



# A Gathering Place for All

Annual Report FY 2014



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## Mission

The American Swedish Institute is a gathering place for all people to share experiences around themes of culture, migration, the environment and the arts, informed by enduring links to Sweden.

## Vision

The American Swedish Institute will be a leading museum and cultural center of international reputation which invites all people to gather to connect their pasts to their shared future, to understand their heritage in relation to others, and to discover their role as neighbors and global citizens. Vibrant, ongoing ties to Sweden will illuminate and inspire all these endeavors.

## Values

The American Swedish Institute operates with a commitment to the following principles:

**Stewardship:** We embrace the legacy of Stewardship given to us in the Turnblad Mansion, our collections and our diverse community.

**Hospitality:** We invest in our role as a welcoming place for all people and develop authentic relationships with communities local, national and international.

**Learning:** We create transformational learning experiences by providing a platform for reflection, participation, collaboration and the exchange of ideas.

**Innovation:** We create beautiful spaces, innovative programs and outstanding services, in the entrepreneurial spirit of Swan J. Turnblad.

**Sustainability:** We incorporate values of social responsibility into our programs, facilities and operations that sustain the well-being of our organization, community and the environment.



# WELCOME

## A NOTE FROM ASI BOARD CHAIR & PRESIDENT / CEO

Dear ASI Members and Friends,

Our mission statement promises that ASI will be a “gathering place for all people to share experiences around themes of culture, migration, the environment and the arts, informed by enduring links to Sweden.”

This past year, we strove to give life to that mission by creating many opportunities for people to gather at ASI. Friends and families gathered together over meals at FIKA or at one of our heritage food events, such as our annual crayfish party. Young immigrants gathered with Swedish-American elders to share stories about the impact of migration on their families in our Story Swap initiative. Families brought several generations together here, whether to visit our Christmas holiday exhibits or for an important family occasion such as a wedding. Business leaders from Sweden and Minnesota gathered to exchange information on creating a more sustainable environment. Students of all ages gathered to learn Swedish or to take up a new craft interest. Theater enthusiasts gathered in the third-floor ballroom to take in a concert or a local theater company’s brilliant Strindberg production.

All of these moments give testimony, in the words of Alice Waters, to “the power of gathering: it inspires us, delightfully, to be more hopeful, more joyful, more thoughtful: in a word, more alive.”

The American Swedish Institute has long been a gathering place – this is nothing new. What is relatively new, however, are first-rate campus facilities and programs that have been discovered by the broader community as being available and relevant to them. Our remarkable and capable staff delight in serving our long-standing community and those new to ASI who love this institution and campus and the breadth of services and programs we provide on a weekly basis.

We are proud to provide you with this report, which offers a summary of highlights from the FY 2014 year. Thank you for your support; without it, none of this would have been possible. Please join us for some of the many gatherings that are planned in the year ahead.

Tom Nelson  
Chair, ASI Board of Trustees

Bruce Karstadt  
ASI President / CEO



# *fika • (fee-kah)*

*Fika* is a Swedish tradition of gathering to take time out of one’s day to enjoy the simple pleasures of life, like food, friends and conversation. *Fika* is just one good reason for people to gather.

ASI is happy to embrace this tradition and our role as a gathering place for all. ASI is a place to *fika*, connect, share, learn, play, celebrate and serve. Thank you for joining us!



# GATHER

The American Swedish Institute is a gathering place to celebrate the enriching experiences we share with one another, with artists, musicians, dancers, actors, teachers, scholars, and the greater community.

This annual report shares highlights and activities of fiscal year 2014 (October 1, 2013 – September 30, 2014). ASI continues to grow dynamically as an organization since our campus expansion and

opening of the Carl and Leslie Nelson Cultural Center in 2012. ASI has emerged and is uniquely positioned as a “right-sized” vital and vibrant museum and cultural center attracting the attention of internationally-recognized institutions and artists, and increasing our appeal to our members and visitors of all ages and interests.



## FY 2014 HIGHLIGHTS

- > Heightened public profile as a destination for families and children.
- > Expanded programming and role in the Minnesota literary and performing arts communities and as a convener of thought leaders through **A Night of Social Wonder**.
- > New programs connecting visitors to contemporary Sweden and honoring heritage including **Nordic Table** and **Nordic Encounter**.
- > New partnerships with Nordic cultural groups outside of Sweden, established and emerging cultural groups, and signature arts organizations in the Twin Cities metro area.
- > Continued commitment to honoring heritage through the completion of the Turnblad Mansion historic kitchen restoration project and offering of new activities and resources in the Wallenberg Library and Archives.
- > Deeper engagement with our Phillips neighborhood and education partners in the Minneapolis Public Schools.
- > Development of a new strategic plan to guide ASI through FY 2017.

## NEW STRATEGIC PLAN FY 2015-2017

ASI's FY 2015-2017 Strategic Plan was approved by the Board of Trustees. The plan reaffirms ASI's role as a gathering place for all and is informed by the 2014 membership survey results, visitor feedback and the current arts and cultural landscape. The plan directs the work of ASI through five major areas:

- 1) Financial sustainability
- 2) Governance and investment in staff and volunteers
- 3) Sharing of ASI history and Swedish heritage
- 4) Connecting to contemporary Sweden and the Nordic region
- 5) Inviting programming for current and new audiences.



# GATHER

## NEW PROGRAMS IN FY 2014

ASI launched new programming series and events throughout the year that engaged audiences of all ages and connected visitors to heritage and contemporary Swedish and Nordic culture.

