

Faculty and Staff Diversity Mini-Grant Final Report

Project title _____ Oaxacan Art Exhibit _____

Grant Recipients Ferris Art Gallery, Office of Multi-Cultural Student Services, Artworks,
Kendall Galleries

Date Project Started _____ September 10, 2013 – October 31, 2015 _____

Amount of Money Funded by the Mini-Grant _____ \$4000.00 _____

1. How was the grant used to address a diversity or inclusion related goal?_The grant was used to bring an awareness of and appreciation for the rich Mexican cultural tradition of Oaxacan Art to our campus and community. The grant recipients arranged the visit and exhibition of 2 leading International artists, Maria & Jacobo Angeles from Oaxaca Mexico. The artwork was on display in various locations including the upper gallery at Artworks, display cases on campus in Williams Auditorium and FLITE. A portion of the exhibition was also on display at the Kendall Gallery in the Woodbridge N Ferris building in Grand Rapids.

During their visit the artists provided educational presentations on the campus of Ferris for FSU students and at Artworks for community members. Maria & Jacobo Angeles spoke about the tradition of this very specific Oaxacan Mexican art style and the regional symbolism of the forms and patterns as it relates to their culture. They shared with our visitors the role of apprenticeship in passing the craft through generations of family members; they also demonstrated the process of developing pigment from plants & insects found in the Oaxacan region and led a group of students and community members in applying the pigment to miniature Oaxacan sculptures that were prepared by Maria & Jacobo for the demonstration. Numerous visitors attended the exhibit and events which helped to promote and understanding of and appreciation for Mexican heritage, traditions, and the Oaxacan region.

2. Describe the audience that was impacted by the grant's implementation.
Provide quantitative data, if available.

Our audience consisted of Ferris and Kendall faculty, staff and students, as well as, the Big Rapids and Grand Rapids communities and visitors.

It was difficult to track visitor attendance for the exhibitions. The work was on display for two months in prominent locations on the FSU Big Rapids campus. The Williams Auditorium display attracted attention from visitors to concerts, presentations, and events held at the auditorium. It is also a high traffic area for students, faculty and staff who work, teach or take classes in the Starr Building and Science Building. The second display case installation was in FLITE first floor lobby. This is also a very high traffic area that is seen by community residents, faculty, staff, and

students. The main exhibition at Artworks was also difficult to track as there are no full time docents to record visitor records. According to their guest book over 250 people signed but many more attended without signing in. The Art Gallery recorded attendance of 301 people who attended the Opening Reception, the guest lectures & presentations at both IRC and Artworks, please see attached flyer for all events.

Kendall Art Gallery did not keep attendance records. The work was on display in the Woodbridge N. Ferris Building, Grand Rapids in a main display case in a very high traffic area for Kendall faculty, staff and students, as well as, Grand Rapids residents and visitors to the Kendall Galleries.

Artworks was impacted through a gift that came through a surprise collaboration with Jack & Susan Batdorff. The Batdorff's had a collection of Oaxacan art that they donated to Artworks to exhibit and sell during "Creatures Great & Small; The Rich Tradition of Oaxacan Art." All proceeds went to Artworks. This exhibit generated Artworks greatest sales record which assisted in keeping their doors open and programs continuing.

In all I would expect exposure to the exhibits was well over three thousand individuals but could be well above that number. This is based upon the records that were kept along with an average for attendance per month to both Kendall and FSU Art Galleries.

3. Grant recipients are required to provide a short narrative that details the specific efforts each of the collaborators made to the implementation of the grant.

Sarah Joseph, Gallery Director KCAD – provided exhibition space and installation of work in the KCAD gallery

Carrie Weis, Gallery Director FSU – curated the exhibition, contracted the artists and provided exhibition space and installation of work in the FSU display cases. Provided PR & Marketing.

Artworks – provided the entire upper gallery for the main exhibition of the work. They provided space for one demonstration, one presentation and the opening reception. Provided exhibition space for Jack & Susan Batdorff collection of Oaxacan art.

Michael Wade, OMSS – provided space and PR for one campus demonstration and presentation. Supported events through OMSS PR & Marketing efforts.

4. What is your overall assessment of the project's impact on the Ferris community? How did this impact compare to what you expected?

I believe activities like this have deep, meaningful, and far reaching affects; most of which we may never know about and cannot measure. One example of this is a story that Franklin Hughes shared with me over a year after the exhibit was over. Franklin had been contacted by two Ferris students (acquaintances through his church) who were traveling to Mexico on a mission trip. They were so interested in the Oaxacan art and region from the exhibit that after the mission assignment had ended, they took the time and effort to travel to Oaxaca and meet Maria & Jacobo Angeles and to visit their art studio. They purchased a piece of their art as a gift to Franklin and returned with wonderful stories about their personal experiences and their goal to meet the artists.

This exhibit not only impacted numerous individuals within our region but it also impacted two incredible artists, their family, their students, and the relationships with other families and artists within their Oaxacan region. Maria and Jacobo always bring artwork from their students and other local Oaxacan artists to show and sell in support of their community.

Jacobo and Maria had wonderful, personal experiences while here in the US. Since then, they have shown their work in Tucson Arizona and people from our community who are wintering in Arizona attended those receptions and events. Through these interactions we have brought awareness and appreciation for both cultures. This was a component that never occurred to me.

My overall assessment of the project's impact is that it was far greater than I expected. I knew that featuring the work of a different culture, one whose historic impact is significant would provide a rich experience for all who would partake in the events. I did not however expect that it would enrich so many individuals in such personal and intimate ways. Ways that I would not be aware of without the sharing of stories months after the event ended.

5. Present a final budget including all funds received and spent related to the project, with special focus on the funds received via the Diversity Mini-grant.

Itemization

September & October Exhibit: Oaxaca Art

Monthly publication (Newsletter)	157
Invitations	395.41
Shipping of artwork	1372.77
Honorarium (Maria & Jacobo)	5500
to cover: hotel, airfare, meals, rental car, presentations, demonstrations & lectures	
Catering - Reception	295.9
Workshop Materials	600
Total	8321.08
Grant Award	-4000
FSU Art Gallery	-4321.08
	0

Primary Grant Recipient's Signature _____

Date _____