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### Appalachian Art Exhibit at the Gladden House Proposal

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Appalachian Art Exhibit at the Gladden House Proposal

Submitted by: Appalachian Art Preservation Society

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April 11, 2016

Submitted to:

Joy Chivers, Director/CEO

**Gladden Community House**

183 Hawkes Ave.

Columbus, OH 43223

## **Executive Summary**

The Appalachian Art Preservation Society is a non-profit organization dedicated to preserving and showcasing of past and present Appalachian artists. One of the ways that we wanted to do this was by making sure that communities had access to Appalachian Art and that local Appalachian artists were nurtured. We have a traveling collection of art, currently made up of twelve pieces including photographs, paintings, fiber arts, ceramics, and historic artifacts. We have had great success showcasing our collection in cities such as, Lexington, KY, Wheeling, WV, and Knoxville, TN. We are now asking to showcase our collection at Gladden Community House. We showcase the collection for a month and during that month we host activities and fundraisers to benefit the host site (in this case, Gladden House) and help to nurture the arts.

## Problem/Situation

Here at AAPS we have expressed interest in doing an exhibition at the Gladden Community House. As a fellow non-profit organization we feel as though Gladden's intentions align with our own. In the past AAPS has sought out only similar community centers that seek to improve their surroundings by helping others by various means. We prefer to actively engage with community centers within the Appalachian region - we serve as an art themed extension aiming to improve the region. Gladden stands only to gain from this endeavor. If even one youth or individual leaves our event inspired, then we have both succeeded.

## Goals

At AAPS we believe that art is a fundamental element of human nature. From the dawn of time, mark-making and crafts have served as one of mankind's primary modes of self-expression. Our belief is that by seeing both older and contemporary pieces of artwork we are given an insight into what it may be like to stand in someone else's shoes. For example, when you see a ceramic jug or hand knitted quilt, you are left with the realization that those historical objects were once a necessity. A more modern example, being the emotions stirred from seeing paintings and prints made by local artists. Our guests will leave this event feeling pure empathy for Appalachian artwork and culture. One of the ways we plan to achieve our goals is through events we will have and through the showcasing of local artists. We will schedule our events with the goals to **educate**, **preserve** and **nurture** the growth for appreciation of the arts.

## Problem

The arts are a core part of education and self-exploration. Visual arts have always been seen as a therapeutic outlet for those who struggle to express their feelings on a regular basis. The sad truth about our opinion is that a lot of Americans do not agree. The federal government passed legislation that deemed the arts as not being "core" classes and therefore placed them first in line to be discarded when school budget cuts occur. Legislation such as the *No Child Left Behind Act* were passed even though there has always been research to suggest that there are cognitive benefits to practicing the visual arts. A study published by the University of Plymouth found results that suggest that individuals who doodle during monotonous listening tasks are more likely to remember the presented content than individuals who did not doodle (Andrade, 3). The budget cuts inflicted upon the American education system have had a lasting effect on every state's high school and elementary courses offered. At AAPS we believe that by hosting events in local counties, we can counter this effect and show individuals how inspirational and fun creating art can be. Our particular focus has always been on the regional art of Appalachia. We enjoy helping both insiders and outsiders understand how distinct the styles and mediums used by these artists can be.

## **Solution/Goals**

### **Preserve**

We believe in the importance of preserving the arts and crafts of Appalachia in their original state. By maintaining our older pieces in their original condition we are safeguarding the historical value of the pieces so that our guests are given the opportunity to learn while they observe. We also approach preservation in the form of auctioning off our modern pieces of work made by local artists. By selling the pieces made by local artists we hope to encourage and fuel their ambition to continue making artwork as well as making sure our buyers are satisfied with their purchase.

### **Educate**

We would like the inhabitants of Franklinton to come and support this exhibit while learning and having fun. Here at AAPS we want to make it clear that we do not believe that the arts are being neglected in Franklinton, only that we would like to highlight their importance even further. This event should above all be seen locally as an opportunity for our guests to have fun. We are mindful to keep our message as positive as possible and to not place any sort of blame for the current state that American art culture is in.

### **Nurture Growth**

Our last goal is to hopefully instill empathy in our guests and nurture the growth of the arts within the community. At AAPS we would like to see local art cultivated and we plan to help achieve that by showcasing local artists in our exhibit. We hope that seeing the success of local artists will help to inspire our youth. Although there has never been any studies that have looked for a positive correlation between the amount of art exposure and the healthy growth of a community; we believe it to be self-evident. By taking every opportunity that we can to hold art exhibitions we will expand the Appalachian region's love for the arts.

