

NEH on the Road - Exhibition and Public Programming Application

1. Exhibition Carnival

2. Organization XXXXXXXXXX

3. Please check all that describe your institution's main focus. (Several categories may apply)

Anthropology Science Natural History

Art History Children/youth

Other (please specify) Visual, Performing & Studio Arts, Arts-based education

4. Briefly describe your institution's mission. The mission of XXXXXXXXX is to provide experiences in the visual and performing arts to enrich and enlighten the lives of the people of Martinsville, Henry County and neighboring areas. XXXXXXXXX strives to cultivate an appreciation for the arts both in our physical facility and in the community through exhibits, live performances, and educational programs for children and adults. Additionally, XXXXXXXXX invites participation in the arts with display, marketing and performance opportunities available for artists and craftsmen. Through all of our activities, we strive to bring the arts close to home.

5. What is the population of the community you serve? 15,000 in Martinsville City and 45,000 in Henry County

6. Why are you interested in hosting this exhibition, and why do you think your visitors will find it appealing?

The goal of each of our 6 yearly exhibitions is to bring quality art exhibits which represent a diverse range of significant artistic, cultural and social movements that are also relevant to both local and global events. Martinsville City and Henry County are rural, economically-challenged areas which are currently involved in broad revitalization initiatives (These initiatives include creative economy components - for which significant local, regional and state funding has been sought and awarded). The emphasis on carnivals as community-building activities validates many of our ongoing efforts to re-engage our local base and attract tourists through the arts.

Secondly, while area schools (and after-school initiatives) regularly schedule gallery tours of our exhibits, we have been approached by at least one city school about building a semester-long art curriculum around the September exhibit. This exhibit creates many opportunities for local educators to develop effective curricula in art, social studies, geography, history and philosophy.

Furthermore, by opening a window to the international community, this exhibit affords our visitors an opportunity to view faraway locations, when travel is out of reach for many in our community. More importantly, our visitors will gain an appreciation for the tradition, theology, and artistry behind the carnival – drawing valuable comparisons between these foreign communities and their own.

7. Are there local objects, histories, stories, etc. that can enhance or supplement this exhibition? If so, please describe them. In the 1920s, the city hosted a circus, which was publicized by elephants led through Uptown Martinsville, bearing painted signs. We have access to a number of local historians who can lead discussion on this spectacle. In fact, there is a mural project

currently underway that features this exact event. It will be located on the New College Institute building in the historic Uptown district.

8. How will you credit NEH as the exhibition sponsor? What will be your strategies for publicizing the exhibition and for attracting visitors? Please include any plans for outreach to new and/or underserved audiences.

XXXXXXXXX will include the NEH logo on all publications, including postcards, gallery guides and flyers. XXXXXXXXXXXX will also credit NEH on our website, www.XXXXXXXXXX.org. This exhibit will be publicized in the following ways:

- Direct mail invitation sent to mailing list and distributed to places of interest around Martinsville and Henry County
- Information included on our website and distributed to mailing list via The Arts at a Glance, XXXXXXXXXXXX' e-newsletter
- Direct Mail newsletter sent to members and distributed to places of interest around Martinsville and Henry County
- Calendar listings in local and regional magazines and newspapers
- Calendar listings on local and regional websites, including Virginia.org, Martinsville.com, VisitMartinsville.com and Ronoke.com
- List information and send invitations via social networking sites like Facebook, Myspace and Twitter
- Press releases sent to area newspapers, television stations, magazines, etc.

9. What will your procedure be for selecting speakers, panelists, discussion leaders, or other humanities experts for public programs? Be as specific as you can as to the humanities expertise you will be looking for (i.e., history, literature, art or music history, archaeology, anthropology, philosophy, or other humanities disciplines).

XXXXXXXXXX maintains valuable partnerships with Patrick Henry Community College, the New College Institute, the Virginia Museum of Natural History, the Virginia Foundation for the Humanities and the Virginia Museum of Fine Arts. Through these partners and through membership with the Virginia and North Carolina Presenters Association, XXXXXXXXXXXX gains access to performers, workshop instructors, artists, art historians, anthropologists, historians and other experts. Through support of the VCA, project grants, and other foundation monies, XXXXXXXX may employ these experts for community events and programming.

For example, the Virginia Museum of Natural History has scheduled their annual Virginia Cultural Festival for September 19, 2009 – during this exhibit period. Historically, this event showcases Virginia's diversity and rich heritage through a wide variety of ethnic food, music, dance, arts and crafts, including Aztec and other Native American dancers. Using the VMNH as a resource, XXXXXXXXXXXX can provide a demonstration on traditional costumes in Native American ceremonial performance.

XXXXXXXXXX brings workshops, such as mask-making to schools and after-school institutes, through a roster of artists, performers and educators recommended by the Virginia Museum of Fine Arts. Some performers will provide an instructional workshop to a particular class, as well as provide school wide performances. If the mask-making workshops are completed in the summertime, then a selection of them can be exhibited in a designated area of the gallery.

