

West Virginia Humanities Council

Mini Grants: **19.2.7708**

Project Title: Mothers of Material: Women and Textile Production in Greenbrier Valley

Grant No. **19.2.7708**

Type **Mini**

Grant Cycle _____

Funded \$ _____

Submitted: Tuesday, January 29, 2019 at 4:15 PM

Applicant: Greenbrier Historical Society

Project Start Date

Project End Date

Grant Request

3/25/2019

4/26/2020

\$1,500.00

Project Title

Mothers of Material: Women and Textile Production in Greenbrier Valley

Has this project been previously funded? No

Has the project director managed a previous West Virginia Humanities Council project? No

Has the applicant organization been investigated for its financial or management practices? No

Does the sponsoring organization receive federal funds, and if so is the organization subject to single audit as required by 2 CFR Part 200, Subpart F? No

Project Summary

The Greenbrier Historical Society is mounting an exhibit on textiles, Mothers of Material: Women and Textile Production in Greenbrier Valley. This exhibit will use objects to tell stories about the women who made them and show the changing role of textiles in society. The exhibit will be held at the North House Museum, a property of the Greenbrier Historical Society, and will be a long overdue update to unchanged exhibit space. The exhibit will not only look at the history of textiles but will also offer hands-on opportunities for visitors to try different fiber arts and better understand the art form that is textile manufacturing. Accompanying the exhibit will be an opening and a family fiber arts day that will have demonstrations, activities, and making spaces.

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Project Narrative

A. Project Narrative

The Greenbrier Historical Society is working to provide new and exciting reasons for visitors to continue to come back to their museum, the North House Museum. Part of that objective is to create new exhibits paired with programs associated with the content of those exhibits. In 2019 we are mounting an exhibit on textiles, Mothers of Material: Women and Textile Production in Greenbrier Valley. The exhibit will open April 26, 2019. We are telling the stories of women who made and manufactured textiles in the Greenbrier Valley. The exhibit will feature a variety of different textiles from our extensive collection. The objective of the exhibit is to have visitors gain a better understanding of the history of textiles, the people that made them, and how they were made. This will be accomplished by telling stories using objects labels and text panels, tactile interactive stations, and hands-on activities, and tour guides who can provide a deeper level of knowledge. At the Exhibit Opening and Family Fiber Arts event, community members from fiber arts organizations will come in and do live demonstrations showing people how fiber art is made. This exhibit will be mounted throughout the whole second floor of the North House Museum and is a major update to exhibit areas that have been stagnant for many years.

B. Humanities Content

This exhibit will explore the history of textiles through objects and the stories of the women behind them. These stories will be grouped under pivotal moments or transitions in history that changed how these textiles were made or the role of textiles in society at the time. We are also exploring the art form that is textile manufacture and allowing people to have hands-on experiences with different facets of textile production including spinning, weaving, embroidery, and dying. We will have a dedicated hands-on room where visitors can try their hand using the tools of fiber artists and enjoying their own creative experience.

C. Sponsoring Organization and Project Staff

The Greenbrier Historical Society collects, preserves, protects, and exhibits historical materials and objects, provides educational experiences and activities, and supports historical inquiry and research. Founded in 1963, the Greenbrier Historical Society is dedicated to community enrichment through education and preservation of the history and culture of the Greenbrier Valley. A regional organization, we serve the West Virginia counties of Greenbrier, Monroe, Summers, and Pocahontas. The Greenbrier Historical Society will be creating and hosting the exhibit at the North House Museum, one of the three historical properties it oversees. As the sponsoring organization, we are working with local fiber arts groups that will help provide materials, equipment, and guidance for our hands-on activity room and live demonstrations at events and programs associated with the exhibit. The Fiber Arts Network in Lewisburg will be helping with bobbin lace demonstrations and other hands-on instruction and Lee Street Studio Fiber Group will help with demonstrations and hands-on activities related to weaving, spinning, felting, and knitting. The project staff consists of Nora Venezky, Executive Director of the historical society who is managing the project, securing funding, advertising, and helping with content development and design. Toni Ogden, the Curator, is working closely with the collection, making object selections, content development, and mounting and hanging the exhibit. Sarah Shepherd, AmeriCorps Member, is assisting with content development and planning, as well as helping with social media. We are also consulting with Quilt Historian Fawn Valentine who has worked with the Greenbrier Historical Society in the past and has extensive knowledge of West Virginia Quilting and Quilters. She is providing valuable content and research assistance.

