



2023 YEAR IN REVIEW
WINTERTHUR MUSEUM, GARDEN, & LIBRARY

Forging New Connections and Garnering Recognition

By Bruce Perkins, Board Chair, and Chris Strand, Charles F. Montgomery Director and CEO



Winterthur is undergoing a renaissance in its ability to connect with diverse audiences and earn unprecedented recognition. Through a series of innovative events and strategic initiatives, Winterthur—long a storied museum, garden, and library—is not only maintaining its historical allure but also broadening its reach and impact in ways previously unimagined.

From earning a three-star rating in Michelin's inaugural *Green Guide for Philadelphia & the Countryside* to increasing offerings at the Artisan Market and Yuletide at Winterthur, recent achievements reflect Winterthur's role as a dynamic destination.

The expansion of our educational programs marks a significant leap in community engagement. In 2023, we offered over 500 programs to more than 10,600 students, a dramatic increase from previous years. These programs use an interdisciplinary approach to engage students in subjects ranging from science to visual arts. Funding from grants has given us the ability to offer these programs for free, democratizing access and allowing a wider spectrum of students to benefit from Winterthur's rich educational resources.

Work to digitize special collections in the Winterthur Library is ongoing and ensures that these documents are accessible to scholars and enthusiasts worldwide.

While traditions such as Point-to-Point and the Delaware Antiques Show continue, groundbreaking work also happens here.

Through meticulous conservation efforts and rewarding partnerships, we successfully exhibited *Ann Lowe: American Couturier*, drawing significant public interest and media attention. This exhibition not only honored Lowe's legacy but also highlighted Winterthur's expertise in fashion conservation and its ability to lead cutting-edge curatorial projects.

These initiatives have collectively enhanced visitor engagement and our public profile. The Lowe exhibition alone led to a substantial increase in attendance and media coverage, illustrating Winterthur's capacity to attract and captivate a diverse audience. The success of such exhibitions and events underscores our ability to adapt and innovate, ensuring its relevance and appeal in the contemporary cultural landscape.

Winterthur's recent endeavors reflect a strategic transformation, enabling us to forge new connections and achieve recognition in novel ways. By blending traditional strengths with forward-thinking initiatives, we are redefining our role as a cultural and educational beacon, making Winterthur a compelling destination for new generations of visitors and scholars.

We thank all our supporters and staff and hope to see you soon.