## **Methods and Results**

For our traveling exhibition to come to Columbus, Ohio our organization needed to first research the best location to house it. Urban Appalachian centers are where we generally like to showcase our exhibition. Once settling upon Gladden House and the Franklinton area, our curator went to work researching local artists and then acquiring some of their work for our collection. Our original idea for the location was the Columbus Museum of Art, but after talking with Gale Gray, Community Relations Coordinator for the Mayor's office, we decided on Gladden House. Since every location is different our event coordinator and our financial advisor worked together to figure out the most effective ways to advertise in Franklinton. We understand that we are not as familiar with the area as those in the community so we will be open to working with the local community to make an event that is beneficial for everyone.

We would like to host our art exhibit at Gladden Community House because we believe that this would be the location that our exhibit would have the greatest positive effect. We believe that Gladden House is a valuable pillar of the community that serves the area in many

different ways. Some of the ways that Gladden Community House helps the surrounding area is through summer day camps, youth team sports, afterschool homework help, youth services, and much more. Due to all the different youth events they host, they open themselves to a wide variety of individuals. We also believe that our goals align with yours, looking at your website your mission statements states that your goals are, “to preserve the strength and well-being of the community and its members and to help inspire community members to resolve their problems and control the shape of their lives” (“*About Gladden*”). As described in our Solution/Goals section we believe that allowing the community to enjoy and gain an appreciation for their heritage will help them to become inspired to take control of their lives in a positive way. We also believe that the money raised by our events will directly help you to preserve the strength and well-being of your community.

## **Proposal/Expenditures**

### **Art Collection**

Our collection is currently made up of twelve pieces including photographs, paintings, fiber arts, ceramics, and historic artifacts as well as three additional pieces that will be auctioned at the end of the event (See Appendices 1-16). These pieces date all the way back from the Civil War up through the present day. The wide variety of pieces are important for viewer education and for showing the culture of Appalachia. Since the collection is on the smaller side, each piece and artist are crucial to the exhibition as a whole.

The exhibition highlights six pieces with historical value (See Appendices 11-16). These items will feature informational placards that give viewers more background about the piece as well as how the piece fit or fits into Appalachian culture. For example, one of the featured pieces (See Appendix 12) is a friendship quilt made in 1888. Friendship quilts were made by unwed girls and sent to eligible young bachelors in their community. The practice was quite common in most areas of Southern Appalachia. This particular quilt is an all-piece quilt and the pattern is called *The Lily Pattern*. Some of the other historical artifacts include a Civil War era buttermilk jug, a 1940’s cloth doll, some coal mining equipment, and a 1925 banjo.

Whenever we go to a new city we think it is important to feature artists from the area. This tends to get the community more involved, gets young people excited about the possibilities of art, and is a great opportunity for local artists. For this particular exhibition we would be highlighting Franklinton artists, Adam Brouillette and Thom Glick. Our permanent collection features one piece from each artist (See Appendices 5 and 6) as well as an additional piece from each artist to be auctioned (See Appendices 4 and 8).

### **Community Engagement**

In order to get the local community more engaged we will showcase local artists alongside our permanent collection. In addition to the two Franklinton artists previously mentioned we will also have two other opportunities for local artists. The first event consists of donating works of art to be auctioned off to raise money for the Gladden Community House. Donated art will be on display with our exhibition until it is auctioned off at the end of the show. The second event consists of submitting works of art to be judged by a panel for the opportunity

to receive an art grant. We have partnered with the George Bellows Foundation to have the winner receive a \$500 grant if their piece is chosen.

Also, in order to help get the community involved we will be hosting three main events alongside the art exhibition. The art exhibition will be open during Gladden Community House's normal business hours. The art exhibition and all events will be free to the public. The events will be free so that we can have the greatest impact on the maximum number of people in the community. We have three well trained staff members who are well versed in Appalachian art and history; they will be at hand during the art exhibition to help organize the events we have planned. The three main events consist of an opening weekend event, a school field trip day, and a closing event/fundraiser. We will also host some smaller events over the course of the month.

The first event will be the opening weekend night event. We will have a kick off party and invite the community and local artists who are being showcased and their families to come view the art exhibition. We will also have free snacks and punch for those who attend. Educational booths will also be set up around Gladden Community House, run by our trained staff members. The education booths will focus on the different types of Appalachian art shown in the exhibit and will give the history of Appalachia as well. We will also have family friendly activities, such as arts, crafts, and face painting.

We will also have a school field trip day. We have partnered with three local elementary schools Avondale Elementary School, Dana Avenue Elementary School, and Starling Middle School. The event would be a half-day event held at the Gladden Community House. We plan on having educational experiences that are fun for the children. We wanted to focus on making sure that local kids were able to see the exhibit and learn more about their culture and heritage. In the past, kids in cities we have visited have greatly enjoyed the opportunity to learn more about where they came from.