D. Promotional Plan

The Greenbrier Historical Society will be implementing a marketing plan to publicize the exhibit that will include a press release to local media outlets including the Mountain Messenger, Greenbrier Valley Ranger, WVVA, WV Daily News, Beckley Register-Herald, Pocahontas Times, and other media contacts in West Virginia. We will also be launching a social media campaign to both advertise the opening and events as well and provide additional historical content related to the exhibit on our Facebook, Instagram, and Twitter Accounts. We will also do email marketing to our members and email list subscribers as well as working with the Greater Greenbrier Chamber of Commerce to access their email list. We will also work with the Greenbrier County Convention & Visitors Bureau to distribute marketing materials and advertise the exhibit. Printed posters will be hung in local businesses in Lewisburg and surrounding areas to advertise as well.

E. Plan for Evaluation

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To evaluate the success of the project the Greenbrier Historical Society is going to prototype some of our hands-on activities at an event we are holding March 18th to see if they are successful or how we can modify them to work better. Beyond tracking attendance numbers and participation in different activities we will use docent feedback to evaluate the success of the exhibit along with email surveys to visitors that provide contact information in our sign-in guest book. We will create our own survey to distribute.

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Estimated Audience

In Person 1500

Media 5000

Web 1000

Target Audience

Elementary, Middle School, High School, Adults

Humanities Disciplines

ArtHistory/ArtCriticism, Culture/Traditions/HumanEnv, History

Schedule of Events and Activities

Activity	Date	Location
Exhibit Content Preparation	January 28-April 8, 2019	Greenbrier Historical Society
Printing Exhibit Materials	April 8, 2019	Greenbrier Historical Society/ V1staprint
Ordering Exhibit Supplies	March 25, 2019	Greenbrier Historical Society/ Walker Display Inc.
Hanging Exhibit	April 12-25, 2019	Greenbrier Historical Society
Exhibit Opening	April 26, 2019	Greenbrier Historical Society
Social Media Campaign surrounding exhibit	April 1-June 22, 2019	Greenbrier Historical Society/ Online

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Family Fiber Arts Day Event	June 22, 2019	Greenbrier Historical Society

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Humanities Scholars

Fawn Valentine

705 Maple Ave W
Alderson, WV 24910-9494

(304) 445-7929
fawnvalentine@frontier.com

Humanities Disciplines: Art History/Art Criticism/Art Theory, History

Current Employment: Retired

Academic Degrees: M.A. Liberal Studies Hollins University, B.A. Studio Art Concord College, WV Humanities Council Fellowship: Quilt Search

Major Publications: Valentine, Fawn. West Virginia Quilts and Quiltmakers: Echoes from the Hills. Ohio University Press, 2000.
Valentine, Fawn. "Aesthetics and Ethnicity: Scotch-Irish Quilts in West Virginia." Uncoverings, 1994.

Role in Project: Consultant on textile and quilt history to provide historic information that will be included in the exhibit.

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Budget Summary

	Request	Cash Match	In-Kind Match	Total Match	Total
Honoraria					
Salaries			\$3,600.00	\$3,600.00	\$3,600.00
Travel					
Supplies	\$1,500.00	\$385.00	\$550.00	\$935.00	\$2,435.00
Promotion/Printing		\$35.00		\$35.00	\$35.00
Postage/Telephone					
Equipment/Facilities					
Other					
Total	\$1,500.00	\$420.00	\$4,150.00	\$4,570.00	\$6,070.00