Sincerely,

Bruce and Chris

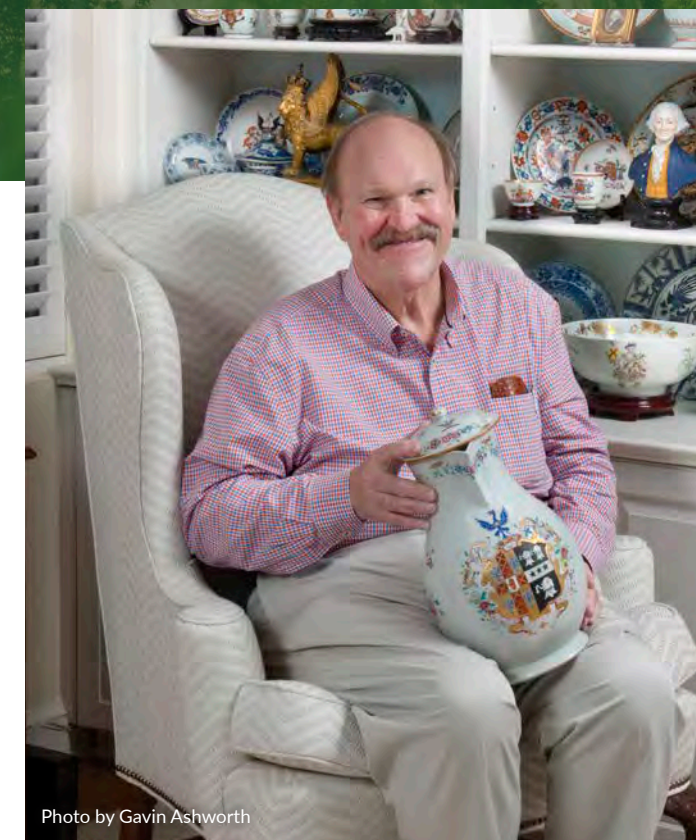


Photo by Gavin Ashworth

Bruce Perkins

Board Chair



Chris Strand

Charles F. Montgomery Director and CEO

Financial Statement

Winterthur, inspired by Henry Francis du Pont's vision, continues to educate and inspire through its collections, estate, and academic programs, focusing on American material culture, art, design, and history. In FY23, Winterthur experienced a significant increase in visitors, reaching 109,626, up by nearly 30,000 from the previous year. We attribute this surge to easing pandemic restrictions as well as our focus on engaging an increasingly diverse audience in the study, preservation, and expanded programmatic offerings around American material culture, art, design, and history. Scale was facilitated through the addition of a self-paced house tour, and we saw substantial increases in attendance from schools through a new free field trip program. Winterthur has also made concerted efforts to increase accessibility through free and low-cost programs in FY23. These programs included a series of free webinars, as well as a no-cost community day, Discover Winterthur, that highlighted local partners and drew several thousand visitors. Moreover, Winterthur's staff from Registration, Conservation, and Exhibitions worked to prepare for the *Ann Lowe: American Couturier* exhibition, which would launch in the fall of 2023. The *Ann Lowe* exhibition required coordination of loans from more

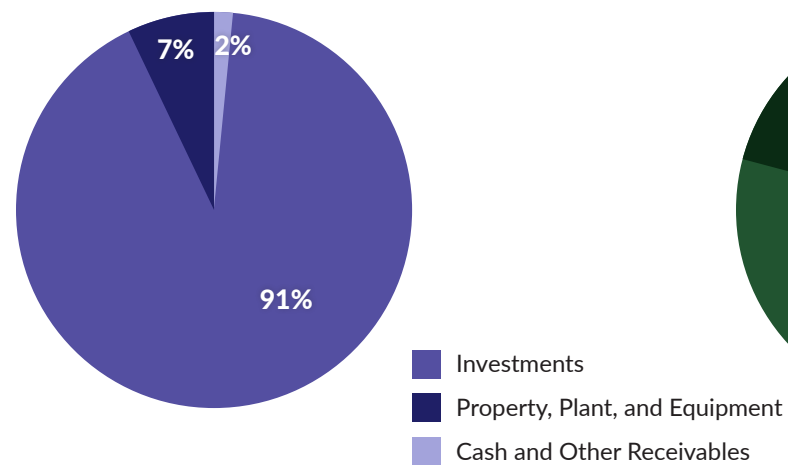
than 20 partners, and conservation work began in the Winterthur labs two years in advance of the exhibition to prepare for new photography to be taken for the exhibition publication. Collections staff also worked with Exhibitions staff to install new acquisitions in the galleries.

Highlights of Winterthur's finances for FY23 include significant revenue growth in attendee-facing areas such as Retail, Admissions, Educational Programs and Events (chart 3), with the largest percentage of growth seen in Retail/Licensing of more than 85% year over year. Retail increases can be attributed to a full year of operating post-pandemic along with a reimagined sales and merchandising approach. Winterthur's asset base, made up primarily of investments in its endowment grew 4% over the prior year helping to sustain mission-critical activities. Investments in the endowment, comprise more than 90% of Winterthur's assets (chart 1) with three quarters of endowment funds unrestricted (chart 2). Finally, Winterthur is proud to report that more than 80% of spending in FY23 went toward the support of visitation, garden, exhibition, and academic programming (chart 4).

