



















Connecting **Cultures** and

Community

OPENING NEW WORLDS

The museum's fiscal year began in July with an extraordinary opportunity that I shared with Lauren Burnham. We took a two-week trip to Sweden, thanks to funding from the Erik Dagert Muther Cultural Exchange Fund. It was Lauren's first trip to Sweden, so I got the joy of watching her discover all of the connections to the work we do while being immersed in the culture that is so important to our community. We came back with new inspiration, important new professional connections, and a deeper sense of appreciation for Swedish culture and Swedish summers!

with the visitor response to these layers of discovery.



There are so many ways that new worlds can open up to you, but experiencing something firsthand is probably the most memorable and impactful way. This is a big part of why I love museum work, and particularly the work of ASHM. Every day, we offer people the opportunity to experience cultures which they may feel distant from because of time or space. Take, for example, our *Radically Marimekko* exhibition. The exhibit allows visitors to see beyond the iconic look of the brand to post-WWII Finland as they learn how Marimekko and the women behind it influenced clothing, 20th-century design, and even modern corporate culture. We have been thrilled

This has also been a year of opening ourselves up to consider the future of the museum during and offer our 100th hirthday in 2026. The heard and staff have been working hard on the strategia plan.

after our 100th birthday in 2026. The board and staff have been working hard on the strategic plan, and, in the process, have been thinking about how we can shift and grow to open new worlds to more people. I hope you will join us so we can chart the future of the museum together!

Tracey Rae Beck
Executive Director

Mission Statement:

The American Swedish Historical Museum welcomes all people to explore cultural identity through the story of Scandinavians.

The Museum offers a vibrant community dedicated to preserving and interpreting culture through celebrations and exhibitions, while providing opportunities to learn, experience, and grow.



The Board of Governors and staff at a Strategic Planning Retreat in February.

ATTENDANCE

FY19-23 Attendance by Category

Total Visitation

FY19 20,726 FY20 13,217

FY21 47,256

(13,193 + 34,630 PFS)

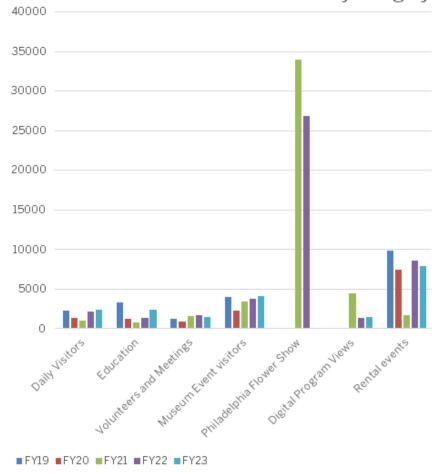
FY22 45,717

(18,872 + 26,845 PFS)

FY23 19,762







MEMBERSHIP

ASHM got a much-needed technology update this year for our Visitor Services and Gift Shop Point of Sale (POS) system and Membership database! The previous POS system company had gone out of business, and we no longer had any support for the aging system. After much research, the Museum went with TAM, an all-inclusive system that will allow us to streamline the customer service needs of ASHM visitors and members!

The new system not only allows for general admission and special event ticket sales, gift shop inventory and purchases, and our future online gift shop website, but also serves as a membership and donations database. TAM has streamlined the membership experience. Now when people become members of the Museum or renew they will be issued a plastic card with a barcode that directly connects to their membership benefits! Members simply present their card to be scanned to access free admission, available guest



passes, and discounts in the gift shop. If someone forgets their card, no worries, they can always be looked up in the system. TAM will also help manage the membership renewal reminder process so people will never have to worry about remembering to renew again! The second half of the fiscal year was spent on staff training and implementation. We greatly look forward to seeing the full potential of the system in the coming year!

EXHIBITION HIGHLIGHTS

Art for All: The Swedish Experience in Mid-America

Changing Exhibition Gallery: July 27, 2022 – February 19, 2023

Art for All: The Swedish Experience in Mid-America featured paintings and sculptures by Swedish-American artists of the late-19th and early-20th centuries. The colorful and emotive impressionist art featured in the exhibition reflected its own time, interpreted nature and landscape, and is still independent of artificial conventions while keeping Swedish folk traditions alive. The exhibition featured Swedish artists who studied and absorbed the democratic philosophies of "art for all," espoused by Anders Zorn and the Artist's League in Sweden. These young artists immigrated to America to forge new career paths. "Art for all" became a catchphrase in Kansas by the 1930s, stemming from efforts of local artists to offer affordable paintings and prints so that every citizen could have original art in their own homes for a richly cultured way of life.