Over the course of the month we will also hold smaller events to draw people in. Once a week the three trained staff members will hold an art class (split into three groups based on age) that has a similar theme. That way adults will be able to have fun and learn while their kids are participating in making art as well. We will hold a weekly family fun Friday, which will be similar to the opening event but toned down a little, where parents will be able to bring their kids to see the art exhibition. In the past we have also held a raffle, with goods donated from local shops and restaurants, to help raise extra money and exposure for the community to help increase excitement and awareness of the traveling art exhibition.

The final event will be a closing event/fundraiser. At this event we will announce the winner of the George Bellow's Grant. At this event we will also auction off artwork donated by local Appalachian artists to help raise money for the Gladden Community House. Food and drinks will be provided for those who attend. We hope to have the mayor of Columbus join the event. In the past we have had local political leaders and upstanding members of the community come to the event and participate in the auction. This event will be held in the evening and will be geared specifically towards adults.

All the proceeds from the events held during the exhibition will go straight to the Gladden Community House. The only thing we ask is that Gladden Community House use fifty

percent of the proceeds to go toward expanding Appalachian Art in the community. Since Gladden Community House is most familiar with the area we believe they would be more knowledgeable in how to allocate the funds most effectively.

### Advertising

To advertise our art show we will be putting up flyers at schools. The schools that we want to primarily focus on are Avondale Elementary School, Dana Avenue Elementary School, and Starling Middle School. Besides the schools in Franklinton, we will also put flyers up at the community centers. These community centers include Gladden House, Sullivant Gardens Community Recreation Center, and the City Life Center. We would also put flyers up at The Franklinton Vineyard Christian Church, St. John's Episcopal Church, in coffee shops, and mom and pop stores.

To insure that everyone living in Franklinton is aware of our exhibition, we will ask Gladden to put an ad in the Franklinton News. On Gladden House's website, it says the Franklinton News is a community newspaper published by Gladden House that is distributed to 13,000 homes and businesses in Franklinton as well as other places. Besides getting a hard copy, Gladden also has the newspaper on their website ("Gladden Community House"). Not everyone in Franklinton receives the Columbus Dispatch, so by posting an ad in the Franklinton News, we will be able to let all of Franklinton know about our exhibition.

For the nights that we will be hosting events, we will send out invitations. Invitations will be sent out to bloggers, Kelsey Cyr and Jennifer Poleon. Professors from the Columbus College of Art Design like Ian Ruffino, who is an Assistant Director of Exhibition Galleries, and Julie Abijanac, who is an Associate Professor of Fine Arts will also be invited. We will also be inviting art collectors like Ron and Ann Pizzuti, who are the founders of the Pizzuti Collection. As described in the artnet news, the Pizzuti Collection is located in Columbus, Ohio and it includes 2,000 works of art that has been collected for over 40 years ("Top 200 Art Collectors Worldwide for 2015, Part Two").

Our exhibition will also be announced on the Gladden House, Franklin Arts District and Franklinton websites. Each of these websites have an event's tab that show what events are happening around Franklinton. Besides posting on the three websites, people that are subscribed to the sites email list will also receive an email regarding our exhibition. Each of the websites have some sort of social media, either Facebook, Twitter, or both so information about our exhibition will also be posted there. So that we are able to reach an even bigger range of audience, we will also have a Facebook ad. This will make it easier for people who are not followers of the three websites, social media, and email list can also get information to our art show.

### Costs

To make sure that our art collection is well protected, we have art insurance from Collectibles Insurance Services. Collectibles Insurance Services' website says, the insurance covers accidental breakage, burglary, fire, flood, natural disasters, theft, and other causes. Since we are a traveling art exhibition, the insurance also would cover our artwork when it is traveling



to and from a location. Since our collection has been growing, Collectibles Insurance Services' policy has been adjusting our policy to include the new additions ("The Appreciation of Art"). According to Artright, the insurer will charge about 0.3% of the value of our artwork per year ("Art Insurance"). The cost of our insurance is always changing as we are always adding in new art work so we cannot give a cost on how much we pay for art insurance.

All the costs will be taken care of by AAPS. The estimated total cost of advertising and food is around \$6,000 to \$7,000. Gladden House does not have to pay any of the costs. The only thing we are asking from Gladden is to use Gladden Community House as the location to host our art show and for Gladden to lend us some volunteers to help with setting up, keeping an eye on the artwork, and to help with the different events we are hosting. All the money that has been earned from the art show will be donated to Gladden. Gladden Community House can use the money however they see fit, but the only thing we ask is for fifty percent of the money to be used towards something that will expand Appalachian Art culture.

