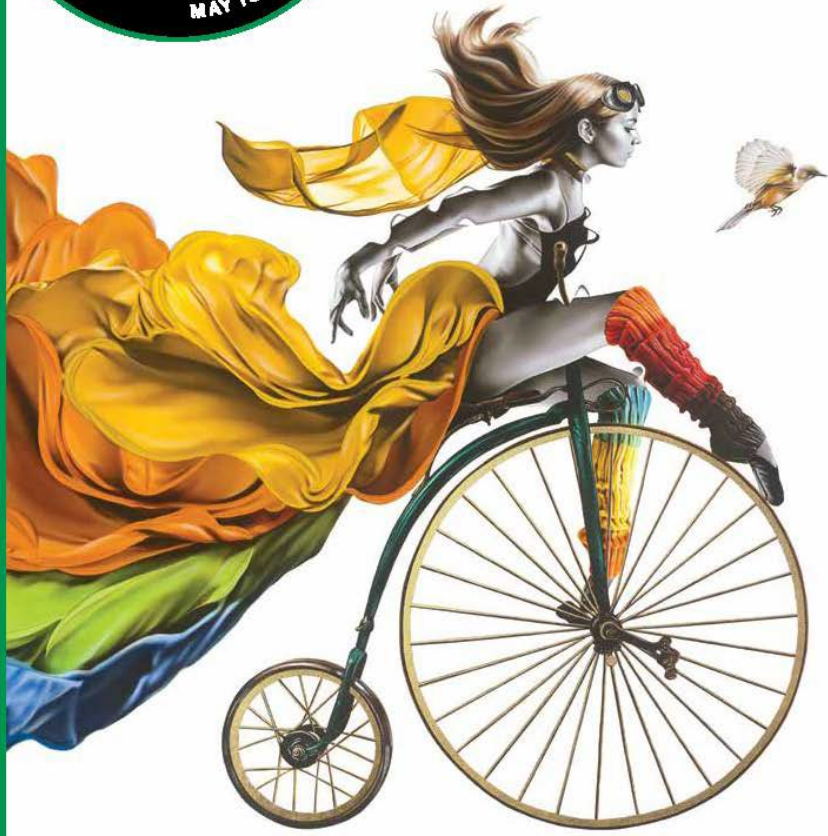
2024 Festival Highlights

- Estimated 20,000+ visitors
- Full footprint of 220 artists
- Emerging artist, Rashad Ali Muhammed, sponsored by PIR
- 32% of participating artists new to the Festival
- Pilot year for the new programming initiative, including guided tours and artist demos
- New food and entertainment vendors to improve visitor experience and draw visitors to side streets
- Award Breakfast and Festival Celebration at the Pavilion, Sunday morning, sponsored by BXP, the Hyatt, and Capitol Burger
- Reston Town Center Association (RTCA) Sip and Stroll throughout the weekend and Saturday night Concert in the Pavilion
- Return to printed Festival Program Booklet



tephra ICA
ARTS FESTIVAL

MAY 18-19, 2024



FESTIVAL WEEKEND SCHEDULE

Saturday | May 18, 2024

- **Artist Booths** | 11AM–7PM
- **Family Art Park** | 12–4PM
Reston Town Square Park
Come by to relax and engage in free art projects and fun for the whole family.
- **All is in Motion, Is Growing, Is You**
Public Art Installation and Performance
by Danielle Hatch
1PM & 4PM | Mercury Fountain Plaza
Presented by Reston Community Center.
- **Guided Tours** | 1:30PM, 5PM
Start from Tephra ICA Booth
at Mercury Fountain Plaza
Pick from two thematic guided tours led by regional arts professionals, highlighting Virginia Artists (1:30PM) & Artists from Diverse Cultural Backgrounds (5PM).
- **Artist Demos** | 4–5PM
10–15-minute drop-in demonstrations of artist process. Refer to the Digital Festival Guide for a complete list of participating artists.
- **Reston Concerts on the Town**
Old Skool | 8–10PM | RTC Pavilion
Free public concert and extended Sip & Stroll hours. Presented by Reston Town Center Association.