A small balcony exhibition of works by Birger Sandzén and Carl Sprinchorn from ASHM's collection was installed to coincide with *Art for All*.

This exhibition was conceived and developed by the Birger Sandzén Memorial Gallery and the Hillstrom Museum of Art. It was sponsored at ASHM by Freeman's.

Radically Marimekko

Changing Exhibition Gallery: March 29, 2023-September 24, 2023

For over 70 years, Marimekko has infused art into the clothes and interiors of our everyday lives. In the wake of WWII, Marimekko's colorful fabrics and openness to experimentation brought together the textile traditions of Finland with innovative and bold designs based on the changing tastes and aesthetics of the contemporary art world.

Led by a series of Finnish women designers and innovators, Marimekko has successfully blurred the lines between fine and decorative arts, cementing Finland as one of the most important design centers in the world. *Radically Marimekko* traced the brand's path from industrial art house to its present-day status as a fashion icon. Marimekko continues to enhance our relationship with patterns and colors by bringing bold and vibrant sensibilities to life.

The Radically Marimekko exhibition opened on March 29 to great fanfare. The exhibition was produced in-house by curator Christopher Malone using a collection of dresses loaned to the museum by Dr. Kirsten M. Jensen and Freya A. Jensen. Costume Dresser Jennifer Nieling was hired as a contractor and also secured a loan from the Fox Costume Collection at Drexel University for dress forms and mannequins. Other loans to the exhibition were provided by Kristina Antoniades, Görel Bengtzon, Elisabeth Brown, Ulla Dagert, the Embassy of Finland in Washington, D.C., Finnair, IKEA US Retail LLC, Connie Martin, Kristina O'Doherty, Karen Reeds, and Kim-Eric Williams. Some of these individuals have agreed to donate the pieces to the ASHM collection.

This exhibition was supported by grants from Finlandia Foundation National, and the Finnish-American Society of the Delaware Valley (fasdv.org).









Weaving a New Chapter: The Material Lives of Swedish Immigrants

First Floor Gallery

Weaving a New Chapter: The Material Lives of Swedish Immigrants tells the story of Swedish immigration to America through the objects they brought with them in the 19th and early 20th centuries. Sweden's craft and textile history has been an intrinsic part of Swedish heritage and cultural identity at home and abroad. Swedish immigrants produced remarkable fiber arts for centuries and brought their knowledge of weaving, knitting, embroidery, lacemaking, and trade skills to their new homes. After establishing themselves in places like Chicago and the Midwest, some Swedes went back to Sweden to collect ancestral heirlooms that connected them to their family's past.



The exhibition displays the skills and techniques developed to craft these treasured items and highlights their cultural relationship to textiles, clothing, and other objects through the lens of Swedish immigration. The long-term exhibition will change periodically to feature new objects the museum receives through donations that relate to the topic.





Exhibitions at the American Swedish Historical Museum are supported by grants from the ASHM Auxiliary, Barbro Osher Pro Suecia Foundation, Midsommarklubben, Red Moose Charitable Trust, and an anonymous foundation. Support provided in part by the Philadelphia Cultural Fund. Funding for the American Swedish Historical Museum is supported by a grant from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania.



Lenders to the *Radically Marimekko* exhibition at the exhibition opening.



PUBLIC PROGRAMS

This year's program calendar can be described in two words, amazing partnerships! ASHM worked with talented and creative people and organizations to bring back cherished Museum events and develop new opportunities.

This year saw the return of one of the Museum's most beloved events, the Julbord Dinner, with great success. The food was prepared by Jeffrey A. Miller Catering using the traditional recipes. In addition to the must-have items like herring and Jansson's Temptation, some New Nordic elements were also included. The evening offered attendees an opportunity to shop from select vendors at the outdoor Christmas Market while partaking of passed hors d'ouevres and enjoying live music by Karen Hampel and a bar in the Grand Hall, followed by a beautifully decorated dinner buffet in the Josef Frank Gallery.



Throughout the year, ASHM collaborated with several organizations to provide artistic experiences on theme with our changing exhibitions. During the *Art for All: The Swedish Experience in Mid-America* exhibit, we worked with the Fleisher Art Memorial to teach an "en plein air" painting class drawing inspiration from the landscapes of 19th and 20th-century works by Swedish immigrant artists. We also joined the Birger Sandzén Memorial Gallery in Lindsborg Kansas for a virtual tour of the museum which loaned the majority of the artwork for the traveling exhibit.

