



MISSION STATEMENT

To connect, enrich and enlarge the community through history, storytelling and informed, balanced perspective that leads to acceptance, understanding and belonging.

A museum dedicated to telling the stories of Winston-Salem as a whole, with the help of community organizations and individual citizens, through conversation, collaboration, and community curation.



A Winston-Salem history museum for the 21st century—dedicated to storytelling, fostering mutual understanding, and engaging audiences of all ages and communities.



FALL 2017 SALON SERIES

Lost, Found, & Transformed:
Our Storied Places in African-American History

Program 2: October 19th
The Roots of the I.Q.:
Innovation on Depot Street

LOCATION: GOLER FAMILY ENRICHMENT CENTER
630 Patterson Ave, Winston-Salem, NC 27101

TIME: 5:30-7PM **COST:** ***FREE***

visit NEWWINSTON.ORG for more information

MARV TASTIC!

The National Black Theatre
Hall of Fame & Museum
Presents Exhibit

PLANES, TRAINS, & AUTOMOBILES
WINSTON-SALEM'S WHEELS OF CHANGE
SEPTEMBER 2016 - MAY 2018 • NEW WINSTON MUSEUM
713 S. Marshall Street • Winston-Salem, NC 27101 • www.newwinston.org

Education For Children Of Color
Some Of The Early Schools In Winston Salem

THIS SCHOOL THIS CITY
CELEBRATING 50 YEARS OF UNC SCHOOL OF THE ARTS IN WINSTON-SALEM

MAKING SENSE OF THE FACTORY
Life at the R.J. Reynolds Tobacco Company

The War at Home
Exploring Winston and Salem during the Civil War

Release: From Stigma to Acceptance

Selected Exhibits

FALL 2017 SALON SERIES

Lost, Found, & Transformed:
Our Storied Places in African-American History

Program 3: November 16th
Envisioning Columbian Heights

LOCATION: Mars Hill Baptist Church
1331 East 4th St., Winston-Salem, NC 27101

TIME: 5:30-7PM **COST:** ***FREE***

visit NEWWINSTON.ORG for more information

SEGREGATING NEIGHBORHOODS IN THE CAMEL CITY

a public talk with **Dr. Elizabeth Herbin-Triant**

new winston dialogues

BLACK & KLANSMAN

a/ **NAM**

NEW WINSTON MUSEUM

FALL 2017 SALON SERIES

Lost, Found, & Transformed:
Our Storied Places in African-American History

September 21
October 19
November 16

NEWWINSTON.ORG

craft X ws

Tradition and Innovation in Fine Craft

THIS SCHOOL THIS CITY
What does it mean to be a school?!

Strings of Connection
SCHOOL CITY

"NWM Salon Series" & other public programs

Monsters and Men
October 18 @ 6 pm

\$20 REWARD

RANAWAY from the author **Terrell**, a negro man near **Thornhill**, about five or six high, and of a bright-yellow complexion; a small scar on his forehead, not restricted between 28 and 29 years of age, a milder brown, curved off several miles of estate to be eloped without provocation, it is likely will try to leave the country, if any of his should generate the ordinary. I will give the above reward if I hear of the man again, or deliverable charges will be \$20 State City dollars.

April 6, 1839.

Broadsided

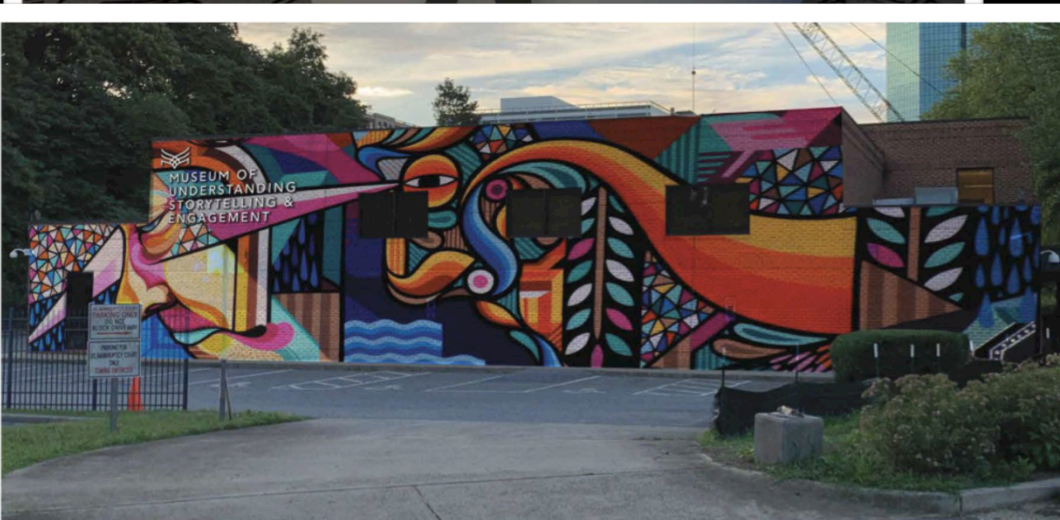
A commemorative Juneteenth exhibit at Delta Arts Center
1012 New Waltham Road

Panel discussion
May 3, 2018 5:30 - 7pm

Alisha Hines, PhD (History)
Anthony Parent, PhD (History)
Janay Williams (WFL) / Dr.
Ronald B. Neal, PhD (Religion)
Moderated by the curator, Cheryl Harry

CONCEPTUAL and EARLY SCHEMATIC DESIGN

riggs wardSM



MUSE WINSTON-SALEM



MUSE
WINSTON
SALEM



MUSEUM OF
UNDERSTANDING
STORYTELLING &
ENGAGEMENT



MUSE



KEYS



- Creative and collaborative synergy with City, Creative Corridors Coalition, Oliver descendants, Winston-Salem African American Archive, Preservation Forsyth, etc.
- Placemaking—a “destination” emerges as Strollway bridge, Oliver park, and museum exist as complementary pieces of larger vision
- “Museum Corridor” connects reactivated Strollway, composed of new Kaleideum, MUSE Winston-Salem, and Old Salem
- Organizational commitment to diversity and inclusion across governance (current board is over 20% persons of color), staff, programming, and exhibitions
- Financial Sustainability
 - Existing endowment (approximately \$1.9 million)
 - \$2.4 million comprehensive campaign (January 2020)
 - Ticket and program revenue, annual fundraising, space rental, and sub-tenant revenue