OUR MISSION

The Museum of Pop Culture is a leading-edge nonprofit museum, dedicated to the ideas and risk-taking that fuel contemporary popular culture. With its roots in rock ‘n’ roll, MoPOP serves as a gateway museum, reaching multigenerational audiences through our collections, exhibitions, and educational programs, using interactive technologies to engage, and empower our visitors. At MoPOP, artists, audiences and ideas converge, bringing understanding, interpretation, and scholarship to the popular culture of our time.
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Onsite visitors to the museum</td>
<td>689,624</td>
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<tr>
<td>Teachers served through professional courses</td>
<td>5,895</td>
</tr>
<tr>
<td>Homeschool students and parents served</td>
<td>140</td>
</tr>
<tr>
<td>Volunteers</td>
<td>178</td>
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<tr>
<td>Community organizations served</td>
<td>1,107</td>
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<tr>
<td>Number of free and subsidized admissions</td>
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<tr>
<td>Number of ticket donations</td>
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</tr>
<tr>
<td>Community households</td>
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<tr>
<td>Conversations with pop culture luminaries</td>
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</tr>
<tr>
<td>Hours of student and teacher engagement</td>
<td>78,686</td>
</tr>
<tr>
<td>Youth and students served</td>
<td>159,394</td>
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<tr>
<td>Students and teachers served through school</td>
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<td>Students impacted by teacher professional</td>
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</tr>
<tr>
<td>Number of free and subsidized admissions</td>
<td>4,679</td>
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<tr>
<td>Community organizations served through ticket donations</td>
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</table>
2017 WAS ALL ABOUT EXPLORING THE MINDS OF VISIONARY CREATORS AND BRINGING NEW PERSPECTIVES TO SOME OF YOUR FAVORITE POP CULTURE GENRES.

CELEBRATING THE MOST SENSATIONAL JIM HENSON

Organized by the Museum of the Moving Image, The Jim Henson Exhibition: Imagination Unlimited explored the groundbreaking artist’s work for film and television and his transformative impact on popular culture.

SPOTLIGHT: TREVOR’S STORY

17-year-old Trevor has autism and his sensory issues often make public spaces challenging to navigate. So when his mother Leslie brought him to the Jim Henson opening at MoPOP, the unexpected happened. To her amazement, they spent more than two hours at the party, Trevor standing shoulder-to-shoulder with hundreds of fellow Henson fans. “There’s something about the Museum of Pop Culture, even though there’s a ton of stuff going on, it doesn’t give him sensory overload... it’s just his complete and total happy place,” says Leslie. They became MoPOP members in 2017, so they’re able to bring Trevor as often as he’d like, which averages weekly. Leslie adds, “We feel very welcome, not only by staff, but also the guests – so it’s my happy place now, too.”

EXHIBITIONS

“It was exactly like seeing my life pass before my eyes, in vivid, living color, fleece fabric, fur fabric, flocked self-adhesive vinyl, and paint.”

SEAN NELSON, THE STRANGER

The exhibition spanned the breadth of Henson’s work from fan favorites like Sesame Street, The Muppets, and The Dark Crystal, as well as his early experimental and commercial work. Special thanks to the Seattle Office of Arts & Culture for their support of this exhibition.
THE STARMAN DESCENDS ON MoPOP

Created in collaboration with the artist, Bowie by Mick Rock gave guests an intimate look at one of the most influential moments in music history through the eyes of a photographer often referred to as “The Man Who Shot the Seventies.”

“I THINK DAVID TRUSTED ME. I REGARDED MYSELF AS A GUARDIAN OF HIS IMAGE, AND THAT’S TRUE TO THIS DAY.”

MICK ROCK

“PHOTOGRAPHS DON’T TAKE THEMSELVES, OF COURSE, AND BOWIE HAD A PERFECT COLLABORATOR IN ROCK, WHOSE IMAGES — EVENLY DIVIDED BETWEEN COLOR AND BLACK-AND-WHITE — RANGE FROM SPONTANEOUS CONCERT SHOTS TO CAREFULLY STAGED POSES.”

MICHAEL UPCHURCH, THE SEATTLE TIMES

VISITOR BEWARE, YOU’RE IN FOR A SCARE

In this update of our horror exhibition, Scared to Death: The Thrill of Horror Film invites visitors to trace the history of horror films in an immersive gallery experience. Themed sections, including an unholy vampire chapel and zombie containment facility, evoke the unsettling sensations associated with cinematic terror.