The Fabric Workshop and Museum was a wonderful partner for programs with our *Radically Marimekko* exhibition. At the opening, the FWM provided a hands-on craft experience with Marimekko-inspired screen printing. With a total attendance of over 200, this was the most successful exhibition opening in recent ASHM history! The partnership continued with a Design Date Night program. Attendees were immersed in the colorful world of the iconic Finnish fashion brand during a tour of the exhibition followed by a step-by-step dinner napkin screen-printing project paired with a sample flight of Scandinavian chocolate provided by Sweetish Candy!



Radically Marimekko also inspired us to work with writer and design critic Alexandra Lange for a virtual talk "Sisterhood of the Varjo Dress: Women who wore Marimekko and what it meant to them." In this talk, inspired by her 2017 New Yorker article "Jane Jacobs, Georgia O'Keeffe, and the Power of the Marimekko Dress," Lange offered a history of the artists, writers, and designers who chose Marimekko as their uniform from the 1960s onwards, describing how the clothing designs aligned with their cultural politics and expanding opportunities for women.

The ASHM hemslöjd craft series was revived thanks to Elisabeth Brown leading a five-week Flemish Tapestry Weaving Workshop. The Museum also hosted a Photo Conservation Public Workshop in February. We partnered with Winterthur Conservation Program graduate students who specialized in photography conservation and Abby Shaw from Hollinger Metal Edge to create and present a hybrid program for participants at the museum and via Zoom to learn about dangerous deterioration conditions that can harm photographs and what measures can be taken to preserve them.



Finally, we rounded out the fiscal year with a host of partnerships for Scandinavian Celebration Day! Several groups came together including the Finnish-American Society of the Delaware Valley, Danish Lodge 342 and 172, and the Sons of Norway Restauration Lodge 3-555. We were honored to have our local Danish, Swedish, and Norwegian Honorary Consuls in attendance! Event attendees learned about each Scandinavian culture including Sami traditions through information tables, food samples, live music, and tours of the museum. We look forward to this becoming an annual event.



PUBLIC RELATIONS

ASHM appeared in ads on radio, and digital and print newspapers this year. Our annual SmörgåsBeer in 2023 was featured in a Philly Voice article and was included on the list of "Things to Do in Philadelphia This Week & Weekend" on Uwishunu Philadelphia. Our Annual ExtraABBAganza in 2023 was mentioned on WHYY radio for their "Things to Do" the weekend of Marth 11th. The November Toddler Time program which was visited by reindeer to celebrate Indigenous People's Month was featured in articles for the South Philly Review and Global Philadelphia. Tracey Beck was interviewed for the Swedish Radio program The World of Science in Depth (*Vetenskapensvärld På Djupet*) about the history of the New Sweden Colony and the American Swedish Historical Museum. The program aired in April and again in August.

Several exhibits received media coverage as well. The first exhibition of the fiscal year, the *Art For All* exhibition was advertised in the Philadelphia Inquirer, Visit Philly, and Metro. The *Radically Marimekko* exhibition was featured in articles and ads in Global Philadelphia, the Philadelphia Inquirer, Metro, South Philly Review, The Finnish Reporter, and Grid Magazine, highlighting Marimekko's usage of vibrant and bold patterns.

Social Media

Our most liked post on Instagram with 167 likes, was a collaboration post with the Fabric Workshop Museum who invited people to join ASHM's exhibition opening of *Radically Marimekko* and make Marimekko-inspired prints with them. We will continue to pursue opportunities for collaborative social media posts to spread information about the museum and events to new audiences.

Our interns from the Bloomberg Arts program started a TikTok account for the museum in August 2022. We use our TikTok to post about Swedish traditions and Scandinavian trivia. Our most successful TikTok was about the Northern European Indigenous group, Sámi, during Indigenous Peoples Month, which received 173 likes. On Instagram and Facebook, to highlight *Radically Marimekko*, we launched a series of monthly



Marimekko designer highlights. We also started a monthly ASHM Object Highlight spotlighting items from ASHM's permanent collection. One of our most popular Facebook posts was an ASHM object Highlight about the New Sweden Colony tapestry with a reach of over 7,000 views.

EDUCATION PROGRAMS

Summer 2022 was a very busy time for our education prorgam with a record setting 46 outreaches to libraries and summer camps. Our program "Saving the Seas with Swedes" was booked 39 times with some libraries booking multiple outreach programs including Pre-K and Vikings in addition to the Seas program. In partnership with CraftNOW and Philadelphia Parks & Recreation we visited 9 summer camps with outreach programs and welcomed 5 camps for onsite fieldtrips. In total we had 778 children attend ASHM programs from June through August.