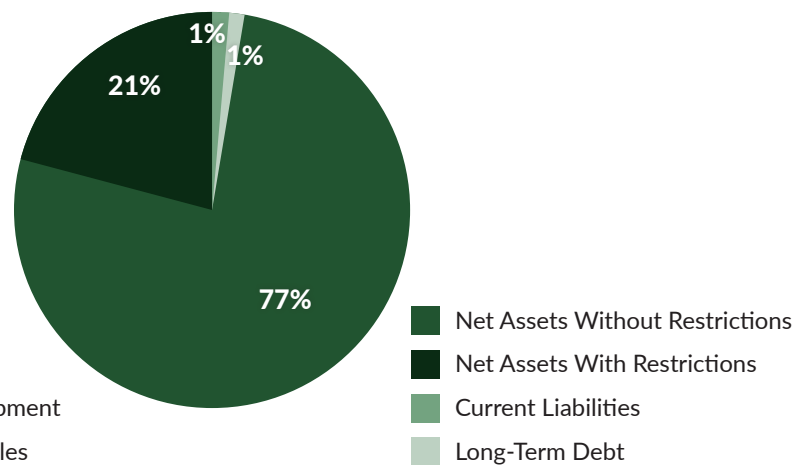
	FY23	FY22	
Total Assets			
Cash and Other Receivables	6,779,798		
Investments	383,743,062		
Property, Plant, and Equipment	29,798,689	Reduced by 100k	
	420,321,549		
Liabilities	11,002,204		
Net Assets	409,319,345	393,310,949	4.1%
Liabilities & Net Assets			
Current Liabilities	4,599,261		
Long-Term Debt	6,402,943		
Net Assets Without Restrictions	322,052,853		
Net Assets With Restrictions	87,266,492		
Operating Revenue			
Endowment	15,528,351		
Admissions	2,291,501		
Educational Programs	530,444		
Gifts & Grants	2,171,915		
Memberships	945,461		
Retail & Licensing	1,089,063		
Events and Others	624,031		
Rents	542,718		
	23,723,484	25,993,960	-8.7%
Operating Expenses			
Program	23,062,297		
Management	3,937,959		
Fundraising	1,221,406		
	28,221,662	26,918,901	4.8%

From FY23 Audited Financial Statements

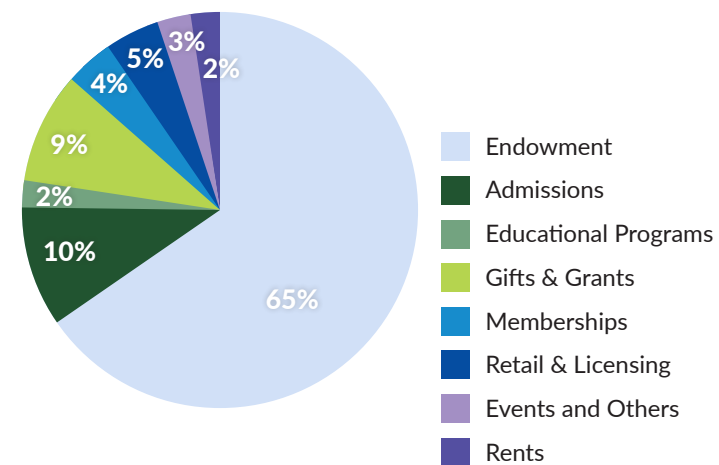
Total Assets



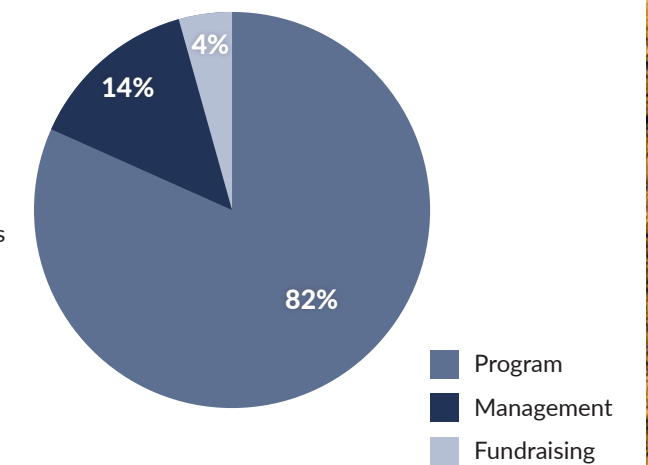
Liabilities & Net Assets



Operating Revenue



Operating Expenses





Showcasing Regional Talent

Winterthur's third annual Artisan Market welcomed 4,935 visitors (up 27% from 2022) to shop from 120 of the region's finest artists, craftspeople, and vendors.