SPOTLIGHT: WOMEN DIRECTORS IN HORROR FILM

Throughout the dark twists and turns of our Scared to Death exhibition, you’ll notice viewing areas that take you deeper into the creative process featuring interviews with landmark directors in the horror genre. These films are part of MoPOP’s expansive Oral History collection, which now stands at more than 1,000 interviews with a wide spectrum of pop culture luminaries recorded over the past 25 years. To highlight the contribution of women creators in horror, MoPOP Senior Curator Jacob McMurray added interviews with directors Karyn Kusama (The Invitation; Jennifer’s Body) and Roxanne Benjamin (producer, V/H/S; director, Southbound; XX) (pictured left).

“GIANT STAINED-GLASS WINDOWS IN AN UNHOLY CHAPEL COMPLETE WITH DRIPPING BLOOD? ARE YOU KIDDING ME!”

AMES BROS, BARRY AMEN AND COBY SCHULTZ on their excitement to design the exhibition’s stained glass.
RUBE GOLDBERG: CARTOONIST. INVENTOR. ADJECTIVE.

The Art of Rube Goldberg explored the whacky, wonderful world of cartoonist Rube Goldberg in the first comprehensive retrospective of his career since 1970. The Pulitzer Prize-winning artist is best known for his invention drawings, which have inspired some of the most indelible moments in pop culture from iconic board games like Mouse Trap to thrilling music videos such as OK Go’s “This Too Shall Pass.”

“THE NOSTALGIA OF ACTUALLY BEING ABLE TO LOOK AT SOMETHING AND UNDERSTAND WHY IT WOULD WORK, HOW IT WOULD WORK, AND THEN, IF YOU’RE LUCKY, LAUGH AT IT. THAT’S THE BEAUTY OF [GOLDBERG’S WORK]. BECAUSE I THINK THE MORE DISCONNECTED WE GET FROM THE THINGS THAT WE’RE SO DEPENDENT ON, IT’S VERY IMPORTANT TO HEARKEN BACK TO THE BEGINNING.”

JENNIFER GEORGE, GOLDBERG’S GRANDDAUGHTER AND LEGACY DIRECTOR FOR RUBE GOLDBERG, INC.

THE FAST AND THE FURIOUS ROARS INTO MoPOP

The Fast and the Furious is Universal Pictures’ biggest film franchise to date, and the sixth highest grossing film series of all time. MoPOP had the opportunity to display Letty’s Rally Fighter and Dom’s Ice Charger from the series for a special limited-run exhibition that coincided with the release of The Fate of the Furious on Amazon video.
NEW EXHIBITION HONORS ACHIEVEMENTS IN SCIENCE FICTION AND FANTASY

In honor of the 20th anniversary of the Science Fiction and Fantasy Hall of Fame, we opened a new exhibition and expanded eligibility to recognize the genre’s most impactful creations. Twenty new creators and creations were added to celebrate this landmark year.

Douglas Adams
Margaret Atwood
Keith David
Guillermo del Toro
Terry Gilliam
Jim Henson
Jack Kirby
Madeleine L'Engle
C. S. Lewis
H. P. Lovecraft
Leonard Nimoy
George Orwell

Terry Pratchett
Rumiko Takahashi
John Williams
2001: A Space Odyssey
Blade Runner
Dungeons & Dragons
The Matrix
Myst
The Princess Bride
Star Trek
Wonder Woman
X-Files

ON TOUR WITH NIRVANA

After six years on display and three million visitors, our critically-acclaimed Nirvana: Taking Punk to the Masses exhibition traveled to Brazil, home to the biggest concert the band ever played. The largest collection of Nirvana-related objects was displayed first at Museu Histórico Nacional in Rio de Janeiro, then at Lounge Bienal in São Paulo.
SOUND OFF!

Now in its 15th year, Sound Off! supports the regional all-ages music scene by giving artists of all backgrounds the opportunity to showcase original music on a large platform and take the next step in their music careers.

WRITE OUT OF THIS WORLD

Students in grades 3–12 submit their original science fiction and fantasy short stories to MoPOP’s annual contest for the chance to win workshops with Jack Straw Cultural Center arts professionals, vocal coaching, and a session to record their winning story. Special thanks to Norwescon for supporting this program in 2017.