Our November Toddler Time was a big hit with our reindeer visitors! To celebrate Indigenous Peoples Month, families learned about the Sámi people through objects, a story time, and listening to Sámi *joiks* (a traditional Sámi form of song), created a Sámi-inspired bracelet, and met live reindeer. We had 36 people in attendance for the event. We also successfully raised \$1200 to host the reindeer through a specific public donation campaign. This special Toddler Time led to higher monthly attendance for the following months as well.

This year the Lucia performance came back into the Grand Hall in all its holiday splendor! Everyone in attendance enjoyed the performances, and ASHM is happy to keep this tradition alive. We had 21 families participate with a total of 35 children in the program. We were also excited to welcome a new pianist this year, Carol Duncan.

We are seeing a slow but steady growth in school groups returning to the museum for field trips after the pandemic. We even had a class from the Hudson School in NY attend a virtual Lucia field trip, and a group of graduate students from Syracuse University visited for a tour and discussion about museum work in a culturally specific museum.

We were thrilled to again partner with the Office of Early Childhood Education in the School District of Philadelphia for the My 1st Museum program. This year we worked with 100 students from 5 schools across Philadelphia to provide free outreach and field trip visits for children in the Head Start Program.

Another way we serve students is by providing meaningful internship experiences. In summer 2022 we hosted two high school students, Iman Bint Yahaya and Maizy Knoblock through the Bloomberg Arts Internship Program administered through the Philadelphia Cultural Alliance. Iman worked on social media projects, and Maizy worked

primarily on getting the library catalog up-to-date. In the Spring, we hosted two Museum Education graduate students from the University of the Arts, Kellyn Toombs and Camerin Savacool, and our summer Education Intern for 2023 is Zayne Pino, a history major from Rowan University. Working with these interns is always very beneficial for the museum and provides great learning opportunities for the students.

In May, our Education and Public Relations Manager, Rachel Kiskaddon accepted a job at the Please Touch Museum, so the museum will be adding a new staff member in the next fiscal year.









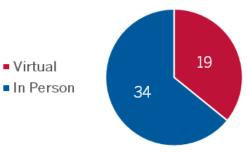
EVENTS & PROGRAMS

Type: M = At the Museum **H** = Hybrid **V** = Virtual

Event	Туре	Date
Event Toddler Time (monthly)	M	July 2022-June 2023
Exhibition Opening:	M	July 21, 2022
Art for All: The Swedish Experience in Mid-America	141	0 5,,
SmörgåsBeer	М	July 30, 2022
Crayfish Dinner	М	August 19, 2022
Virtual Members Chat: Travels in Sweden	V	August 24, 2022
Swedish & Finnish Language Classes (10 wks)	V	September 12, 2022
Annual Meeting	М	September 18, 2022
Exhibit Opening:	М	September 18, 2022
Weaving a New Chapter: The Material Lives of Swedish		·
Immigrants		
Fleisher Art Memorial Partnership Art Class	M	September 25, 2022
Virtual Member Chat: Textile Treasures	V	October 5, 2022
Virtual "Art for All" Exhibition Talk with Corie North	V	October 19, 2022
Fall Genealogy Research Session	M	October 23, 2022
Guided Public Tours with Tracey Beck	M	November 5, 2022
Toddler Time: Sami Traditions with Live Reindeer	M	November 15, 2022
Julbord Dinner	M	December 2, 2022
Luciafest & Christmas Market	M	December 3-4, 2022
Museum Holiday Tour & Glögg Tasting	M	December 28, 2022
Flemish Weaving Workshop Series with Elisabeth Brown	M	Jan 10-Feb 28, 2023
Family Craft Workshop: Dala Horse Painting	M	January 21, 2023
Swedish & Finnish Language Classes (10 wks)	V	January 23, 2023
Winter Genealogy Meeting	M	January 28, 2023
Pea Soup Dinner	M	January 28, 2023
Virtual Field Trip Friday: Sandzén Memorial Gallery	V	February10, 2023
Semlor and a Movie	M	February 11, 2023
Photo Conservation Public Workshop	Н	February 25, 2023
ExtrABBAganza: ABBA Dance Party	M	March 11, 2023
Virtual Field Trip Friday: House of Emigrants, Växjö Sweden	V	March 24, 2023
Easter Family Day	M	March 26, 2023
Exhibition Opening: Radically Marimekko	M	March 29, 2023
Virtual Member Chat: Marimekko & Scandinavian Fashion	V	April 5, 2023
Spring Ting	M	April 29, 2023
"Sisterhood of the Varjo Dress: Women who wore Marimekko and what it meant to them" Virtual Talk by Alexandra Lange	V	May 25, 2023
Scandinavian Celebration Day	M	June 4, 2023
Midsommar	M	June 24, 2023
Wawa Welcomes America – Free Admission Day	М	June 30, 2023



