ARTISTS • HISTORIANS • COLLECTORS • CURATORS
EXHIBITS CAN BE ANY TOPIC • $2,500 AVAILABLE FOR SELECTED CURATOR

CALL FOR
COMMUNITY CURATORS
ABOUT THE MUSEUM

• Collection started in 1896, building constructed in 1920’s

• Non-profit, volunteer run

• Operations supported by memberships, donations and grants
MUSEUM ROLES

Note that the Museum has no full-time, paid staff

Barbara Mangum: President
• She attends almost every meeting and helps support projects and grant writing; she also maintains the collections

Evelyn Battinelli: Executive Director
• She attends most meetings and supports projects with ideas and local connections

Alison Drasner: Asst. Director
• She supports projects with promotion, design, and logistics

David Guss: Program Director
• He supports projects with concept and logistics
APPLICATION TIMELINE

Deadline
• December 18, 2020 | 11pm EST

Interviews
• Late December/ Early January 2021

Decision
• January 2021

Selected exhibits must be installed within two years of receiving the award grant
APPLICATION DETAILS

Applications must include the following:

Application form
• Located on website

Summary of exhibit concept
• Exhibit title and one sentence summary

Curatorial statement
• One-page statement describing the project and artifacts included
• 6-10 images that typify the artifacts to be included in exhibit

Partners
• A list of potential collaborators and their roles

Outreach + programming ideas
• This should be a summary of concepts
APPLICATION DETAILS

Summary of exhibit title

The Art of Observation (November 2020):

Main Gallery – 40 Years of Somerville Landscapes by David Campbell. Small Gallery – An invitation to participate. Come, Observe and Draw selected objects from the Somerville Museum Collection.
El Dorado Chocolaterie (Winter 2021-2022); excerpt:

How do we tap into the collective unconscious? How to access that aspect of our societal life which might continue to shape of lives but we cannot clearly identify? Most importantly: how much value should we give to it, if we are finally able to unearth it?

El Dorado Chocolaterie—the exhibition proposed to the Somerville Museum for late 2019 by Colombian artist Santiago Montoya and Boston-based curator and scholar Jose Falconi—hopes to open up these questions to the community, by putting together an immersive show for which we hope to transform the whole gallery space into a chocolate shop. The idea—as the images show—is to use the complete space of the gallery to have a functional place for serving an array of chocolate drinks. The space will be designed by the artists in its entirety—from its cuos to its curtains—and will include a number of chocolate sculptures derived from his research done on the myth of “El Dorado” in Colombia.
APPLICATION DETAILS

El Dorado Chocolaterie (Winter 2021-2022):

Curators will also try to incorporate objects from the Museum’s collection.
APPLICATION DETAILS

Outreach and programming examples

The Somerville Museum
Presents a Community Curator Exhibition:

The Art of Observation
David Campbell: A Retrospective
November 5, 2020—February 20, 2021
Community Curator, Debra Olin

The Somerville Museum
One Westwood Road
Somerville, MA 02143

Draw What You Know: Virtual Exhibit
Emily Acolos's 6th grade art class at the East Somerville Community School will be drawing everyday scenes and objects of interest to them in and around their home. This will be a virtual exhibit on the website.

Home is Where the Art is: November 2020
This program invites Jessica Howard’s Somerville High School’s portfolio class to draw what is visually interesting or meaningful to them in their immediate environment. Their drawings will be showcased through the Museum.

Curator Talk + Studio Tour: December 2020
A recorded virtual tour of Campbell’s studio, also featuring Community Curator, Debra Olin.

Somerville As Muse: January 2021
Much like Campbell, many Somerville artists use the City as muse. This event will highlight those artists in a virtual and hopefully, live event.

Closing Reception: Saturday, January 29, 2021 | Time TBD

Tickets + Admission
Tickets to exhibit must be purchased in advance. To learn more please visit the website at www.somervillemuseum.org and the Museum’s Facebook and Instagram pages.

Hours may vary during COVID-19 pandemic.

The Somerville Museum is supported in part by generous contributions from the membership of the Somerville Museum.

The exhibit has also been made possible in part by the National Endowment for the Humanities: Exploring the Human Experience. Any views, findings, conclusions, or recommendations expressed in this exhibit do not necessarily represent those of the National Endowment for the Humanities.