Kids at the Castle  
A Night of Social Wonder  
Nordic Encounter In-Gallery Tours and Lectures  
Nordic Table Workshops  
Expanded Activities in the Wallenberg Library and Archives Activities  
Public Exhibit Tours

(TOP TO BOTTOM)  
Gallery Tour;  
Kids at the Castle;  
Phillips West  
Neighborhood  
National Night Out



# BY THE NUMBERS

72,000

People Connected and Engaged at ASI

51,506

Turnblad Mansion and Museum Admissions

15,020

Volunteer Hours Donated

9,712

Adult Program Participants

9,595

Facebook Fans

5,280

Club & Organization Visits

4,700

Active Member Households

3,783

Festival Attendees

3,618

Group Tour Participants

1,845

School Partnership Program Participants

1,628

Youth & Family Program Participants

435

Media Mentions

250

Active Volunteers

157

Adult Classes & Workshops

85

Years of ASI

55

Exhibiting artists

31

Clubs, Performing Groups & Affiliates

3

Pop-up Gardens

2

Bee hives

1

Historic Turnblad Mansion Kitchen



# HERITAGE

## CELEBRATING TRADITION

Throughout the year, heritage events and activities created opportunities for new memories by connecting the present to cherished traditions and bonding generations through shared experiences at ASI.

Cinnamon Bun Day  
Crayfish Party  
Easter at the Castle  
Fall Harvest Smörgåsbord

*Frukost*  
*Julbord*  
*Julmarknad*  
*Juglädje*  
Lucia in the Mansion  
*Lutfisk* Dinner  
*Midsommar* Celebration  
Music in the Mansion  
*Jul to the World: A Nordic Christmas*  
*Våffeldagen* (Waffle Day)

(BELOW) Sweden Room; *Jul to the World: A Nordic Christmas*



## WALLENBERG LIBRARY AND ARCHIVES

The Wallenberg Library and Archives attracted nearly 6,000 visitors in FY 2014. Librarian Rob Nicholl offered visitors of all ages a chance to write their names in Elvish (a nod to ASI's resident Tomte and J.R.R. Tolkien) and have their fortunes revealed through reading runestones. Scholars, researchers and students searched the library and archives collection for answers to a variety of questions and to learn more about the Turnblad Mansion and family, *Svenska Amerikanska Posten* and its role in acclimating Swedish immigrants to their new home in America.

### DID YOU KNOW?

The Wallenberg Library and Archives collection is available to search online at [ASImn.org](http://ASImn.org).

(TOP) Visitors try their hand at writing in Elvish.

(BOTTOM) Wallenberg Library and Archives is open to explore four days a week.





# HERITAGE

## HISTORIC KITCHEN RESTORATION

The Turnblad Mansion historic kitchen re-opened to the public for the first time in decades on November 9, 2013. More than 500 guests attended the special opening ceremony. ASI is grateful to the more than 250 donors who together contributed \$215,000 to the restoration project. Thousands of individuals took part in the “Vote for the Castle” campaign that earned ASI a \$90,000 grant from Partners in Preservation (a national partnership between American Express and the National Trust for Historic Preservation).

The four-room suite features marble wainscoting and penny tile flooring in the food preparation area, light fixtures that display both electric and gas lamps, an original servants’ call box, and refinished quarter-sawn oak woodworks. ASI members scouted the perfect stove and icebox to help outfit the spaces as they might have been when the Turnblad family lived in the Mansion. Antique and contemporary Swedish kitchen utensils spark questions and memories while baking demonstrations and small exhibitions make it a lively space for new experiences.

(TOP) The historic kitchen re-opened at ASI Family Day

(BOTTOM) Curator Curt Pederson leads a tour of the kitchen suite



## THANK YOU HISTORIC KITCHEN DONORS

### \$90,000

Partners in Preservation  
(Grant made possible by the  
National Trust for Historic  
Preservation, American Express,  
and ASI friends who voted for  
our project.)



### \$10,000+

Deloris Anderson  
Estate of Phyllis Bakke  
Ray and Florence Berglund  
Family Foundation  
Bette Olson, Jim and Karen  
Olson, and Jay and Jennifer  
Olson-Goude, *in memory of*  
Everett Olson

### \$5,000+

Betty Dahlberg  
Michel and Barbara Nelson  
Norma Paulson  
Myrna and Charles Smith

### \$2,500+

Leslie Nelson  
Svenska Sällskapet Sällskap

### \$1,000+

Louise Bauman, *in memory of*  
Erick and Emma Nelson  
Harley Bergren  
Bergren Family Foundation  
Idun Guild  
Kent and Birgit Johnson,  
*in memory of* Sven Peter Johnson  
and Fredrika Johnson  
James and Martha Justus  
Lori and Dana Klimp  
Rianne Leaf  
H. Willard Linder  
Northland Aluminum Products,  
*in honor of* Dorothy Dalquist  
JoAnn and George Swanson

### \$500+

Corienne F. Anderson, *in memory of*  
Dr. David Webster Anderson  
Virginia Dell, *in memory of*  
Bernice Patton  
Erik and Carol Erling  
O.C. Hognander Jr.  
Edith Johnson

LaVonne Johnson  
Bruce Karstadt  
Anne Levig, *in memory of*  
Thomas Levig  
Gifts in memory of  
Douglas Peterson  
Robert and Lois Olson  
Robert and Dorothy Tengdin