“MY EXPERIENCE HAS BEEN NOTHING SHORT OF AMAZING, AND I STILL CAN’T BELIEVE THE WAY THINGS SHOOK OUT IN THE END.”

JASON MCCUE, 2017 SOUND OFF! WINNER

Jason (pictured left) took the top prize winning an opportunity to perform at Bumbershoot. Other Sound Off! finalists were selected to play at festivals including Upstream Music Fest + Summit, Timber!, and Northwest Folklife.

OUR PASSION FOR POP CULTURE EXTENDS BEYOND OUR EXHIBITIONS AND INTO THE COMMUNITY. WE’RE COMMITTED TO PROVIDING OPPORTUNITIES FOR CREATORS TO SHARE THEIR WORK THROUGH OUR PROGRAMS AND EVENTS.
TO ME, MAKER FAIRE IS AN OPPORTUNITY FOR KIDS TO REALLY GET INSPIRED. WHAT I LIKE TO SAY IS THAT THERE’S 130 BOOTHS HERE—A 130 NEW IDEAS. AND THAT’S WHAT COMMUNITY IS ABOUT. THAT’S WHAT THIS MUSEUM’S ABOUT.

MARIO THE MAGICIAN

SEATTLE MINI MAKER FAIRE

Techies, tinkerers, crafters, and creators of all kinds come together to share their passion projects at the Seattle Mini Maker Faire. Equal parts science fair and street faire, this annual celebration of creativity and invention aims to ignite “making” in every guest.

Thanks to our 2017 Seattle Mini Maker Faire sponsors:

CNC Router
Cypress Semiconductor
Epilog Laser
Glowforge
Ada’s Technical Books and Café
DigiPen Institute of Technology
Foundry 10
Living Computers Museum + Labs
Online Metals
Rad Power Bikes
Google
Amazon

SCIENCE FICTION + FANTASY SHORT FILM FESTIVAL

Presented in partnership with SIFF, the 12th annual festival brought together more than 20 genre films from around the globe and awarded first prize to the Spanish film Roger, a stop motion tale about an actor who almost loses everything until an unexpected twist changes his fate.

Special thanks to Norwescon for supporting this event.
EDUCATION

THOUSANDS OF STUDENTS OF ALL AGES CREATIVELY TACKLE BIG IDEAS THROUGH MoPOP’S EDUCATIONAL OPPORTUNITIES EACH YEAR.

STAR
More than 1,200 students from 27 different music ensembles joined us throughout the year to gain skills through professional coaching and a performance in Sky Church. Thanks to The Boeing Company and Wells Fargo for their support of this program in 2017.

HOMESCHOOL DAYS
MoPOP’s Homeschool Days gives families a chance to learn together and supports parents with new ideas for engaging their learners at home. We welcomed 410 parent educators and students in 2017 with workshops that mix up subject areas and make learning fun, exploring topics like the science of sound and game design. Thanks to The Boeing Company for supporting this program in 2017.

“COMBINES KNOWLEDGE AND FUN IN A FANTASTIC PACKAGE.”
HOMESCHOOL DAYS PARENT PARTICIPANT
POP CONFERENCE

Hundreds of scholars, journalists, and other thought leaders in music and culture gathered at MoPOP to exchange ideas, engage in lively debate, and uncover the foundational meaning behind the artistry they study. Our keynote speaker David Byrne kicked off Pop Con 2017’s theme of Music & Politics with a look at his rock musical Here Lies Love, an examination of the life of former First Lady of the Philippines, Imelda Marcos.

Support for Pop Con is provided by the University of Alabama College of Arts & Sciences on behalf of the Department of American Studies.

HANDS-ON LEARNING

Students visiting MoPOP on a field trip can take advantage of in-museum workshops that connect the concepts and creators on display with what these young minds are learning in the classroom. Our professional educators got 3,670 kids hands-on with arts-integrated projects spanning multiple subjects in 2017.
NO MATTER YOUR FANDOM, MoPOP IS A GATHERING PLACE FOR THOSE LOOKING TO CELEBRATE WHAT THEY LOVE.

MINECON EARTH

With more than 75 million monthly players, Minecraft is one of the most beloved video games on the market. Hundreds of eager crafters came to MoPOP for MINECON—a live-streamed Minecraft celebration held all over the world.