POSTCARD FRONT

POSTCARD BACK
EXHIBIT CONCEPTS

• Must adhere to Museum’s mission driven
• This is a partnership with the Museum and we will work closely with selected curators
• Exhibits should foster dialogue among local artists, historians, educators and the broader community to enrich understanding and lifelong learning
• Must relate to some or all of the Museum’s directives: HISTORY, ART + CULTURE
Mission

As the only membership supported, community-based cultural institution of its kind in Somerville, the Somerville Museum is the City of Somerville’s mirror, playing a central role in preserving the past, reflecting the present, and helping to shape the future of this diverse urban community of 76,000. Through its innovative programming, the Museum seeks to engage our audience in an ongoing dialogue with local artists, scholars, and educators with the larger aim of fostering cultural education and understanding.

🔗 Edit
EXHIBIT CONCEPTS: HISTORY

• Relate to Somerville’s history

• Examples:
  • *Triple Decker Ecology* (detailing the local environment over the years)
  • *Lost Theatres* (a history of 14 movie theatres and neighborhoods they helped define)
Upcoming exhibit at Inside Out Gallery:

**Penny Chronicles and the Stories They Tell**  
(Labor Day 2021)

**Triple Decker Ecology**  
(Winter 2018)
EXHIBIT CONCEPTS: ART

• Coordinate with local artists

• Examples:
  • *Triple Decker Ecology* (collaboration with artist, David Buckley Borden to create artwork for exhibit)
  • *The Art of Observation* (retrospective of David Campbell’s work)
EXHIBIT CONCEPTS: CULTURE

• Issues and concepts that relate to local culture with related programming

• Examples:
  • *Our Somerville, Our Stuff* (whole community collaboration)
  • *The Art of Observation* (working with local students and inviting other local artists to participate)
Our Stories, Our Stuff, Our Somerville Exhibition
(Spring 2019)
Faith in a City
(Fall 2020)
EXHIBIT DESIGN

- Use of Museum’s collections encouraged, but not required
- Collaboration with artists, historians, educators and local organizations
- Museum has six (6) moveable walls, which can be moved for seating during programs either; these cannot be removed from space
- Max Capacity = 200-300 during reception; 70 seated
- Duration of exhibit = 8-12 weeks
- Curator is responsible for setup and taking the exhibit down at the end; We will help, but Curator should round up a team of friends and volunteers
- Understand that the Museum may rent out the space or hold events during exhibit and the exhibit walls may move
PROGRAMMING

• Each Curator should create at least three (3) programs during the time their exhibit is up
  • Examples: concerts, lectures, readings, film screenings, gallery tours, workshops and talks in area schools
  • Curator talk is almost always included as event
• All programming will be free to members and $10 for general public (exhibit admission is $5/person; members free)
• Curators might be asked to lead tours for local schools and non-profit groups
• Programs can be in Museum or out in the community
PROMOTION

Curators are responsible for:
• Working with the Museum for additional outreach and promotion
  • Local media, social media, print media, digital billboards, etc.
• Collaborating on creating promotional materials, but all must be approved by the Museum’s graphic designer
  • Graphics for promotion, postcards for mailing, banner for front of the Museum, interior signage, context for website and social media
• Helping to promote exhibit and Museum at local events
  • Fluff Festival, Artbeat, etc.
MEETINGS

• Curators are encouraged to attend monthly Program Committee Meetings to discuss design and progress
• Curators might be invited to meet more often, as needed
BUDGET

Example budget is just a guideline and includes some estimated operating costs that might useful for other grant applications