### \$100+

George and Kris Anderson  
Gerry Anderson  
Jean Anderson, *in memory of*  
Audrey C. Anderson  
Marilyn Anderson  
Harriet and Ronald  
Anderson  
Delores Armstrong  
Linda Aronson  
Carole and Darlene  
Arwidson  
Lucy Backman, *in honor of*  
Jeanne Backman  
Betty Battista, *in memory of*  
Martha & Richard Thomson  
Carline Bengtsson  
Geraldine Berg  
Margit and Tom Berg  
Phyllis Berg

Fred Bergstrom  
Gordon Bjorklund  
Monica Blanco  
Suzanne & Cliff Bloberger, *in*  
*memory of* Harbrand, Helen  
and Robert Rundquist  
Ann and Gary Bormes  
Elizabeth and Raymond

Bowman  
Carol Brandenburg  
Karen Bruce  
LeRoy Carlson  
Rod Chelberg  
Richard Cronstrom  
Gifts in honor of Al and  
Eleanor Croone’s 50th  
wedding anniversary  
Mary and William  
Cunningham  
Paul and Marikay Dahlin  
Linda and Richard Dahlquist  
Carol and Sheldon Damberg  
Robert and Romelle Deef  
Dorothy Delegard  
Betty Devine  
Dick and Sandra Devine  
Shirley Discher  
Grant Dolezal  
Ellen and Roger Doty

Valerie Eastlund, *in memory of*  
Warren Eastlund  
Michael Edwins  
Richard and Vianne Engwall  
Roland and Pauline Erickson  
Ann Fisker  
Helen Fleming and  
William Reinhardt  
Grace Foster  
Marie and Fred Friswold  
Violette Gravell, *in memory of*  
Lennart A. Gravell  
Nels Gronquist  
Fran Gunberg  
Eva and Rudi Gutmann  
Lois Hall and Phil Morton  
Ken and Susanne Hallberg  
Robert and JoAnn Hanson  
William and Barbara Harrison  
Anne-Charlotte and  
Michael Harvey  
Her Children, *in memory of*  
Evelyn Hoaglund  
Kenneth and Elayne Hengler  
Charlie and Emily Hermann,  
*in memory of* Evelyn Louise  
Wingstrand  
Richard and Patricia Hjelm



# HERITAGE

## HISTORIC KITCHEN DONORS (CONT.)

Karen A. Lundmark Holmes  
Ron Hovda  
Shirley Huskins  
Beverly Jahn  
Burton and Nancy Johnson  
Ellis Johnson  
Marjorie Jothén  
Shirley Kallevig  
Bruce Karstadt  
Dee and Ray Kleinow  
Carolyn Klug  
Sally and Anders Knutzen  
Peggy Korsmo-Kennon  
Janet and Duane Koski  
Elizabeth Kruta  
Duane and Susan Kullberg  
Paul Laederach, *in memory of*  
*Barbara Griswold Laederach*  
Vandora Linck  
James and Kim Lindahl,  
*in honor of Alis Ottoson*  
Barbara and Thomas Lindskog  
Jean Ljungkull  
Margaret and Donald Longlet

Jorene Magnuson  
Mary Martin  
Ingrid Mattsson  
Jan McElfish and Tom Ajax  
Deborah Miller  
Mildred Monsen  
David E. and Mary Jo Monson  
David Monson, *in memory of*  
*Marguerite Monson*  
James and Barbara Mulrooney  
Craig Nelson, *in honor of Jane and*  
*Warren Mickelson*  
Donald Nelson  
Diane Nelson  
Claire and Gary Nelson  
Donna and Don Nooleen  
Nancy Nordlund  
Byron and Janet  
Nordstrom  
Phyllis Olson  
Rodger Olson  
Sherry Palfalvi  
Jason Patalonis, *in memory of*  
*Myrtle Bernard Lightbourn*

Paul Persson, *in memory of*  
*Per and Jennie Persson*  
Marcia and Owen Peterson  
Larry Peterson and Lois Steer  
Kristine Pugh  
Robert and Judy Ramgren  
Carole Reisdorf  
Patricia Robertson  
Patricia and William Rosen  
Bob and Joyce Rosene  
Carolyn Ruff, *in memory of*  
*Caroline & Per Pearson*  
*and Marion Pearson Cheese*  
Ewa and Anders Rydåker  
Richard Sandeen and  
Judy Gross  
LaVonne Sauter  
Inger and Harry Schaller  
Dick and Sally Seck  
Helen Sell  
Constance Skildum, *in memory*  
*of Edna Marie Engvall Kroll*  
Margaret and Merrill Smith  
Karen Steelman

Christy and Dave Stolpestad  
Richard and Mary Strand  
Russell Susag  
Stan Swanson  
Swedish Cultural Society  
of Duluth  
Mary Taylor, *in memory of*  
*Dorothy Holm Rand*  
Mariann Tiblin  
Paul and Ruth Tillquist  
Wayne Tubbs  
John Westrom  
Margaret and Duane Wiita  
Caroline Wilbrecht  
Jerry and Florrairie Williams  
Ronald Wilson

(RIGHT) ASI members helped fund the perfect stove for the kitchen.





# CONNECT

## GATHER FOR CONVERSATION AND COMMUNITY

People connect through conversations of all sizes. In FY 2014, ASI's expanded campus served as the gathering place for everything from one-on-one conversations over *fika*, and for large community dialogues with thought-leaders, global citizens and local artists.