Sunday | May 19, 2024

- **Award Breakfast and Festival Celebration**
9:30–10:45AM | RTC Pavilion
Kick off a day of shopping with a hot buffet breakfast with mimosas and coffee, and a lively celebration of Festival artists. Become a member to attend. Sponsored by Capital Burger and the Hyatt Regency Reston.
- **Artist Booths** | 11AM–5PM
- **Guided Tour of Award Winners** | 11:30AM
Start from Tephra ICA Booth
at Mercury Fountain Plaza
Join Festival jurors for a tour of the 10 artist recipients for the 2024 Awards of Excellence.
- **Family Art Park** | 12–4PM
Reston Town Square Park
Come by to relax and engage in free art projects and fun for the whole family.
- **All is in Motion, Is Growing, Is You**
Public Art Installation and Performance
by Danielle Hatch
1PM & 4PM | Mercury Fountain Plaza
Presented by Reston Community Center.
- **Red Dirt Rug Closing Ceremony** | 2PM
Tephra ICA Gallery
Join exhibiting artist Rena Detrixhe to participate in the intentional deinstallation of her work in the Tephra ICA Pressing exhibition. (Limited capacity, pre-registration encouraged).

Suggested Donation \$5
[Click here to Donate](#)

Karina Liengo, Ride Your Way, 2023

tephraica.org/festival

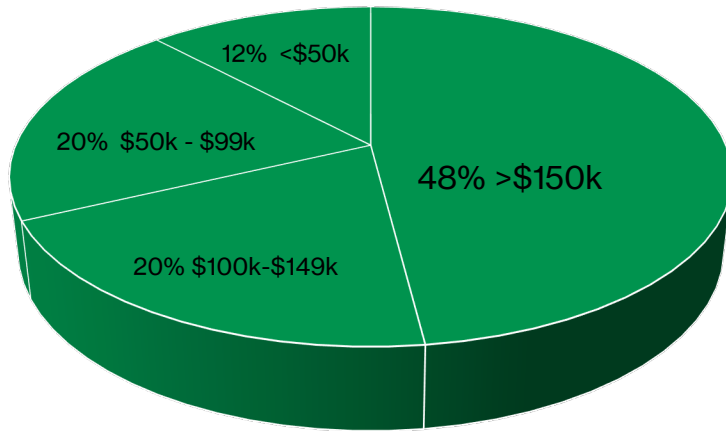
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Danielle Hatch | *All Is In Motion, Is Growing, Is You....*
2024 Festival Performance Presented by Reston Community Center



Festival Reach

Attendees Household Income



Data from the 2024 Tephra ICA Arts Festival

26,000 Unique Visitors

not including RTC residents and employees

\$500,000+ in artwork sales

based on 2024 Festival Artist Survey results

Regional Marketing Campaign, including:

- WMATA and Fairfax Connector
- WAMU streaming
- Dedicated eblasts with *Washington City Paper*, *District Fray*, *BmoreArt*, and *East City Art*
- Marketing funds from Virginia Tourism Corporation

2024 Festival Sponsors



Looking Ahead

Goals, Exhibitions & Programs

Critical 2025 Goals



New Strategic Plan by spring/summer 2025

FY25 budget remains ambitious

- \$600K expense line means material income growth required

Final year-end push on 50th Campaign

Posting to fill Education Coordinator position

Building out major Cap One Festival partnership

Upcoming Exhibitions

Mary B. Howard Invitational

Devin Harclerode, and Nadia Nazar

Guest Curated by Liz Ensiz

February 1 – May 18, 2025

Tephra ICA

Marie B. Gauthiez

Curated by Art Table Fellow Chenoa Baker

February 27, 2025 – June 29, 2025

Tephra ICA at Signature

Emerging Visions Exhibition

Based on the Mary B. Howard Invitational

June 14 – July 12, 2025

Tephra ICA

VMFA Fellows Exhibition

July 17 – October 12, 2025

Tephra ICA at Signature

Performance Art Exhibition

September – December 2025

Tephra ICA



Tephra ICA Arts Festival May 17–18, 2025

2025 Tephra ICA Arts
Festival Performance

Claire Ashley



Enriching Lives.
building Community.®

Sponsored by Reston Community Center





New Partnership with Capital One Hall

- Capital One Hall is the Title Sponsor for the May 2025 Festival
- Collaboration to launch a new indoor art festival at Capital One Hall in Fall 2025
With a shared vision to grow Festival participation among a wider range of local and regional artists; contribute to the regional arts ecosystem; and deepen access to viewing and collecting contemporary art.