The event featured handmade crafts, pottery, fine art, antiques, jewelry, home décor, furniture, gifts, gourmet treats, cocktails, barbecue, ice cream, and more.



“Receiving this grant means that the first step in my career as an artist starts in my home state. This will be my first time creating my own booth and showcasing my own work. I’m just excited about being around other artists, designers, and artisans. . . . I can show other young local artists that they can take chances, create what they love, and even sell their work, too.”

– Artist Delaina Jolley, who received an Artisan Market grant to participate.
The grants encourage emerging artists and start-up businesses to take part.

Expanding Educational Outreach

Winterthur held 130 programs for 3,500 students with its school offerings in 2022.

By 2023, with a grant allowing the programs to be held for free, 532 programs (263 on-site, 242 in-classroom, 27 virtual) were held for 10,630 unique students from 109 schools/organizations and 24 public school systems. The number of students served jumps to 14,169 when accounting for students who participated in multiple programs.



All school programs:

- address Common Core and Delaware curriculum standards.
- use a cross-disciplinary approach to guide learning in science, social studies, history, literacy, language arts, and the visual arts.
- emphasize student-centered, interactive approaches to learning.
- facilitate small-group collaboration.
- are open to students of all abilities.



Suchat Pederson

Learning the Ropes

A tree-climbing school at Winterthur was the first ever of its kind in Delaware.

More than two dozen participants most from landscaping companies and youth programs—learned about tying knots, safety/safe climbing practices, equipment/use of hand tools, tree terminology, tree disease and insect diagnosis, pruning, and more.

The school was a joint initiative of Greenbridge CDC, the Penn State Extension, the University of Delaware Cooperative Extension, and Winterthur.



Bringing Scholars Together

A devotional manuscript made in the 1780s that is too fragile to display is being digitized and will soon be available to the public. Scholars and advisers gathered at Winterthur in 2023 to discuss what the manuscript has revealed. They shared their work and perspectives on the manuscript and how it helps them better understand life and art in an early American borderland, namely the town of Lancaster, Pennsylvania.

Early in 2020, Winterthur was given this extraordinary leather-bound illuminated manuscript made by Ludwig Denig (1755–1830), a shoemaker and apothecary who lived in Lancaster. The Denig manuscript combines intricate ink and watercolor drawings, personal and devotional texts, and sheet-music hymns, forming a compelling record of art and life in eighteenth-century America.

To experience the manuscript requires carefully leafing through more than one hundred sheets of brittle paper. Given the document's fragility, each turn of the page threatens its physical

integrity. To preserve this remarkable object while continuing to share its story, Winterthur is working with the Roy Rosenzweig Center for History and New Media, a team of specialists, and community partners to create a digital platform that will allow the public to explore its contents in rich detail through translations of the text, professional recordings of hymns, and essays by leading scholars.