**A Night of Social Wonder**, ASI's new community dialogue series, gathered innovators, thinkers, leaders and practitioners from a cross section of sectors and disciplines to strike an open conversation around themes presented in our exhibits and relevant to peoples' roles as global citizens. ASI hosted the national kick-off event of **Sweden On The Road**, part of the Embassy of Sweden's 2014 Public Diplomacy program, "**Going Glocal.**" The ASI stop included a sustainability conference and a new Nordic picnic prepared by Swedish chefs Martin Andersson and Magnus Sundin of Uppsala's famed restaurant Stationen and our own FIKA culinary team.

Soccer fans were treated to a visit by Swedish native **Pia Sundhage**, the FIFA Women's Soccer Coach of the Year and twice gold medal-winning coach of the U.S. Olympic Women's Soccer team who offered her insights on leadership and coaching. ASI artist-

in-residence **Ed Bok Lee**, known for his rhythmic and culturally contextual poetry, sparked new conversations and new work inspired by Swedish immigrant letters and poems rediscovered in ASI's Wallenberg Library and Archives. *Minneapolis City Pages* named **Meta Translations**, the collaboration between Bok Lee and ASI, a "Top Literary Moment of 2014." The new series, **Nordic Encounter**, offered visitors small group exhibit tours and in-gallery talks with visiting curators and artists from the Nordic countries, including **Ian Ward Garlant**, who shared their personal stories and experiences while engaging visitors in conversation.

(BELOW) A Night of Social Wonder, (September 2014)



ASI's **Cocktails at the Castle** series attracted more than 5,000 attendees in its first full year and was recognized as "the museum party done right" by *Vita.mn* and the "best event concept in the Twin Cities" two years in a row by *Minneapolis-St. Paul Magazine*. More than 2,000 attended **Cocktails at the Castle: Loki's Halloween Bash** which took costumed visitors on a journey through the nine worlds of Norse mythology in a creative way.

Our **Curator's Cocktail Tours** and **Holiday Glögg Tours** offered a behind-the-scenes look at ASI. Guests experienced ASI exhibits as a social event while enjoying handcrafted cocktails and cuisine by FIKA and insights by curator Curt Pederson and visiting guests.

(TOP) Cocktails at the Castle:  
Swedish House Party

(BOTTOM) Cocktails at the Castle:  
Loki's Halloween Bash





# CONNECT

## NORDIC GUESTS, EXHIBITING ARTISTS, AND PROGRAMMATIC PARTNERS ENHANCED OUR VISITORS' EXPERIENCES

### Special Guests from Sweden and the Nordic Region

Swedish Ambassador to the United States Björn Lyrvall  
Martin Andersson, chef  
Klas Åhman, musician  
Dr. Henrik Bohlin, scholar  
Arne Dahl, author  
Ian Ward Garland, artist  
Maja Heuer, curator  
Siiri Korhonen, artist  
Pia Sundhage, soccer coach  
Magnus Sundin, chef  
Dr. Tuomas Sopanen, scholar and collector  
Karen “Bit” Vejle, artist

### Nordic Partners

Embassy of the United States, Stockholm, Sweden  
Danish American Center  
Finnish Honorary Consulate  
Fotografiska, the Swedish Museum of Photography  
The Glass Factory (Sweden)  
House of Sweden  
Icelandic-American Association of Minnesota  
Leiv Eriksson International Festival  
Mindekirken Norwegian Lutheran Church  
Minneapolis-Uppsala Friendship Committee  
Royal Norwegian-American Consulate  
The Swedish Embassy to the United States  
Vesterheim Norwegian-American Museum

### Exhibiting Artists from Sweden, the Nordic Region, and Minnesota

Charles Benson  
Väinö Blomstedt  
Allison Bolah  
Eva Brummer  
Sonja Börje-Ekström  
Laura Demuth  
Lea Eskola  
Nancy Fulton  
Akseli Gallen-Kallela  
Ian Ward Garland  
Nedra Granquist  
Donna Gravesen  
Katri Haahti  
Jo Hill  
Mike Hoyt  
Kirsti Ilvessalo  
Tenka Isaakainen  
Anita Jain  
Tove Jansson  
Maisa Kaarna

Elsa Kallio  
Reino Koski  
Irma Kukkasjärvi  
Sirkka Könönen  
Robbie LaFleur  
Ed Bok Lee  
Jackie Lind  
Mary Lønning Skoy  
Katri Mattila  
Cynthia McKeen  
Marjatta Metsovaara  
Jan Mostrom  
Lila Nelson  
Stina Dahlström Nilson  
Nina Nisonen  
Marie Nodland  
Rod Pedley  
Natasha Pestich  
Sonja Peterson  
Ritva Puotila

Janaki Ranpura  
Ellen Richard  
David Salmela  
Timo Sarpaneva  
Uhra Simberg-Ehrström  
Dhurba Siwakoti  
Impi Sotavalta  
August Strindberg  
Mary Sundberg  
Hedwig Christina Tapenius  
Xavier Tavera  
Terttu Tomero  
Karen “Bit” Vejle  
Eila-Annikki Vesimaa  
Phyllis Waggoner

(RIGHT) *The Living Tradition of Ryijy — Finnish Rugs and Their Makers*





# CONNECT

## Artists-in-Residence

**Ed Bok Lee (January 2014):** The award-winning poet spent a month in ASI's Wallenberg Library and Archives researching letters handwritten by immigrants—without any knowledge of the Swedish language—and then created poems based on their form and appearance.