50

tephra

institute of
contemporary art



Anniversary Publication

50th publication, including extensive history of the past decade, to be provided to major donors

Tephra ICA at 50 Capital Campaign

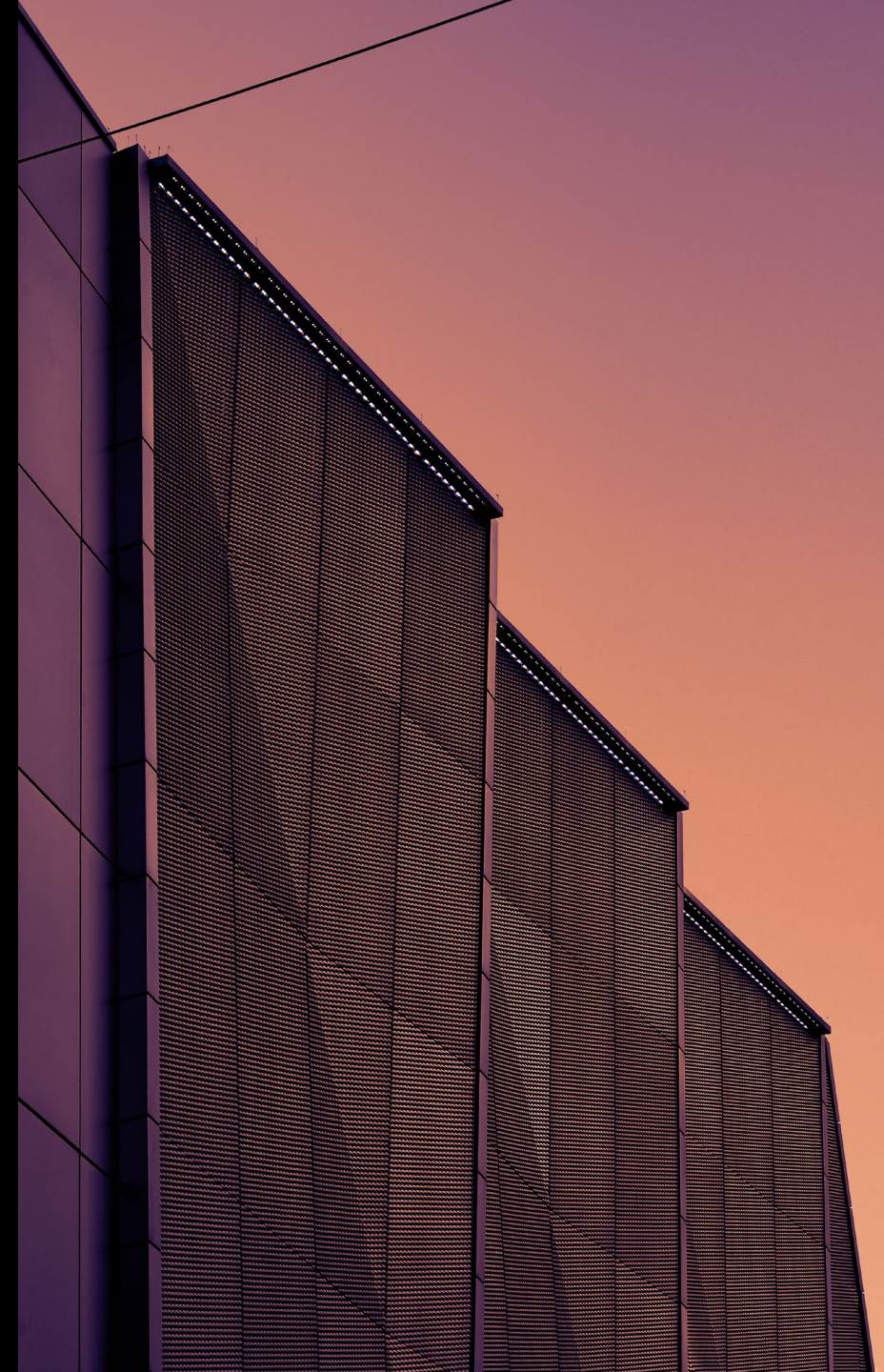
- Robert and Theresa Goudie \$50,000 match challenge
- Big year-end push – need to meet the match and get much closer to our goal of \$300,000





Our Path into the Next 50 Years

In the Tephra ICA at 50 Capital Campaign, there are three key areas of investment that will enable us to continue to build on the tremendous momentum we have created during this past decade of evolution and growth: current infrastructure, future facility planning, and a seed fund for **our next home**.



Thank You
Our Valued Supporters

Tephra ICA Donors and Supporters

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Tephra ICA gratefully acknowledges the generosity of its individual members and donors, state and county grantors, and corporate sponsors. Tephra ICA is supported in part by Reston Community Center, ArtsFairfax, Virginia Commission for the Arts, Virginia Tourism Corporation, and the National Endowment for the Arts.