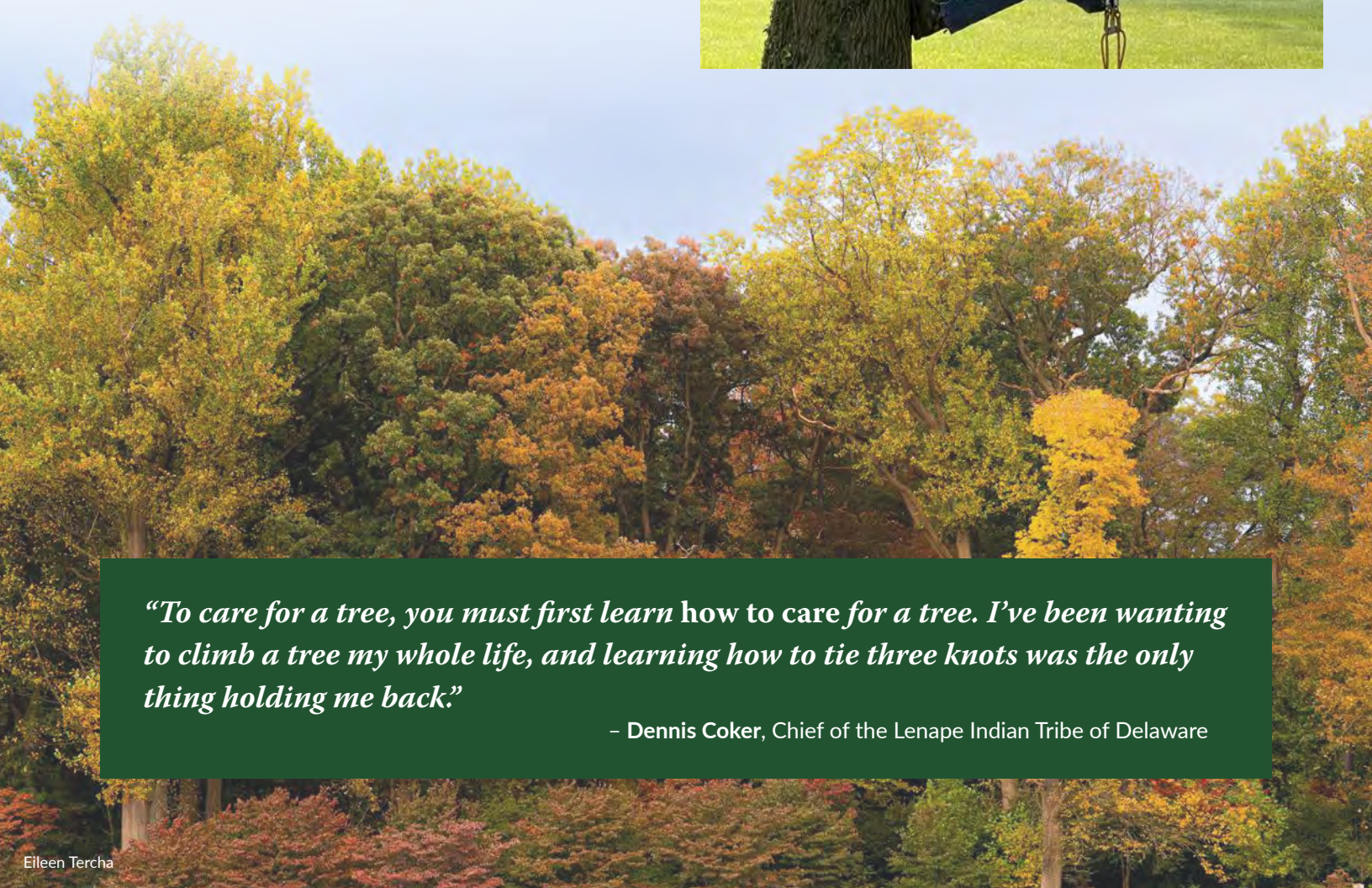
The manuscript was a gift to Winterthur from Alessantrina and David Schwartz and the Schwartz Foundation. The project is funded by the Getty Foundation and the Schwartz Foundation.

“Our job is not only to preserve the manuscript but also to curate it and make sure it’s available and relevant to a wider audience. There’s nothing like it anywhere.”

– Marie-Stéphanie Delamaire, curator of European and American Art at the Carnegie Museum of Art and former curator of fine art at Winterthur

“To care for a tree, you must first learn how to care for a tree. I’ve been wanting to climb a tree my whole life, and learning how to tie three knots was the only thing holding me back.”

– Dennis Coker, Chief of the Lenape Indian Tribe of Delaware



Maintaining a Tradition

The 45th annual Point-to-Point trotted back to Winterthur with lots of festivities in its stable on May 7, 2023.