Budget Detail

	Request	Cash Match	In-Kind Match	Total Match	Total
Salaries			\$3,600.00	\$3,600.00	\$3,600.00
Nora Venezky			\$2,000.00	\$2,000.00	\$2,000.00
Toni Ogden			\$1,600.00	\$1,600.00	\$1,600.00
Supplies	\$1,500.00	\$385.00	\$550.00	\$935.00	\$2,435.00
LED Battery Operated Lighting	\$100.00	\$90.00		\$90.00	\$190.00
Text Panel Printing	\$400.00	\$20.00		\$20.00	\$420.00
Retractable Banner Panel Printing	\$500.00	\$50.00		\$50.00	\$550.00
Mounting & Hanging Materials	\$500.00	\$125.00		\$125.00	\$625.00
Spinning Wheel & Loom			\$500.00	\$500.00	\$500.00
Hands- On Room Craft Materials		\$100.00	\$50.00	\$150.00	\$150.00
Promotion/Printing		\$35.00		\$35.00	\$35.00
Poster Printing		\$10.00		\$10.00	\$10.00
Chamber of Commerce Email Blast		\$25.00		\$25.00	\$25.00
Total	\$1,500.00	\$420.00	\$4,150.00	\$4,570.00	\$6,070.00

Additional Funding Sources

Source	Requested	Approved
1 Greenbrier Historical Society Operations Budget Funding	970	970

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Detailed Budget Narrative

Salaries

Nora Venezky, Executive Director, estimates of 5% of salary for In-Kind cost share at \$2,000.

Toni Ogden, Curator, estimates 5% of salary for In-Kind cost share at \$1,600.

Supplies

LED Battery Operated Lighting

As a historic house museum, there is not enough wired lighting installed in the museum to properly and safely light textiles. We are purchasing LED battery operated lighting and using rechargeable batteries to maintain them so we can have a portable and temporary lighting source for this exhibit. These lights are also only 58 lumens, which is a safe level for delicate textiles from a conservation perspective. They can be found on Amazon for \$18.70/ each, for 10 it would cost around \$190.

Text Panel Printing

We budgeted to print 12 text panels, 36"x24" from Vistaprint on their corrugated plastic (yard sign) material, because it holds up well for long exhibit runs and looks professional. Each panel costs \$35 and for 12 would be \$420 total.

Retractable Banner Panel Printing

We would like to use retractable banners for our transition panels, it would involve less wall mounted panels in the historic structure and differentiate between the object panels. We would need 5 of these panels at \$110 each from Vistaprint for a total of \$550. This would also give us the ability to use these in a traveling exhibit capacity after the exhibit is over at the North House Museum.

Mounting and Hanging Materials

The North House Museum has picture rail installed in the rooms we are using for the exhibit, however, we need hanging supplies in order to properly use them for this exhibit and not damage walls. We need special textile hanging bars to support some of our larger coverlets and quilts that we would like to wall mount using a velcro mounting system. We will also hang text panels and mounted images from the picture rail as well. We will be purchasing from Walker Display Incorporated. The price breakdown is below

Hanging Rods	\$9.99	x 30	\$299.70
Textile Hangin Bar 6'	\$31.95	x 3	\$95.85
Textile Hanging Bar 8'	\$39.95	x 2	\$79.90
Hanging sleeves (10 pack)	\$50.00	x 3	\$150.00
Total			\$625.45

Spinning Wheel & Loom

A flax spinning wheel is being donated to our education collection so that we may use it in our hands-on room and allow visitors to try spinning flax. We are also being donated a small floor loom for the run of the exhibit by the Fiber Arts Network to use in our hands-on space as well. This is an in-kind cost share

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Hands-On Room Craft Materials

In our hands-on room, we will need materials so that visitors can try the various fiber arts activities. We will need embroidery thread, embroidery hoops, needles, and linen to do an embroidery activity corresponding to a display of historic samplers. We will need flax to spin on our flax wheel. We will need yarn for weaving. We have already donated wool for spinning. Much of the material will be acquired from in-kind contributions. Other materials have been priced from Amazon and Etsy.

Embroidery Thread 100 skeins assorted colors	\$8.99
Natural Linen Fabric and 30 piece Needle Set	\$9.69
Unbleached Flax One Pound	\$22.00
Yarn	\$6.00
12 piece set 5" embroidery hoops	\$17.21

Promotion/ Printing

Poster Printing

We will be printing the posters advertising the exhibit and corresponding events in-house which will have a minimal cost of \$10.

Chamber of Commerce Email Blast

The Greater Greenbrier Chamber of Commerce sends out emails to its entire email list to promote different events and activities throughout the Greenbrier Valley. We will take advantage of their email list by paying the \$25 fee to use this service.

The rest of our marketing will take advantage of free social media marketing, email marketing, a press release sent to media outlets, and our newsletter with no additional costs.