



The Makeup Museum FY 2024 Annual Report



Accomplishments

July 1, 2023 through June 30, 2024 was a relatively quiet time for the Makeup Museum in terms of public programming. Work on larger, long-term projects that will come to fruition within the next two fiscal years, including multiple conference papers and journal submissions, book chapters and grant proposals, limited the amount of blog and social media content the Museum was able to produce in FY 2024. Nevertheless, the Makeup Museum achieved much throughout the year.

➔ The Makeup Museum received its first grant, the Marilyn Hatza Memorial **SHINE (Strengthening the Humanities Investment in Nonprofits for Equity)** award from **Maryland Humanities**. The \$10,000 grant will support operating expenses.

➔ On August 7, 2023, the Makeup Museum celebrated its **15th anniversary**. The occasion was commemorated with a special exhibition featuring the 15 most important objects in the current collection. A brief history of the museum was also included.



LEFT: The Makeup Museum received its first SHINE grant in 2024.

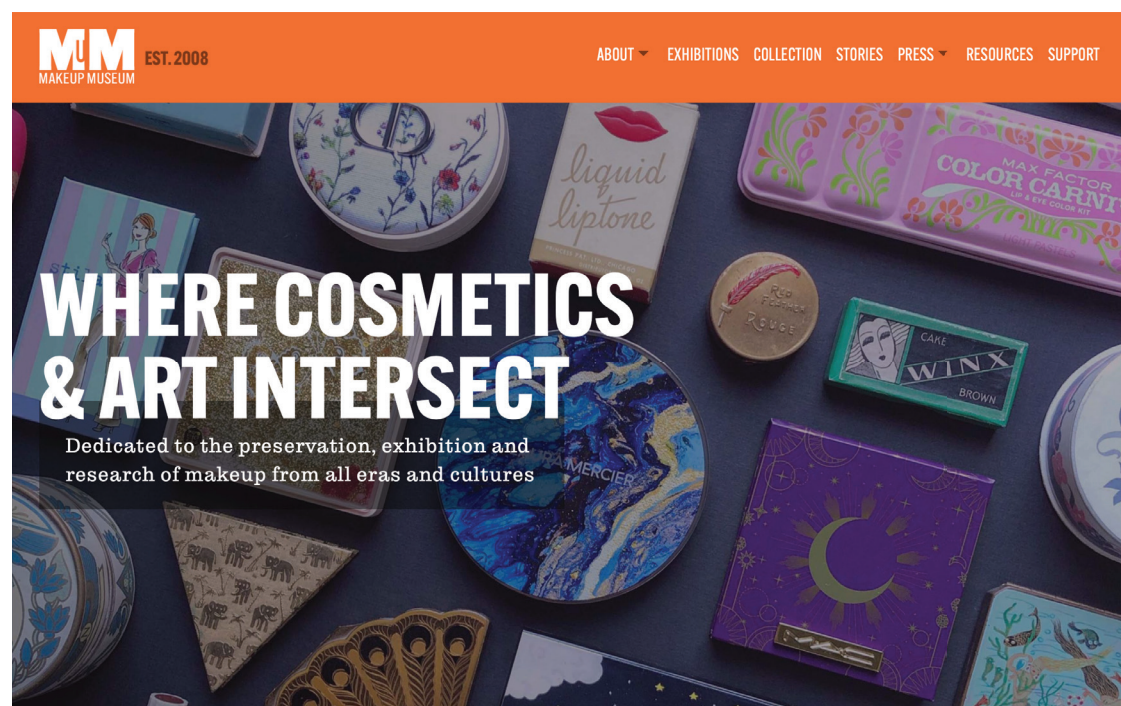
RIGHT: The Makeup Museum celebrated its 15th year with an anniversary exhibition.

Accomplishments

➔ In January 2024 a **book chapter** based on the Museum’s exhibition **“I’m Your Venus: The Reception of Antiquity in Modern Cosmetics Advertising and Marketing”** was submitted to editors. The publisher, Bloomsbury, is anticipated to release the volume in early 2025.

➔ **Pixels**, a small web design firm based in Virginia, was selected to **redesign the Museum’s website** in December 2023. The Museum has been working with the company on heuristics and user experience. The newly designed site is anticipated to launch in the fall of 2024.