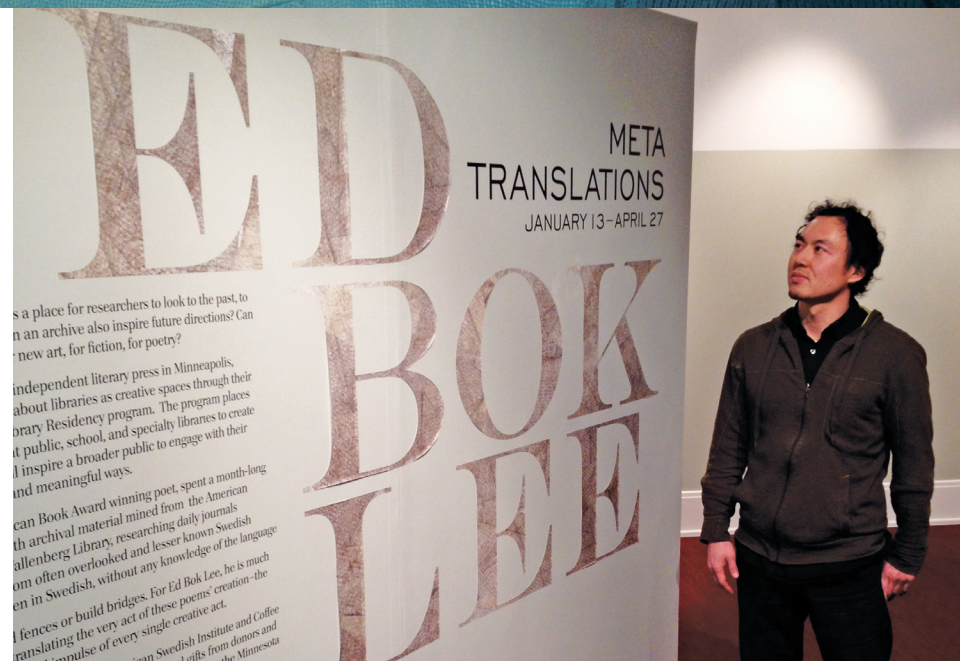
**Sally Rousse (June & July 2014):** The co-founder of the James Sewell Ballet spent afternoons in the ballroom of the Turnblad Mansion giving audiences glimpses into the life and work of a dancer while creating and choreographing new work inspired by the writing of Swedish playwright August Strindberg.

**Peter Beard (July 2014):** The award-winning director of Theatre Coup d'Etat wrote and performed five unique theatrical performances on Wednesday nights, focusing on the Strindberg's tumultuous life.

**Siiri Korhonen (August 2014):** The up-and-coming Finnish tapestry artist created a ryijy on founder of the Weaver's Guild of Minnesota, Hilma Berglund's, century-old loom and taught visitors how to weave during museum hours.

(TOP) Artist-in-Residence  
Ed Bok Lee

(BOTTOM) Siiri Korhonen at  
the Somali Museum of Minnesota  
Textile Exchange



## EXHIBITS

ASI offered 11 immersive exhibits in FY 2014. Our annual Christmas exhibition, *Jul to the World: A Nordic Christmas* celebrated holiday traditions of the Nordic region and a sixth country, Mexico. With more than 30,000 visitors, *Papercut! The Incredible Psaligraphy of Karen Bit Vejle* became the largest exhibition offered at ASI to date.

*Pull, Twist, Blow: Transforming the Kingdom of Crystal*  
Nov. 9 — Jan. 5, 2014

*Jul to the World: A Nordic Christmas*  
Nov. 9 — Jan. 5, 2014

*The Salon Show — Paintings from the ASI Collection*  
Jan. 1 — May 1, 2014

*Metatranslations: Ed Bok Lee's Intervention in ASI's Library & Archives*  
Jan. 14 — May 11, 2014

*Papercut! The Incredible Psaligraphy of Karen Bit Vejle*  
Jan. 25 — May 25, 2014

*Entangled Introductions: The Work of Sonja Peterson*  
Feb. 1 — May 25, 2014

*Love Norway X: Installations by Ian Ward Garlant*  
May 10 — Oct. 19, 2014

*The Living Tradition of Ryijy — Finnish Rugs and Their Makers*  
May 31 — Nov. 2, 2014

*Salmela Architecture | Loll Designs*  
May 31 — Nov. 2, 2014

*Explore with Moomin*  
Jun. 7 — Nov. 2, 2014

*The Image of Strindberg*  
Jun. 14 — Oct. 26, 2014

(TOP TO BOTTOM)  
Love Norway X:  
Installations by Ian Ward  
Garlant; The Image of  
Strindberg; Jul to the  
World: A Nordic Christmas;  
Papercut! The Incredible  
Psaligraphy of Karen Bit  
Vejle; The Living Tradition of  
Ryijy — Finnish Rugs and  
Their Makers





# CONNECT

## EXPANDING PERFORMING ARTS

ASI performing arts programming and exhibit offerings continued to grow in FY 2014. “How did she do that?!” was frequently heard throughout the ASI galleries as visitors were drawn into two fascinating exhibits: *Papercut! The Incredible Psaligraphy of Karen “Bit” Vejle*, and *Entangled Introductions: The Work of Sonja Peterson*.

The historic Turnblad Mansion was the stage for drama, dance and even puppetry! The award-winning Open Eye Puppet Theater presented *My Life as a Fairytale*, an original story sharing the life of Hans Christian Andersen and his creation of *The Ugly Duckling*. James Sewell Ballet founder and McKnight Fellow, Sally Rousse served as ASI Artist-In-Residence before staging the original work “*KOM HIT!*” (come here), a dance theater piece interpreting the Swedish playwright August Strindberg’s life and work performed in, out, and around the nooks and crannies of the Turnblad Mansion. Never before have so many ASI visitors donned Strindberg-style mustaches during a visit to the castle and have the selfies to prove it. Theatre Coup d’Etat staged Ibsen’s *Ghosts* to rave reviews in the mansion’s third floor ballroom.