XXXXXXXXXX has hosted performance artists, such as musician Terrance Simeon, storyteller Fred Motley, mask-maker Michael Cooper, as well as Peruvian music group, Andes Manta who provided a public performance as part of our On Stage! Performing Arts Series. Piedmont Arts offers a limited amount of tickets free of charge to approved children's or community outreach programs. On Stage! Performances make take place at the Martinsville High School Auditorium, Patrick Henry Community College Performance Hall, and the historic Rives Theater in Uptown Martinsville. XXXXXXXX also maintains attractive green space between the gallery and the Virginia Museum of Natural History that is available for outdoor performance, installation, and demonstration. We are particularly interested in the role of masks in rituals throughout history and across cultures, where the mask reveals our humanity through the representation of pure emotion. XXXXXXXX would be interested in hosting a panel discussion, lecture, and exhibit of masks made in the schools or community to accompany this exhibit.

In May of 2009, the Martinsville Economic Development Corporation will host a community and regional event where an instrument-maker will provide demonstration and instruction to the public. XXXXXXXX can use the EDC as a resource to explore further programming with him.

10. What humanities topics and ideas do you hope to explore through the public programs? How do they relate to the content of the exhibition? What do you hope your visitors will learn by participating in the programs?

XXXXXXXXXX is hoping to reveal the higher meaning of carnivals. We hope to promote the examination of cultural identities through a common or universal ritual, specifically the role of masks, community participation in performance, and the artifacts of traditional carnivals. Comparing the role of religion, tradition, nationalism and how they come together to form a celebration of an individual identity of a region, city or people in a similar form of artistic expression.

11. What program formats do you plan to use (e.g., lectures, panels, symposia, reading and discussion, film-discussion, special gallery tours, special activities for families or children, off-site tours, etc.)? Please say a few words about what will happen at each type of program. Provide at least two clear examples.

XXXXXXXXXX is open to the public Monday through Saturday without admission. Guided tours may be pre-arranged with a trained staff member or docent. XXXXXXXX provides a majority of school visits during the September exhibit. The proximity with the Virginia Museum of Natural History allows schools around the state with the opportunity to visit both museums in one trip. XXXXXXXX also provides guided tours to after-school initiatives, local or state officials, guests of the City, senior tours, and college students.

XXXXXXX offers a strong program of preschool programming in the galleries. We believe the early exposure to the exhibits and performing arts provides a much needed base for appreciation and education in their futures. On request, XXXXXXXX can provide a craft project or interactive activity with a visiting group. Use of a classroom on the entry level is paired with a tour of the exhibit with a trained staff member or docent.

XXXXXXX maintains Artist Day Studios for local artist-tenants and visiting artists. Through that program, XXXXXXXX and the Patrick Henry School of Craft and Design partner to provide community programming that can be either interest/project-based, specific skill building workforce-training and certification. Studio experiences for a tuition and materials fee, can be offered with instructors in a variety of media and crafts, including printmaking, painting, drawing, glass art, woodturning, fiber arts, jewelry making, and mosaic.

XXXXXXX has developed a unique resource for educators throughout Martinsville and Henry County. It offers 13 'Treasure Chests' which are based on Virginia Standards of Learning to area teachers, available for check-out (and delivery) at no cost. These 'Treasure Chests' provide lesson plans, activities, reproductions of artifacts, costumes and other kinesthetic learning tools that focus on cultures such as Egypt, China, Japan, Africa, Pre-Columbia, Rome and Greece, as well as historic periods including Jamestown, Medieval and Shakespearian England, and the Underground Railroad. All chests will be available, with relevant 'Treasure Chests' featured at teacher orientations, conferences and through customary marketing channels. Furthermore, we are currently applying for funding to build a new 'Treasure Chest', which could focus more specifically on the Carnaval exhibit.

12. How will the \$1,000 program grant from NEH be allocated among the programs listed in the previous question? In addition to that amount, what do you anticipate the total cost of all programs and activities will be?

<u>Gallery Tours</u>	<u>\$0</u>
<u>Pre-school Performances</u>	<u>\$0</u>
<u>Exhibition (Fee, Shipping and Installation)</u>	<u>\$2,000</u>
<u>Marketing</u>	<u>\$ 800</u>
<u>Treasure Chest</u>	<u>\$ 500 (\$500 of NEH funds)</u>
<u>Educational Programming</u>	<u>\$1,000</u>
<u>Community Programming</u>	<u>\$2,000 (\$500 of NEH funds)</u>
 Total Budget	 \$6300 (\$1000 provided by NEH)

(Revised 12.12.08 / Return completed form to: Exhibitor Relations, Mid-America Arts Alliance,
2018 Baltimore Ave., Kansas City, MO 64108)