What started as a small group of horse riders and picnickers on May 6, 1979, has evolved into a popular cultural event that's famous for its high-stakes racing (with purses totaling \$60,000), posh fashion, and fun festivities.

Point-to-Point is Winterthur's largest single-day fundraising event. Proceeds support environmental and landscape stewardship initiatives on the estate.



“As a Delawarean, it thrills me to take part in an iconic Delaware institution such as Point-to-Point.”

– Celebrity chef Dru Tevis of SoDel Concepts on judging the tailgate competition. Tevis won season nine of Food Network's Holiday Baking Championship in 2022.



“It was one of the strongest Delaware shows in years with a good crowd of knowledgeable and interested collectors as well as visitors there to learn and enjoy.”

– Pat Bell of Olde Hope Antiques, New Hope, Pennsylvania.

Supporting the Antiques Trade

One of the nation's most acclaimed shows of antiques, art, and design, the Delaware Antiques Show returned to Wilmington in 2023.

A celebration of Americana and the art of collecting, the show featured more than sixty of the country's most distinguished dealers, as well as overseas dealers, in antiques, furniture, paintings, rugs, porcelain, silver, jewelry, and other decorative arts.

The show also delivered an audience to antiques scholars who presented lectures at the event.

“So few shows put a real emphasis on traditional antiques and connoisseurial collecting, putting this show at the very top level in America.”

– Archie Parker of The Parker Gallery, London



Stars to Guide You

A testament to its evolving appeal, Winterthur was awarded a coveted three-star rating in Michelin's first-ever *Green Guide for Philadelphia & the Countryside*.



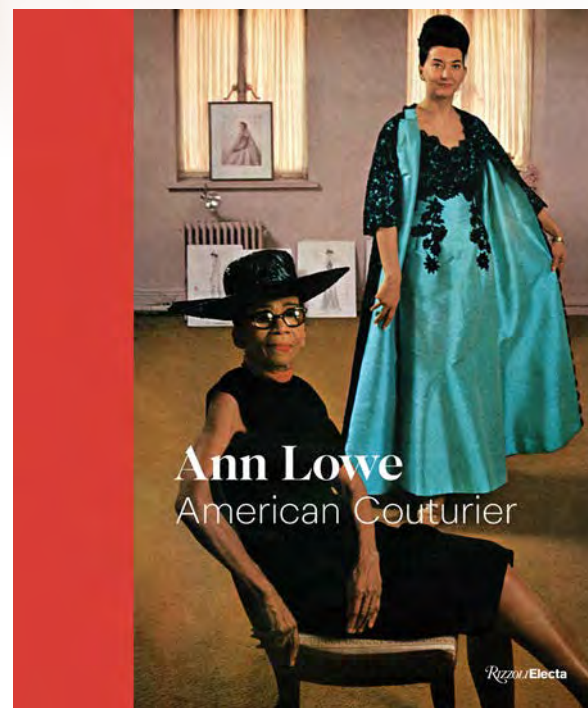
Like the famed Michelin star system for restaurants, this exceptional rating represents the highest and rarest honor. The Michelin *Green Guide* awards destinations with one, two, or three stars to let readers know whether a place is worth a visit, a detour, or a special journey, respectively. And if that weren't enough, Winterthur is named one of the 10 “unmissable” sites in the entire region.

This recognition enhances Winterthur's visibility and allure, encouraging cultural tourists to experience its unique blend of history, art, and horticulture.

Ann Lowe: American Couturier

Conservators and technicians worked for nearly two years to stabilize and prepare the forty dresses and mannequins for the highly praised *Ann Lowe: American Couturier* exhibition at Winterthur. Conversations, research, and planning for a revolutionary new mannequin-making project began even earlier.

To display Lowe's historic dresses, Winterthur's textile lab partnered with Katya Roelse, an instructor of fashion and apparel studies at the University of Delaware (UD), and with UD's MakerGym, an interdisciplinary design and fabrication studio, to develop mannequins that are both cost effective and archival quality.