Where else but ASI can moms, dads, kids, grandparents and great-grandparents gather to eat candy from Christmas ornaments (*julgrans karamellar*), sing the festive Swedish songs “*Små grodorna*” and “*Helan Går*,” or dance around a *Midsommar* pole in the heart of a great American city? Lively music, delicious food and great company made Swedish holiday traditions including *Midsommar*, *Crayfish Party*, and *Sankta Lucia* hallmarks of FY 2014.

(BELOW) *My Life as a Fairytale* in the Turnblad Mansion salon.



"While immersive, site-specific dance theater has been popular in New York and elsewhere for several years... it is rarely seen in the Twin Cities."

—Minneapolis Star Tribune

(RIGHT) *KOM HIT!*





# CONNECT



## KEY PERFORMANCES FY 2014

### Dance

KOM HIT!

### Theatre

*Ghosts*

*The Dinner Party* – An Original Short Play

*My Life as a Fairytale* – Open Eye Theatre

### Film Screenings

*Pretty Much 100% Scandinavian: Saga 4* (premiere)

*"Steam of Life"*

*"The Inferno of August Strindberg"*

Nordic Lights Film Festival

### Concerts

ASI Performing Clubs Fall Concert

Ivares Pojkarna CD Release Party

Karl-Oskar Choir

Klas Åhman

Lucia in the Mansion

Nordic Singers Concert

On Being, MPLS (imPulse)

*"Ibsen's sensational script threatens to blow the roof off the ballroom at the American Swedish Institute's Turnblad Mansion."*

—*Minneapolis City Pages*

(LEFT) ASI 2013 Lucia Court  
(BELOW) *Ghosts* – Theatre Coup d'Etat





# CONNECT

## PLAY & EXPLORE

The courtyard play cart, summer camps, a *kubb* tournament, Scandinavian-inspired s'mores, bonfires and rides on Gustav II (the world's only mechanical Dala horse) were just a few of the attractions that inspired our visitors of ALL ages to play at ASI in FY 2014!

ASI's littlest visitors explored the historic Turnblad Mansion at our new **Kids at the Castle** series. Each month, a train whistle leads the parade of preschoolers into the Turnblad Mansion for stories, songs, and seek and find activities highlighting a seasonal theme. The monthly series was an immediate hit—with more than 600 kids and their adult companions participating in the first year of this new program.

New **Summer Day Camp** offerings brought Pippi Longstocking look-alikes to ASI for stories, crafts and crazy adventures. Vikings and Nordic cooking and culture were also popular day camp themes. ASI's Family Days and Family Gallery programming that complemented each exhibit also helped ASI attract a 259% increase in the number of participants who came to ASI for a youth and family public program.

(TOP) Kids at the Castle

(BOTTOM) Vikings  
Summer Day Camp



## LEARN

A record number of adults (1,291) gathered at ASI to learn a language (Swedish or Finnish) or handcrafts including felting, glass fusing or woodcarving. 157 classes were offered, up from 121 in FY 2014. Popular *slöjd* (handcraft) offerings included FIKA gravlax workshop and Finnish weaving workshops offered in conjunction with the Weavers Guild of Minnesota during the run of the exhibition, *The Living Tradition of Ryijy*. ASI also expanded summer craft offerings to include “*sommar slöjd*.” The Wednesday evening happy hour craft classes proved popular with their glass fusing, kolrosing and wood painting offerings.

FY 2014 featured the launch of **Nordic Table** – a new programming series designed to create memorable culinary experiences through a mix of workshops, demonstrations and lectures about food.

More than 100 students, ages 4 to 12, participated in **Svenska Skolan**. The theme, “*Sverige Runt!*” made Swedish language learning fun and engaging by “travelling” through the three geographic regions of Sweden. Highlights included a mini *Vasa-loppet* winter race in the ASI Courtyard and an Orienteering adventure at Tamarack Nature Center.

(TOP) Svenska Skolan  
*Vasa-loppet*

(BOTTOM) Adult *slöjd*  
(handcraft) felted slippers





# CONNECT

## GROWING OUTSIDE OUR WALLS

### "Best Surprise of 2013"

*"Seriously, with our Nordic stoicism, who would have thought that a Swedish museum and its atrium café would become a major contender in the dining and nightlife scene? FIKA puts up beautifully curated plates of simple New Nordic cuisine, and the institute has invited itself to the party by throwing weekly happy hours, midsummer bonfires, and an adults-only Halloween bash. The New Nordic is looking sexy."*

—Minneapolis–St. Paul Magazine

### "Best Place To Eat With Your Kids"

*"Kids will appreciate the open-faced sandwiches, which are perfect for little hands. And for those with a sweet tooth, Fika's baked goods are divine, especially the cardamom bun. This lunchtime retreat is a lovely spot to take a break, enjoy a lovely meal, and watch the kids play."*

—Minneapolis City Pages

ASI's public presence continued to grow outside our campus walls. Media mentions climbed to more than 400. More than 9,500 engaged with us on Facebook and another 2,000 joined our conversation on Twitter. Accolades came from many outlets including being named "Best Surprise of 2013" by *Minneapolis–St. Paul Magazine*.