HENDRIX 75

In honor of Jimi Hendrix’s 75th birthday, MoPOP paid homage to its musical roots and hosted a day of artifact spotlight talks in *Wild Blue Angel: Hendrix Abroad, 1966–1970* and featured special guest Janie Hendrix, Jimi’s sister and CEO of Experience Hendrix.

A CONVERSATION WITH COLIN CANTWELL

Star Wars spacecraft designer Colin Cantwell gave a talk at MoPOP. Colin designed several ships including the X-Wing, Y-Wing, TIE/LN Fighter, Stardestroyer, Imperial Cruiser, Death Star, and Millennium Falcon.

BRINGING FANS TOGETHER
WE'RE INSPIRED BY THE AMAZING NETWORK OF ORGANIZATIONS IN OUR COMMUNITY. AND WE'RE HONORED TO WORK WITH SOME OF THEM TO SHINE A LIGHT ON CREATORS, FROM EMERGING TALENT TO LOCAL LEGENDS AND BEYOND.

JOINING FORCES

MASTERING THE HUSTLE
Partners: KEXP, Upstream Music Fest + Summit, The Recording Academy

CITY OF MUSIC CAREER DAY
Partners: KEXP, OneReel, The Vera Project, Seattle Office of Arts & Culture, City of Seattle Office of Film & Music

This partnership brings together burgeoning talent with industry experts to take the mystery out of music careers and pave a pathway to success for those looking to pursue their passions. Several days throughout the year, Mastering the Hustle explores a different topic, and once a year joins forces with City of Music Career Day to offer the chance for young people to network with industry professionals.

THROUGH THE EYES OF ART
Partner: BrandKings

This year represented the fourth year of our partnership with BrandKings to present the Black History Month celebration, Through the Eyes of Art. With a focus on building a strong black economy, the 2017 event featured Seattle native and CNN correspondent Angela Rye, a host of live performances, and presentation of the Servant of the People Award to co-founders of Ezell’s Famous Chicken, Lewis Rudd, and Faye Stephens.
THE RESIDENCY

Partners: Arts Corps and Macklemore & Ryan Lewis

The Residency brings together 40 emerging teen artists, focusing on creative songwriting, stage performance, and beat production. Residents record an EP of their original music in a professional studio, and demonstrate their new skills in a final showcase at MoPOP. Designed exclusively for young musicians from the Seattle metro area who meet the King County low-income verification, The Residency provides a stipend, transportation, and meals to ensure everyone can take full advantage of the opportunity to grow their career.

MADARAKA FESTIVAL

Partner: One Vibe Africa

With simultaneous efforts connecting Seattle and Kenya, One Vibe Africa partners with MoPOP to present an evening of music in support of their Music and Art program for youth based in Kisumu, Kenya. The 2017 theme of African Music & Fashion brought stellar performances from a full slate of local and international musical talent to the stage.
The annual Founders Award Celebration is our signature benefit event, celebrating the life’s work of a legendary icon in pop music. This year’s attendees showed their generosity by contributing $1 million at the event to support arts opportunities in our community through MoPOP’s education programs, public events, and engaging exhibitions.

The 2017 Founders Award was presented to trailblazing rock band The Doors, with drummer John Densmore and guitarist Robby Krieger present to accept the award.

The talent and creative vision of The Doors shook popular culture in a way that endures, now more than 50 years since their debut. Their legacy was evident in the fantastic lineup of tribute artists who took the stage that evening, representing many different generations and genres, all equally influenced by the poetry and power of The Doors.

CELEBRATION COMMITTEE:
Honorary Chairs and MoPOP Co-founders:
Paul G. Allen
Jody Allen
Committee:
Michael J. Malone, Chair
Leigh Anne Clark
Mark Dedener
Dana Frank
Ian Kortman
Liz McConnell
Mike McConnell
Amy Sprangers

SPONSORS
Presenting Sponsor
Duetsche Bank Wealth Management
Icon Sponsors
Bank of the Ozarks
Union Bank
Legend Sponsors
ARAMARK
Bank of the West
Chihuly Garden and Glass
citi Private Bank
JPMorgan Chase & Co.
Key Bank
Saske Airlines
Official Airline
Alaska Airlines
## Financial Statistics