The exhibition presented the life and work of the remarkable and influential American designer who created couture gowns for debutantes, heiresses, actresses, and society brides, including Jacqueline Kennedy, Olivia de Havilland, and Marjorie Merriweather Post.

Elizabeth Way, associate curator at The Museum at the Fashion Institute of Technology, served as guest curator of the exhibition. It was the largest exhibition of Lowe's work to date, featuring gowns never before on public view.

Way delivered a sold-out lecture when the exhibition opened in September 2023.



“The event was stunning. I couldn’t believe the level of connection everyone had with her story.”

– Allison Tolman, associate director of collections management, National Museum of African American History and Culture, Smithsonian, on the opening reception for the Lowe exhibition.

A highly acclaimed symposium on Lowe followed in October and drew an international audience of fashion scholars and journalists.

Leading up to and during the exhibition, Winterthur also led a successful hunt for previously “undiscovered” or “forgotten” original Lowe dresses.

Ann Lowe's recently emerging visibility as a designer stands in contrast to much of her career and the countless unrecognized Black dressmakers and designers who have contributed to American fashion for generations, including her own grandmother and mother. She blazed a path for others to follow, and her legacy is still felt in fashion culture.

The exhibition also featured the work of contemporary couturiers and fashion designers whose current design practices, perspectives, and career paths reflect the trajectory of American fashion emanating from Lowe's foundation.



Why was Winterthur the right place to mount such a substantial effort to celebrate a fashion designer?

- **Winterthur is a place that celebrates stories of American craft and achievement.** The story of Ann Lowe was one Winterthur was uniquely positioned to tell.
- **It started here.** Margaret Powell, whose three-year tenure at Winterthur from 2013 to 2016 as a cataloguing assistant for a grant-funded project with the Institute of Museum and Library Services (IMLS), coincided with the early stages of Margaret's research into Lowe's life and legacy. The exhibition was a tribute to Margaret.
- **Winterthur has the skill.** Internationally renowned conservators conducted critical treatment of many of the gowns featured in the exhibition.
- **Winterthur has the connections.** Winterthur's longtime partnership with the University of Delaware enabled the recreation of Jacqueline Bouvier Kennedy's 1953 wedding gown. The original is too fragile to display. Winterthur donated the recreation to the John F. Kennedy Presidential Library and Museum so the public can continue to see this iconic gown.
- **Winterthur is leading the field.** Working with UD, Winterthur pioneered a 3D printing technique to create customized mannequins for the exhibition. Other museums and institutions will benefit from this work.
- **Winterthur left a legacy.** Winterthur's publication *Ann Lowe, American Couturier* (Rizzoli) was the first scholarly representation of Lowe's contributions to twentieth-century couture in the United States. The book received the Costume Society of America's 2024 Millia Davenport Publication Award and sold out and was reprinted by Rizzoli within months of its first printing.



"I think it's a testament to Margaret (Powell) that she made connections strong enough to withstand her passing. It truly took a village of women committed to Margaret and Ann Lowe to ensure that the work continued."

– Rachel Delphia, Alan G. and Jane A. Lehman Curator of Decorative Arts and Design, Carnegie Museum of Art, on Margaret Powell and her research

The day the Lowe exhibition opened on September 9, 2023, saw Winterthur welcome 88% more people and a 37% increase in self-paced tours than on a normal day.

The week of the exhibition's opening saw a 54% increase in overall visitation and a 96% increase in self-paced tours.

The exhibition was featured in worldwide media coverage.



Johnson Publishing Company Archive. Courtesy Ford Foundation, J. Paul Getty Trust, John D. and Catherine T. MacArthur Foundation, Andrew W. Mellon Foundation and Smithsonian Institution



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As of May 8, 2023

THE VISION

Winterthur inspires exploration of American culture and landscapes through compelling stories and experiences.

OUR MISSION

Winterthur builds upon the vision of Henry Francis du Pont to inspire and educate through its collection, estate, and academic programs by engaging diverse audiences in the study, preservation, and interpretation of American material culture, art, design, and history.



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