Museum Events and Programs







CONTRIBUTIONS TO THE COLLECTION

- Wars Herras Jesu Christi Pinohistoria, Swedish broadside pertaining to "Our Lord Jesus Christ Story of Suffering" (see Matthew 26:47), Gift of Marie H. Bean and Jennifer L. Bartlau
- Silver coin Livonia, Riga, Christina of Sweden, 1 Solidus, 1651, Gift of Ronald J. DePue Sr.
- Letter, an engraved statement from Grover Cleveland to the "King of Sweden and Norway", dated February 1887, Gift of Tom and Linda Bennett Family
- Bonad featuring religious scenes on paper, Gift of Mona Nystroem Batt
- Portrait of Frederica Wilhelmina Johnson nee Lind, Hair art of generations of women from Lind family, Marriage certificate between Frederica Wilhelmina and Anders Johansson (Johnson), Gift[s] of the Mackenzie Family
- New Sweden Colony in Delaware 350th Anniversary, and New Wilmington Post Office Dedication Committee "First Day Cover" envelope, Gift[s] of Jeanne C. Hughes
- Three prints including Snöhare by Bruno Liljefors; Påssjukan by Carl Larsson; and Två Systrar by Carl Larsson, Gift[s] of Ellen Wurster
- Victorian leather shoes, White apron, White blouse with lace, and postcards sent to Lilly Nilsson, Gift[s] of Tracey Beck
- Pressed Plant Art from 2022 Philadelphia Flower Show, Gift of Aurora Hagerman, 5th Grader at Tredyffrin/Easttown Middle School
- Swedish American Line map and eight (8) menus from 1926, Gift[s] of Anna-Lena Bromberg
- Lithograph of Commemoration of 300th Anniversary of Swedes Landing in Delaware, 1988, Gift of Kel Broomhead
- 1960s Marimekko printed fabric designed by Maija Isola, Unniko pattern, Gift of Kim-Eric Williams
- Wooden bench made by Karl von Rydingsvärd, Museum purchase with funds given by members of the ASHM Board of Governors



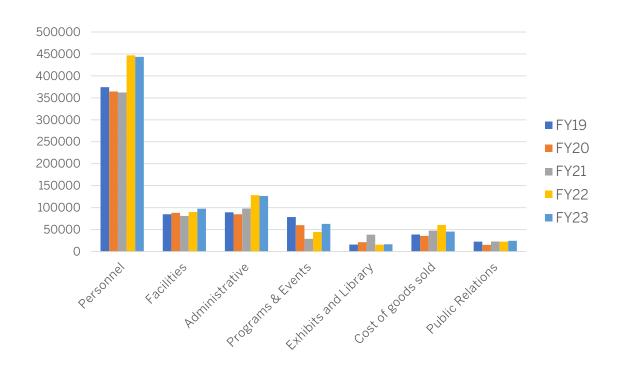




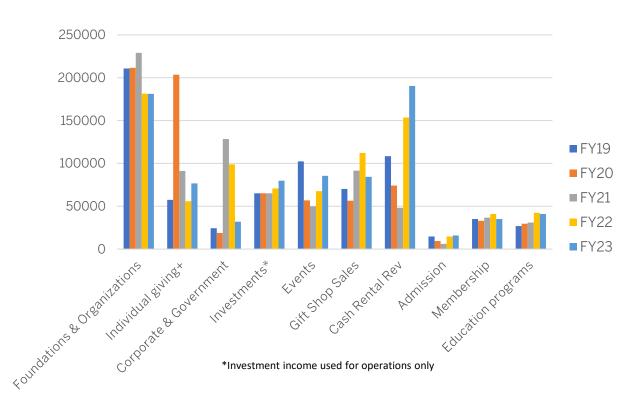


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Revenue



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VOLUNTEERS

Thanks to all our volunteers for generously giving their time at ASHM! Your support allows the Museum to continue fulfilling its mission. Hundreds of hours were worked by over 100 volunteers to ensure that ASHM programs ran successfully, objects were loaned for exhibitions, and the Museum was represented within the community. With such a small staff, the Museum could not accomplish our over 45 programs and events without the support of volunteers!