Tephra ICA Donors and Supporters

\$50K+

Reston Community Center

\$20K+

BXP

Leidos

Reston Town Center Association

\$10K+

Robert & Theresa Goudie

Joyce & Henry Harris in Memory of Anne Wall Thomas

Lerner

Volkswagen of America

\$5K+:

Lindy and Richard Brewster

Virginia Friend

Cynthia Hull

James Pan

PIR

\$2K+

Ann & Bill Barbieri

Joanne & David Bauer

Kim Denver

Eagle Bank

LeafFilter LLC

Peraton

Carolyn Shields

Signature at Reston Town Center

\$500+

Jim & Karen Cleveland

Scott Cryer

Jim & Susan Jones

Karen Lewis

Ricki & Mark Marion

Sue & Terry Robinson

Jaime Saylor

Johnnye and Robert Tamaru

\$50-\$499

Shiela Anders

Pamela Arent

Jacqueline Ariail

Susan Avery

Caroline Bair

Kay Ballas

Susan & Daniel Barco

Camille Barry

Leonor Brazao

Adjoa Burrowes

Tom Carroll

Janice Everett

Stevan & Sonja Fisher

Wayne Fitzpatrick

Jill Garland

Marie-Beatrice Gauthiez

Aminta Gold

Adam Grossi

Dan Grove

Shyamali Roy Hauth

Hosch Vienna LLC

Robbie Katson

Thea Kreinik

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Maria Maguire

Mandel Family Fund

Paul Marengo

Bernard & Therese Martin

Valerie Mayer

Stephen McWilliams

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Paige Morse

Donna Mucci

Robert Osterried

Sammie Parrish

Kenneth Plum

Sue Porter

Roz Rakoff

Marco & Elle Rando

Matt Reider

Pat Rentz

Richard Rodriguez-Val

Sam Saab

Juliana Sciolla

Andrea Serotkin

Linda Sherman

Sara & Mark Shoob

Lily Siegel

Ellen Singletary & Kyle Beery

Judy Skirbunt

Greg Turk

Wegmans

Bill & Bonnie Whyte

Boris Willis

Sue Wrbican

Marcia Zimmet

Gifts in Kind

BEI Networks

Ben & Jerry's

Biofloria

Broadway Gallery

Fogo de Chão

LMI Designs

Look Cinemas

Open Road Distillery

Panera Bread

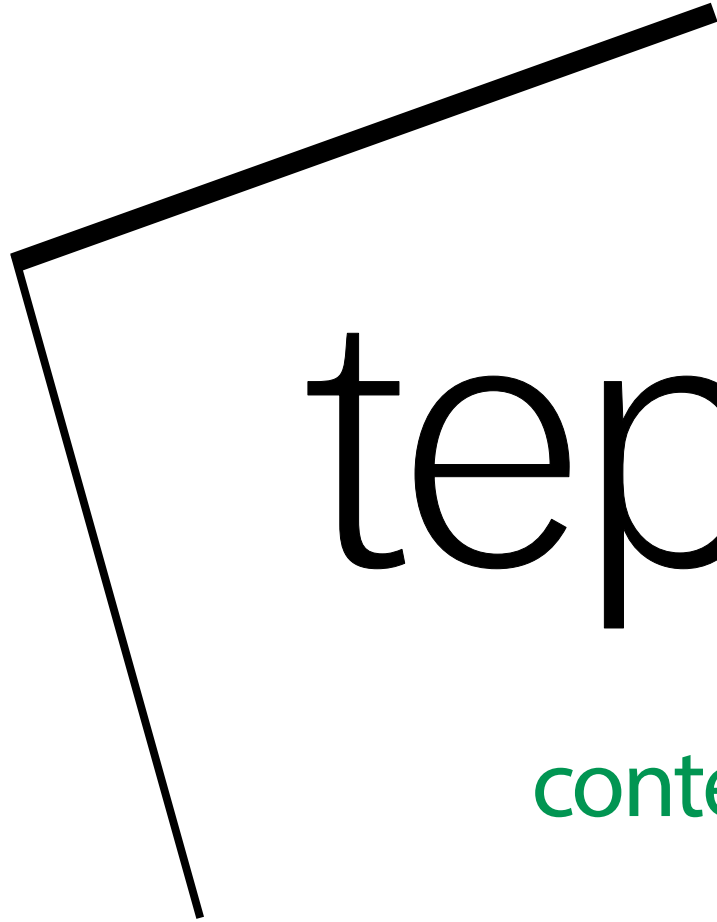
Pisco y Nazca

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The Capital Burger

The Hyatt Regency Reston



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