## CULTURAL ENTERPRISES

Cultural Enterprises supported services and amenities for members, visitors and event guests and is an important mission-focused source of earned revenue. From shopping in the ASI Museum Store, to dining at FIKA, or attending one of more than 370 special outside events at ASI, thousands of visitors were served by our cultural enterprises during FY 2014. ASI's partnership with Culinaire International to manage FIKA and Slate&Stone Catering provided a gathering place for diners and event guests with award-winning New Nordic cuisine or expertly prepared traditional favorites including Swedish meatballs, *lutefisk*, crayfish, or treats such as waffles, cardamom buns and *semlor*.

FIKA, ASI's café, continued to delight guests and critics alike with its fresh approach to New Nordic cuisine. FIKA was honored with the *Minneapolis Star Tribune's* Best of 2014 award for its Juicy Lucia (a Swedish twist on the Minnesota favorite, the Juicy Lucy) and *Minneapolis City Pages'* 2014 award for "Best Place to Eat Out with Your Kids."

# EAT. SHOP. ENJOY

The ASI Museum Store continues to evolve and be a popular visitor destination with a 3% increase in transactions from 2013 to 2014. The product selection is well curated to reflect the Swedish and Nordic lifestyle and celebrates heritage as well as modern ingenuity and innovation. Online sales at ASI's ShopSwedish.com increased between FY 2013 to FY 2014.

The increase in the ASI Museum Store and ShopSwedish.com revenue was a direct result of a merchandising strategy that supports ASI's mission as a gathering place for all people to share experiences around themes of culture, migration, the environment and the arts, informed by enduring links to Sweden.





# SERVE

## CARING FOR OUR ENVIRONMENT

FY 2014 marked additional strides in our role as an environmentally sustainable partner in the Phillips Neighborhood. As a designated “Urban Apiary Host,” ASI partnered with The Beez Kneez, a Twin Cities honeybee education organization, to revive urban bee hives and encourage these important pollinators to thrive. ASI’s busy bees helped pollinate not only the ASI campus gardens but two on-site pop-up gardens. Minnesota Landscape Arboretum’s Urban Garden Program returned to ASI for the second year with the Smart Snack Garden Project. Our young neighbors from PICA Head Start Park Place hosted summer gardens onsite that encouraged preschoolers to get a little dirty and try greening their thumbs for the very first time.

The bees and gardens are recent additions to ongoing efforts to promote environmental sustainability at ASI — a Swedish value dating back to the 15th century. The Nelson Cultural Center is LEED® Gold certified making ASI the first museum in Minnesota to earn this designation.

**(TOP)** Minnesota Landscape Arboretum’s Urban Garden Program

**(BOTTOM)** The Beez Kneez on top of the NCC roof



## EXPANDING SCHOOL PARTNERSHIPS AND ENGAGING NEIGHBORHOOD STUDENTS

The total number of neighborhood students served by ASI increased by 24% in FY 2014.

ASI’s signature Pippi Project and Story Swap programs continued to grow, involving 275 students at three Minneapolis Public Schools in FY 2014. More than 250 2nd and 3rd graders from Bancroft and Andersen Elementary Schools practiced writing skills while exercising their imaginations, using Pippi Longstocking and her crazy, clever and brave story as inspiration for their own characters and plots.

ASI expanded programming with Head Start programs within walking distance of ASI and invited students to visit the castle to plant and take care of beautiful gardens. A highlight of the year for students, parents and teachers, and ASI staff and volunteers was the PICA/Head Start Spring Sing Concert and Pre-School Graduation Ceremony, which ASI hosted in Larson Hall.

**(TOP)** Story Swap

**(BOTTOM)** Pippi Project at Bancroft Elementary.





# SERVE

## VOLUNTEERS

### INDIVIDUALS

250

### HOURS

15,020

From greeting first time visitors at the Welcome Desk, to sharing the stories of Turnblad Mansion, opening the treasures in the Wallenberg Library & Archives, and helping people find that perfect memento in the ASI Museum Store, volunteers are the heart and soul of ASI. Thank you to the 250 dedicated individuals who gave the gift of time and service to ASI this year.

A special thank you to 2014 Volunteers of the Year Birgit and Kent Johnson and the other 41 people who volunteered more than 100 hours during 2013–2014. Our volunteers mean the world to our organization.

#### Volunteers giving 100 hours or more:

Geraldine Berg  
Andrea Blum  
Taylor Budde  
Patricia Butler  
Kathleen Dahl  
Maridee Debertin  
Dorothy Delegard  
Ginger Dell  
Joyce Grotta  
Ruth Gustafson  
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Dale Swenson  
Phyllis Waggoner  
Marilyn Wahlstrom  
Harlan Widholm  
Ginny Wilson

### WHY VOLUNTEER AT ASI?

*"Volunteering at ASI, I have the opportunity to meet and talk to persons of DIVERSE background and ethnicity; much more so than I would otherwise..."*

—ASI Volunteer of the Year, Kent Johnson

*"Volunteering at ASI is a wonderful way to meet new friends, honor our heritage, give back to the community, learn new skills and just plain have fun! I highly recommend it!"*

—Linda Dahlquist

*"Guiding visitors around the Turnblad Mansion is always a treat! There is so much to tell, and people are in awe of the beauty of the place, and always fascinated by the story. I especially enjoy connecting with groups from Sweden..."*

—Margareta Beyer

(BELOW): Volunteers of the year Birgit and Kent Johnson.