➔ Museum Founder and Curator Hillary Belzer was **interviewed for several articles**, including one on attitudes towards heavy makeup for *Stylist* magazine and a feature on beauty collectors in the May 2024 issue of *Vogue China*.



TOP: The new Makeup Museum website, redesigned by Pixels.

BOTTOM: The Makeup Museum in Vogue China.



By the Numbers for FY 2024

30
inquiries

401 acquisitions
218 contemporary
183 vintage

27+1
27 artifact
donations
and one
monetary
donation

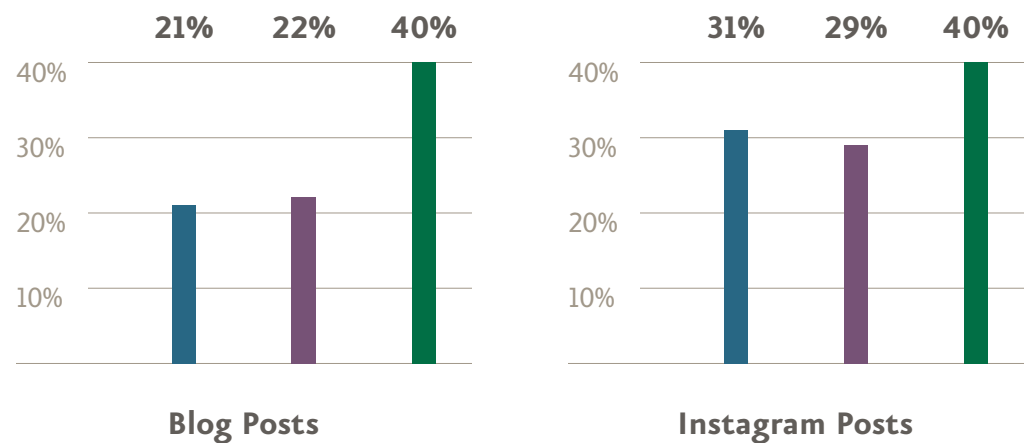
42/9
42 Instagram
posts and nine
blog posts

5,500
Average
number of
website visits
per month

Diversity and Social Justice Report

Despite the recent backlash against DEI and some organizations abandoning their goals of diversity and inclusion, the Makeup Museum remains committed to diverse programming and collecting as outlined in a blog post from June 2020. In FY 2024 the number of acquisitions from BIPOC or LGBTQ+ owned brands and artist collaborations decreased slightly from FY 2023 (30 vs. 45); however, this is consistent with the decrease in acquisitions overall. Additionally, 22% of blog posts and 29% of Instagram posts centered BIPOC or LGBTQ+ artists, entrepreneurs and models, falling short of the 40% goal. However, content focusing specifically on Black artists, brands and models exceeded the goal of 15% of total content for both the blog and Instagram.

Makeup Museum content featuring BIPOC-owned or founded brands/artists/history/models

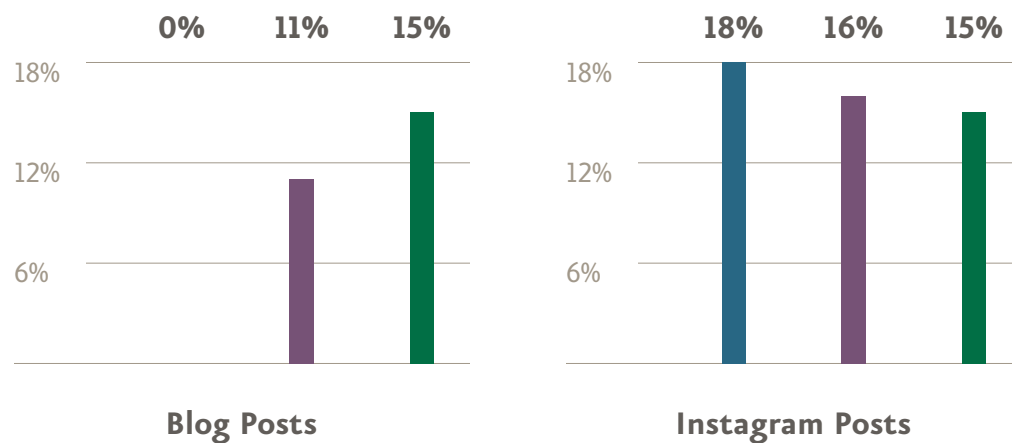


- FY 2023
- FY 2024
- GOAL

Goal is equivalent to the BIPOC percentage of the total U.S. population based on 2020 census data.