### Statement of Activities (Unrestricted)

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<tr>
<th>Source of Revenues</th>
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<tbody>
<tr>
<td>Earned</td>
<td>$15,772</td>
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| Contributed
  - Individuals     | $251       |
  - Corporations     | $1,842     |
  - Grants, Sponsorships, Special Events | $981 |
  - Memberships      | $677       |
  - Other            | $568       |
| Total Revenues     | $20,091    |

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<tr>
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<tr>
<td>Transfer to Board Designated Fund</td>
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<td>Transfer to Capital Assets Fund</td>
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### Statement of Financial Position (Unrestricted)

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<td>Accounts Receivable, Net</td>
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<tr>
<td>Pledges Receivable, Net</td>
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<tr>
<td>Other Receivables</td>
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</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$640</td>
</tr>
<tr>
<td>Property, Plant, and Equipment, Net</td>
<td>$132,312</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$144,022</td>
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</tbody>
</table>

<table>
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<tr>
<th>Liability Category</th>
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</thead>
<tbody>
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<td>Accounts Payable</td>
<td>$843</td>
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<tr>
<td>Accrued Expenses</td>
<td>$767</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$938</td>
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<tr>
<td>Deferred Lease Liability</td>
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<tr>
<td>Total Liabilities</td>
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<table>
<thead>
<tr>
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<tbody>
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<tr>
<td>Invested in Fixed Assets</td>
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<tr>
<td>Total Net Assets</td>
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<tr>
<th>Liabilities and Net Assets</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>$146,022</td>
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</table>

### Financial Statistics

- 79% Earned
- 5% Corporations
- 1% Individuals
- 5% Grants, Sponsorships, Special Events
- 3% Memberships
- 3% Other

- 49% Corporations
- 26% Grants, Sponsorships, Special Events
- 7% Individuals
- 18% Memberships

---

## Board of Directors

### Chair
- Paul G. Allen
  - Co-Founder, MoPOP

### President
- Jody Allen
  - Co-Founder, MoPOP

### Vice President
- Chris McGowan
  - President of Vulcan Arts & Entertainment

### Treasurer
- Nathanial “Buster” T. Brown
  - EVP and Chief Financial, Rain City Capital

### Secretary
- Ian Kerrigan
  - Managing Director, JP Morgan Private Bank

### Board Designated
- Ana Mari Cauce
  - President, University of Washington

### Invested in Fixed Assets
- Gregg Goldman
  - Senior Vice President, Ticketmaster Music

### Member of Fixed Assets
- Dana Frank
  - General Managing Partner, TTRD Properties Ltd.

### Transfer to Board Designated Fund
- Michael J. Malone
  - Principal, Hunters Capital, LLC

### Transfer to Capital Assets Fund
- Joe Vanhala
  - Managing Partner and Founder, Crossfades Partners

### Statement of Financial Position

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<tr>
<td>Total Liabilities</td>
<td>$2,605</td>
</tr>
</tbody>
</table>

### Net Assets

- Board Designated | $8,105 |
- Invested in Fixed Assets | $132,312 |
- Total Net Assets | $140,417 |

---

MoPOP’s Youth Advisory Board directly influences teen programming at MoPOP. These young people create original content, participate in social media for MoPOP, and learn what it takes to drive museum events and exhibitions. We’re grateful to these youth who shared their time and talents with us in the 2016-2017 YAB program year.

- Solomon Calvert-Adero
  - Seattle Academy of Arts and Sciences
  - Seattle, WA

- Annabella Conley
  - Rosewood High School
  - Seattle, WA

- Tailulah Cook
  - Cumulus High School
  - Auburn, WA

- Dom Eberhardt
  - Big Picture Burnet
  - Normandy Park, WA

- Aidan Linder
  - The Clearwater School
  - Seattle, WA

- Asia Tanis
  - Kent-Meridian High School
  - Kent, WA

- Chloe Young
  - Lakeside School
  - Seattle, WA
2017 MOPO SUPPORTERS

THE IMPACT OF YOUR GENEROSITY FILLS THE PAGES OF THIS REPORT. THANK YOU.
WE'RE GRATEFUL TO OUR COMMUNITY MEMBERS WHO CONTRIBUTED THEIR TALENTS AT MoPOP THIS YEAR: