



Dear Friends,

2017 has been a rewarding year for the Detroit Artists Market. We launched a new Website. We implemented the organization’s first point-of-sale system. We produced our third successful art auction fundraiser. And, we partnered with the Detroit Historical Society for their community-wide project, *1967: Looking Back to Move Forward*.



Top of the World artist, Kyle Irving

Creating a new Website is an expensive proposition. Fortunately, we came up with a resourceful solution. We teamed up with Emily Bowman, Senior User Experience Designer at General Motors; Amelia Bennett, who has an MS in Information and Human-Computer Interaction from the University of Michigan; and, longtime friend of DAM, Marilyn Trent of Trent Design. In less than a year, we launched a freshly designed site that offers rewritten content, refreshed gallery images, and a new artists database.

The phrase “point-of-sale system” doesn’t sound exciting, but when you have been handwriting sales receipts for 85 years, the idea of scanning barcoded art becomes quite appealing. DAM’s new POS system—Lightspeed—speeds up art sales and enables faster commission payments to artists. These and other benefits are especially apparent during peak sales events like Noel Night.

On October 20, 2017, art lovers were treated to the *Top of the World Art Auction*, DAM’s third annual fundraiser, which took place on the 32nd floor of the Guardian Building. Against the panorama of Detroit’s skyline, host Heather Catallo (WXYZ-TV) auctioned off artwork from ten DAM artists as guests enjoyed great food, themed drinks, and an impressive range of music from DSO cellists Peter McCaffrey and David Ledoux. The annual art auction has become DAM’s best new tradition.



DAM staff testing POS system

DAM’s exhibition schedule was stellar, and the show *Now and Then: Artists Contemplate the Summer of 1967* serves as a prime example. The exhibition—a powerful commentary on the racially-charged events that changed Detroit forever—was an integral part of *Detroit 67: Looking Back to Move Forward*, the Detroit Historical Society’s multi-year community engagement project. This DAM-DHS partnership shows how two organizations with complementing missions can together create great cultural programming and facilitate community dialog.

These are just a few highlights from the past year. Please help us continue the good work by contributing to DAM’s Annual Fund. On behalf of the staff and the board, thanks for your support. We look forward to another exciting year and to seeing familiar and new faces in the gallery.



Now and Then artist, Tyanna Buie

- **Contribute online** at www.razoo.com/story/Detroit-Artists-Market.
- **Mail your contribution** by credit card or check using the form below to Detroit Artists Market at 4719 Woodward Ave., Detroit MI 48201.
- **Call us** at 313.832.8540 and make your contribution via credit card.



Artist Ivaylo Getov with Matt Fry

Regards,

Matt Fry, Director

Yes! I/We want to give to the **Detroit Artists Market** in support of DAM’s mission and programs.

I am currently a member. Enclosed is my additional gift.
 While I am currently not a member, I am pleased to contribute the enclosed gift. Please send me information regarding DAM membership.

- \$1,000 \$250 \$50
- \$500 \$100 \$_____ Other
- \$_____ a month for 12 months = \$_____ Total

Name _____
Address _____
Email _____
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Please show this gift as being given by:

_____ print name as you wish it to appear

Charge my: Amex Discover MasterCard Visa

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Expiration Date _____ / _____ CSV Code # _____

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Please contact me regarding the DAM Endowment Fund and planned giving options.

I am interested in sponsorship opportunities for exhibitions, receptions, and special events

My employer has a Matching Gift Program

_____ Employer’s Name

DAM is a 501(c)(3) nonprofit, and your gift is tax deductible. Please make checks payable to **Detroit Artists Market**, 4719 Woodward Avenue, Detroit, Michigan 48201. For more information, please call 313.832.8540.