Diversity and Social Justice Report

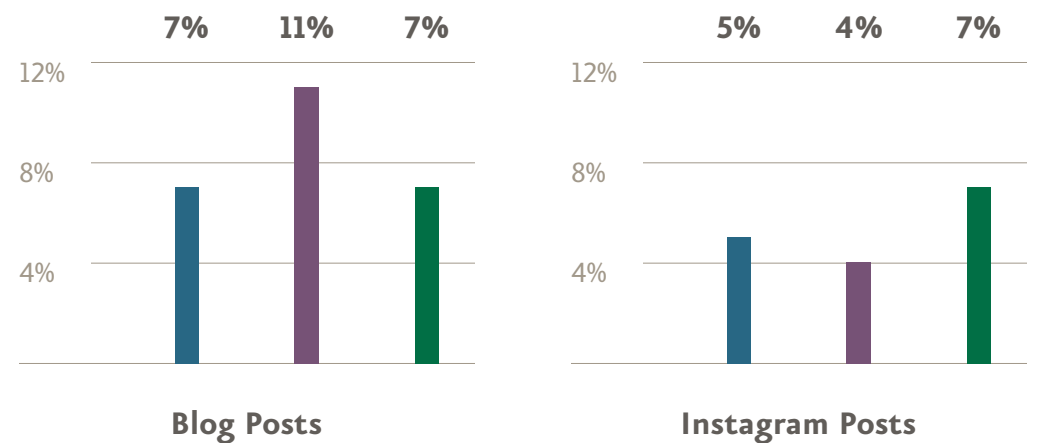
Makeup Museum content featuring Black-owned or founded brands/artists/history/models



- FY 2023
- FY 2024
- GOAL

Goal aligns with the Fifteen Percent Pledge, which requests that businesses devote 15% of their shelf space to Black-owned brands.

Makeup Museum content featuring LGBTQ+ owned or founded brands/artists/history/models



- FY 2023
- FY 2024
- GOAL

Goal is equivalent to the percentage of those identifying as LGBTQ+ in a 2021 Gallup survey of 12,000 U.S. adults.

Progress is being made towards other DEI and social justice initiatives, including outreach to BIPOC and LGBTQ+ writers and historians for potential guest blog posts and exhibition curation,

and background research for a blog post on decolonizing the collection and how to display problematic objects. The Museum also donated three objects to the Black Beauty Archive.

In Their Words

Museum visitors enthusiastically **celebrated the 15th anniversary and exhibition** with support and encouragement, demonstrating the museum's importance in preserving and exhibition makeup history.

“Without you and your [museum], my makeup collection wouldn't be what it is! Thank you for all that you do!”

“Congratulations! Your posts always teach me something interesting and new, and the story of how the Makeup Museum came to be underscores your tenacity, creativity and intellect. Looking forward to more Museum content in the future!”

“Happy anniversary! I have been following the Makeup Museum since I started collecting in 2021 and I love how it's evolving! Thank you for all your hard work and inspiration for the beauty community!”

“Fantastic exhibition...and I loved learning the behind the scenes of how [the museum] came to be!”

What's Ahead

Possible exhibition topics for FY 2025-2026 include a history of lash adornment, the color blue in cosmetics, and the intersection of makeup and traditional painting. The Museum is also in conversations with local galleries and museums to organize temporary exhibitions.

Roughly 100 objects from the collection have been prioritized for photography and digitization, and it is anticipated they will be displayed online by the end of FY 2025.

In early 2025 the Museum's headquarters will be relocating from Baltimore City's Mount Vernon neighborhood to the suburb of Towson in Maryland. The new location will provide greatly enhanced storage and exhibition spaces.



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