For his years of dedicated and invaluable service, the American Swedish Historical Museum's Amandus Johnson Service Award was awarded to Earl Seppala who has served the Board as Secretary and Vice-Chair, as a member on the Building & Grounds and Membership Committees, and as Chair of the Nominating Committee. It was the 350th Anniversary of the New Sweden Colony in 1988 and the FinnFest celebrating the Finns' role in the Colony that began Earl's involvement with his Finnish ancestry at ASHM. That cross-pollination and Earl's focus on Finns and Swedes being two nationalities under one crown in the seventeenth century have benefitted the Museum's broadening, Nordic perspective. Through Earl's service with 5 military organizations and a museum, his leadership in both



Finnish organizations in the region, and his roles with so many Swedish organizations (Board roles, volunteering, and for a time Acting Executive Director of the Kalmar Nyckel Foundation), the Museum enjoys his perspective on best-practices, creative solutions, and cooperation. The ideas, contacts, and sharing have greatly benefitted ASHM throughout his dozen years of Board service, decades of involvement, and lifetime membership. His presence at the membership table at ASHM events may be his most visible role, but his quiet, creative counsel has been of rare quality.

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Gifts in Kind

Kristina & John Antoniades

Ulla-Britt Apell Brenda Arians Jennifer Armstrong Avalon Golf Club ASHM Auxiliary Bar Hygge Barnes Foundation Tracey Beck Audrey Bedford Karin Bergqvist ASHM Board of Governors Brandywine River Reps Anna-Lena Bromberg Elisabeth Brown Greg Brown

Sandra Brown Bryn Mawr Film Institute

Lauren Burnham

Bywood Seafood Mary Anne Carlson Morgan

Cartesian Brewing Cirillo Cosmetic Dermatology Spa

Dansko

Dave and Buster's

Bill Eaton

Monica Edqvist-Johansson

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General Warren Inn Dawn Gould Christina Gravdal Gudrun Sjödén

Hassis Men's Shop Hedgerow Theatre Historic Trappe House Resturant

Home Grown Café IKEA US Retail LLC Ithan Market J. McLaughlin

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Kristina Kalb

Kalmar Nyckel Foundation

La Locanda Liquid Alchemy Beverages

Little House Shop Long Drink

Longwood Gardens Ludwig Oyster Bar Maj Britt Lautman Monica Kruse

ASHM Midsommarklubben

Museum of the American Revolution

Museum of Illusion Erik Muther Paul & Ulla Muther

National Constitution Center

Nordstjernan Margot Patterson Annika Pelme Penn Museum Sandra Pfaff Philadelphia Eagles Philadelphia Phillies Kristin Pickell Mary Anne Powell Martha Reilly Rekorderlig Cider

Remark Glass Salon 27 Susan Satkowski Abby Shaw Sjoeblom Winery Skånska Spritfabriken Swedish Colonial Society

Sweetish Candy Amy von Sydow-Green Agneta Thompson Touch of Finland Triple Bottom Brewing Two Locals Brewing Co.

Urban Jungle Eeppi Ursin Linda Vizi Fanny Warren Wild Birds Unlimited Yards Brewery Co.

Zahav

We appreciate the generosity demonstrated by those on the preceding lists and have made every effort to ensure accuracy. Please contact Tracey Beck, Executive Director, if you discover an error.

ASHM STAFF

Izabell Eriksson Andrén, Marketing Assistant

Daniel Barnum, Gift Shop & Weekend Manager (through December 2022)

Tracey Beck, Executive Director

Lauren Burnham, Assistant Director

Elin Carlsson, Weekend Manager

Olivia Grasso, Curatorial Assistant & Membership and Visitor Services Assistant

Sarah Henry, Weekend Manager (beginning April 2023)

Elin Jeantet, Membership and Visitor Services Assistant (through September 2022)

Rachel Kiskaddon, Education & Public Relations Manager (through May 2023)

Christopher Malone, Curator

Zayne Pino, Education Assistant and Weekend Manager (beginning June 2023)

Frank C. Sanders, Facility & Event Manager

Roger Walsh, Weekend Manager

INTERNS

Maizy Knoblock, Bloomberg Arts Intern

Camerin Savacool. Education Intern

Kellyn Toombs, Education Intern

Iman Bint Yahaya, Bloomberg Arts Intern

















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