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As of September 30, 2014.

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Bruce Karstadt, *President & CEO*

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*Development & Membership*

As of September 30, 2014.





# SHARE

## ASI CLUBS, AFFILIATES & PARTNERS

Core to the fabric of our gathering place are the clubs, affiliate organizations and community partners that nurture the spirit of community, honor heritage and history, and extend ASI's reach in new and innovative ways that benefit the community we serve.

### ASI CLUBS

ASI Cloudberrries  
ASI Lilla Spelmanslag  
ASI Male Chorus  
ASI Male Chorus Auxiliary

(BELOW) ASI Male Chorus



ASI Spelmanslag  
F.E.S.T (Friends Encouraging Scandinavian Traditions)  
Kaffestuga Friends  
Minneapolis-Uppsala Friendship Committee  
Punschklubben  
Scandinavian Friends  
SHAA Guild (Swedish Hospital Alumni Association)  
Sons of Norway – Vonheim Lodge  
Svea Club  
Swedish Genealogical Society of Minnesota  
SWEA International Minnesota  
Twin Cities Dalaföreningen  
Twin Cities Nyckelharpalag  
Twin Cities Swedish Folk Dancers  
Vasa Jr. Folk Dancers  
Vasa Order of America – Stenbock Lodge  
Vasa Order of America – John Morton Lodge  
Värmlandsförbundet  
Västergötland Society

### ASI AFFILIATE ORGANIZATIONS

Agassiz Swedish Heritage Society  
Bemidji Affiliate of ASI  
Dala Heritage Society of Mora  
Dalesburg Scandinavian Association  
Fox Valley Swedish Society  
Isanti Swedish Heritage Society

Swedish Cultural Heritage Society Red River Valley  
Swedish Cultural Society of Duluth  
Three Crowns American-Swedish Association

### COMMUNITY PARTNERS AND PRESENTERS

89.3 The Current  
All My Relations Gallery  
Andersen United Elementary School  
American Association of Museums  
American Craft Council  
American Scandinavian Foundation  
American Swedish Historical Museum (Philadelphia, PA)  
Bancroft Community School  
Kim Bartmann  
Noah Bremer  
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Coffee House Press  
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Film Society of Minneapolis-St. Paul  
FOCI Minnesota Center for Glass Arts  
Fotografiska, The Swedish Museum of Photography  
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Northern Lights Film Festival  
Northern Spark  
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Sons of Norway  
StepUp  
Svenskarnas Daag  
Svenskarnas Dag Girls' Choir  
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University of Minnesota Goldstein Museum of Design  
University of Minnesota Institute for Global Studies and

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Yelp!  
Vita.mn





# SHARE

## LIFE MEMBERS

**Life Members have made a membership commitment for life and given a gift that symbolizes their gratitude for the American Swedish Institute and supports our exhibits, programming, neighborhood outreach and care of the Turnblad Mansion and its collections. Thank you!**

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*(Life Members in FY 2014 —  
October 1, 2013 – September 30, 2014)*



# SHARE

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ASI thanks donors whose gifts help care for the Turnblad Mansion and ASI collections and which present exhibits, heritage experiences, language and handcraft classes, and contemporary Nordic programming. Gifts also support special capital improvement projects. The following list recognizes donors who contributed \$100 or more during FY 2014 (October 1, 2013 – September 30, 2014). We are grateful for all gifts received in support of our mission. *Tack!*

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# SHARE

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Sherrill Oman  
James and Jill Ostlund \*  
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Roland J. Winters and Michael W. Suhr

\*Denotes upper level (Contributing)  
memberships.

## HERITAGE SOCIETY MEMBERS

**Heritage Society Members have made a gift to ASI's bright future, ensuring that all we offer can be enjoyed by many generations to come. Gifts include naming the ASI as a beneficiary in estate plans and/or a gift of \$3,000 or more to the Heritage Endowment Fund. Thank you!**

Bill Almquist  
Roland Amundson  
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Gerry Anderson  
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Penny and Greg Anderson  
Rev. Rodney and Julane Anderson  
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Mariann Tiblin  
Gregory White  
John and Sandra White  
Jerry and Florraine Williams

*(Heritage Society Members in  
FY 2014 — October 1, 2013 –  
September 30, 2014)*



SOURCES OF FUNDS AND EXPENDITURES FOR  
GENERAL OPERATIONS AND CAPITAL PROJECTS FY 2014\*

SOURCES OF FUNDS FOR FY 2014

Operations

Donations and Grants	\$1,481,900
Membership	\$266,300
Admissions	\$333,600
Programs, Classes and Events	\$334,700
Cultural Enterprises, Net of	
Cost of Sales	\$662,300
Endowment Support	\$149,000
Other	\$74,300
Total Sources of Funds for Operations	\$3,302,100

Capital Projects and Endowments

Donations for Capital Projects	\$272,500
Endowment Contributions	\$1,000
Total Sources of Funds for Operations	\$273,500

EXPENDITURES FOR FY 2014

Operations

Museum, Programs and	
Operational Support	\$3,145,800
Total Operations Expenditures	\$3,145,800

Capital Projects

Capital Expenditures	\$29,500
Capital Debt Reduction & Interest	\$664,200
Total Capital Project Expenditures	\$693,700

\*For the period October 1, 2013 — September 30, 2014. The above financial information is for general operations only and is not presented in accordance with Generally Accepted Accounting Principals. For audited financial statements, see ASImn.org.







(ABOVE) Detail from one of the Turnblad Mansion kakelugn.



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