- The Museum grants $2,500 to each selected curator to help offset exhibition costs
- Curators must submit a budget, including costs for these categories (see budget for more detail)
  - Promotion, exhibition design, reception, programming, operations
- Curators are responsible for securing more funds as needed to cover additional costs
  - Grants, sponsorships, etc.
- The Museum donates some of the Asst. Directors time to help with design, promotion and installation
<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST ESTIMATE</th>
<th>RESPONSIBILITY</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$180</td>
<td>Promotion</td>
<td>Museum actual cost</td>
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<tr>
<td>Postcard printing</td>
<td>$400</td>
<td>Community Curator</td>
<td>approximate; postcards must be at least 5 x 7&quot;</td>
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<td>Postcard postage</td>
<td>$100</td>
<td>Museum</td>
<td>(for postage to our approximate</td>
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<td>Posters printed</td>
<td>$50</td>
<td>Community Curator</td>
<td>approximate</td>
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<td>Promotion by Museum Staff</td>
<td>TBO</td>
<td>Museum</td>
<td>This supports assistant from Asst, Director and</td>
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<td>Advertising (ex. Scope)</td>
<td>$225</td>
<td>Community Curator</td>
<td>This is completely optional</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$955</strong></td>
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<tr>
<td><strong>Exhibition Design</strong></td>
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<td>Wall prep (paint, supplies)</td>
<td>$50</td>
<td>Community Curator</td>
<td>approximate; the Museum has some supplies.</td>
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<tr>
<td>Framing and/or matting</td>
<td>$500</td>
<td>Community Curator</td>
<td>depends on exhibit</td>
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<tr>
<td>Vinyl lettering</td>
<td>$250</td>
<td>Community Curator</td>
<td>approximate</td>
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<tr>
<td>Exhibit guide printing (visual pamphlet or</td>
<td>$500</td>
<td>Community Curator</td>
<td>approximate</td>
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<td>Artist material costs/supplies</td>
<td>$500</td>
<td>Community Curator</td>
<td>varies</td>
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<td><strong>Subtotal</strong></td>
<td><strong>$1,850</strong></td>
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<td><strong>Reception</strong></td>
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<td>Liquor License</td>
<td>$100</td>
<td>Community Curator</td>
<td>optional; this is one-time cost to serve</td>
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<td>Alcohol</td>
<td>$200</td>
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<tr>
<td>Food</td>
<td>$250</td>
<td>Community Curator</td>
<td>varies; the Museum will assist with food using</td>
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<tr>
<td>Cups, napkins, plates, utensils</td>
<td>$100</td>
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<td><strong>Subtotal</strong></td>
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<td><strong>Programming</strong></td>
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<td>Speakers, musicians, etc.</td>
<td>$500</td>
<td>Community Curator</td>
<td>honorarium for speakers, musicians, etc.;</td>
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<tr>
<td>Refreshments</td>
<td>$250</td>
<td>Community Curator</td>
<td>optional, The Museum has some resources to</td>
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<tr>
<td>Promotion</td>
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<td>varies</td>
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<td><strong>Subtotal</strong></td>
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<td><strong>Staffing</strong></td>
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<td>(1) paid staff-member to cover gallery</td>
<td>$1,000</td>
<td>Museum</td>
<td>This estimate is approximate and based on opening hours Thursdays (2-7pm), Fridays (2-5pm), Saturdays (12-5pm)</td>
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<tr>
<td>hours during 10-week show</td>
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<tr>
<td>Heating the Museum</td>
<td>$2,500</td>
<td>Museum</td>
<td>$20/hour for heat (old estimate); during an</td>
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<tr>
<td>Electricity</td>
<td>$100</td>
<td>Museum</td>
<td>$5/day for electricity</td>
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<td><strong>Subtotal</strong></td>
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<tr>
<td><strong>TOTAL BUDGET</strong></td>
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OPENING RECEPTION

- Admission: $5/person; members free
- The cost for related programming will be $10/person; members free
- Curators are responsible for obtaining liquor license, if wanted
  - $100 for one night event
  - Liquor can’t be donated or from a local liquor store
  - Someone must always serve the liquor
- Museum Open Hours: for duration of show the Museum is open on Thursdays (2-7pm), Fridays (2-5pm) and Saturdays (12-5pm); Sundays are reserved for other programming
OTHER EXPECTATIONS

• Curators will have security access to Museum calendar for planning, developing programming and meetings
• Curators cannot access Museum’s private collection without assistance from the President
• The Museum may rent out the space for private events during the exhibit when the Museum is not open for regular hours
APPLY TODAY!

- Deadline: Friday, December 18, 2020
- Applications details and documents on website
- All applications emailed to: info@somervillemuseum.org
- For more information contact Alison Drasner at: Alison@somervillemuseum.org