## **Conclusion**

\_\_\_\_\_ Due to budget constraints in schools, the arts have been one of the first things to be cut because they are deemed not "core". We believe that this does a great disservice to the youth of the community. By depriving the youth the opportunity to learn about art we are creating a generation of people uninformed of the importance of art and its history. As a society dedicated to preservation, education, and nurturing growth for Appalachian art culture, we believe that by hosting this event at Gladden Community House the local area will benefit as whole. We believe that through the exhibition and events we will be hosting we will allow the community to learn about the region's history and foster an appreciation for its artwork that will positively impact the community.

What we would like to happen now is to set up a time where we, AAPS, can meet with Gladden Community House to go over an agreement. We have a template of the agreement ready but there are things that we would like Gladden House's input on. For example, what dates would best work for Gladden to hold our exhibition? During this meeting, Gladden can also give us suggestions on what can be done better on our part and if there is any other information you feel like it is important for us to know. Nothing on the agreement is set in stone. We are willing to accommodate Gladden as long as it is reasonable. After the meeting and changes are made to the agreement, AAPS would then like to come to a written agreement with Gladden Community House.

## Appendix



Figure 1. Roger May. Rail bridge across the Tug Fork looking toward Mingo County, West Virginia, June 2014. (Auction Piece)





Figure 2. Roger May. From the series “That Black Dust Settles”



Figure 3. Roger May. From the series “That Black Dust Settles”

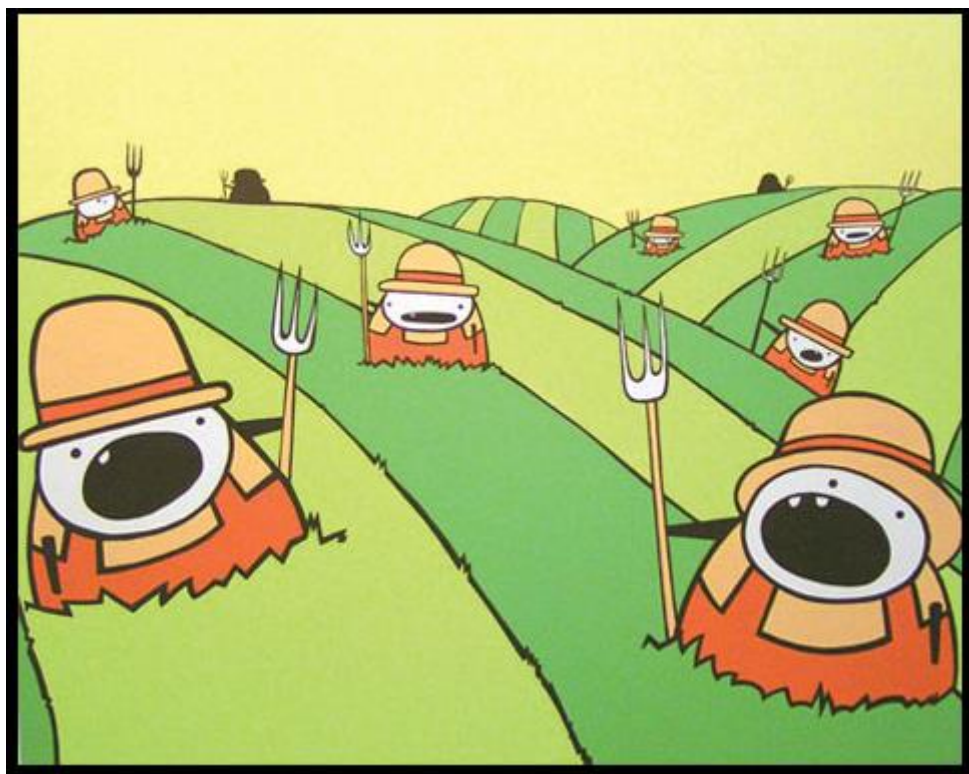


Figure 4. Adam Brouillette. “So Close, So Far”. 5’x4’ Latex on panel. 2008 (Auction Piece)



Figure 5. Adam Brouillette. “Ride of a Lifetime”. 48”x36” Latex on panel. 2012



Figure 6. Thom Glick. "Seven Days"





Figure 8. Thom Glick. "Crawdaddy!" (Auction Piece)



Figure 9. Michael Seiler. "The Asphalt Collection: Dances with Fire #1"



Figure 10. Susan Nash. "Something to Crow About" 54"x54"





Figure 11. Civil War buttermilk jug.



Figure 12. 1888 Friendship quilt.



Figure 13. 1940's Cloth doll.



Figure 14. 20th c. Canvas Mining Cap & Lamp Bracket



Figure 15. Simmons Carbide Lamp, ca. 1915



Figure 16. 1925 The Gibson Tenor TD Banjo

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