

9-27-2002

After September 11th- Images from Ground Zero

Museum of Art

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THE CULTURAL AFFAIRS/DISTINGUISHED LECTURE SERIES COMMITTEE GRANT APPLICATION

ORIGINAL

PROVIDE 10 (TEN) COPIES, INCLUDING THE ORIGINAL.
PLEASE PLACE A COPY OF THIS COVER SHEET ON TOP OF EACH COPY

I. Applicant/Organization:	Museum of Art								
II. a. Responsible Organization Officer:	Wally Mason								
b. Title:	Director								
c. Campus Address (include EMail and Telephone):	Carnegie Hall, 581.3255 w@umit.maine.edu								
<p>III. Summary of program requiring funding (title; featured artist(s); speaker(s); scheduled date (s):</p> <p>Art Exhibition:</p> <p>After September 11: <u>Images from Ground Zero</u>, Photographs by Joel Meyerowitz December 6, 2002 - January 18, 2003</p> <p>Expand in fuller detail, a supporting statement with <u>detailed, itemized budget</u>. Funding for current application is contingent upon submission of detailed budget and attendance report for any previous years' grants.</p>									
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">IV. a. Total funding required for program:</td> <td style="text-align: right; width: 20%;">\$ 31,287</td> </tr> <tr> <td>b. Amount committed by applicant organization:</td> <td style="text-align: right;">\$ 7,900</td> </tr> <tr> <td>c. Amount committed by/requested of (please indicate which) other funding sources:</td> <td style="text-align: right;">\$ 13,586*</td> </tr> <tr> <td>d. Amount requested of Cultural Affairs/DLS Committee:</td> <td style="text-align: right;">\$ 9,800</td> </tr> </table>		IV. a. Total funding required for program:	\$ 31,287	b. Amount committed by applicant organization:	\$ 7,900	c. Amount committed by/requested of (please indicate which) other funding sources:	\$ 13,586*	d. Amount requested of Cultural Affairs/DLS Committee:	\$ 9,800
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Signature of responsible organization officer/date:	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  SIGNATURE </div> <div style="text-align: center;"> 09.27.02 DATE </div> </div>								

SPACE BELOW FOR COMMITTEE USE:

*Funding through donor to be identified. Working with Institutional Advancement currently.

\$2500

SEND COMPLETED APPLICATION TO: CULTURAL AFFAIRS COMMITTEE
C/O PRESIDENT'S OFFICE
200 ALUMNI HALL

September 27, 2002

Cultural Affairs Committee
c/o The President's Office
200 Alumni Hall

Dear Cultural Affairs Committee:

The Museum of Art respectfully requests funding for the presentation of an extraordinary art exhibition during the fall semester of the 2002/2003 academic year. Specifically, funding is requested for support of the exhibition: *After September 11: Images from Ground Zero*, Photographs by Joel Meyerowitz. Exhibition dates are December 6 - January 18, 2003. The exhibition was organized by the Museum of the City of New York.

The primary role of the Museum of Art is to bring to the University and central Maine region vital, investigative and scholarly exhibitions, while simultaneously contributing to the dialogue within the international arts community. This is accomplished by organizing exhibitions, producing relevant collateral materials and scheduling critically significant traveling exhibitions. However, the exhibitions and outreach programs, while imperative to the mission of the Museum of Art, are not self-sustaining. It is for these activities that the Museum seeks support.

Implementation: The Joel Meyerowitz Exhibit will be a premier event of the Museum of Art opening at Norumbega Hall in downtown Bangor. Exhibitions, tours and related programs will be available at a minimal admission fee to the general public, free to University of Maine students. Press releases are sent to local, state and regional media, local schools, arts-related and art-specific publications. Exhibition announcements reach a current mailing list of 3,700. Educational outreach will consist of a gallery talk the night of the opening reception as well as directed tours for student, civic and senior citizen groups. The exhibition will include extensive didactic labeling, a gallery guide and explanatory wall panels when relevant. Public presentations by the Museum staff will further enhance the educational mission of the Museum during this project.

Evaluation: The Museum of Art has implemented specific evaluation tools to assist in future programming and heightened professional presentations. The staff meets at the conclusion of an exhibition/program to determine the relative success or failure of a project. Criteria include: attendance, scholarly content of the exhibition, visual appeal of the works of art and installation, impact of scheduling on staff, educational value, quality of publications, marketing results/community interest and staff/docent observations. The value of implementing this evaluation strategy will lead to improved wall text and labels, gallery guides and more effective directed tours.

Please find attached, visual and narrative support documentation for the project.
Thank you for your consideration.

Sincerely,



Wally Mason
Director



Project: Art Exhibition, Museum of Art

After September 11: Images from Ground Zero: Photographs by Joel Meyerowitz

Within a few days of the September 11, 2001 attack on the World Trade Center in New York, the Museum of the City of New York engaged the noted photographer Joel Meyerowitz to create an archive of the destruction and recovery at Ground Zero and the immediate neighborhood. The 9/11 Photographic Archive will eventually number more than 5,000 images and will become part of the permanent collections of the Museum of the City of New York where it will be available for research, exhibition, and publication. Meyerowitz is working with a large format camera, which allows for the greatest detail and color reproduction. The Museum plans to mount an exhibition and publish an accompanying catalogue in 2004 as part of the opening of the new Museum of the City of New York at the Tweed Courthouse adjacent to New York City Hall, six blocks from the World Trade Center site.

The Bureau of Educational and Cultural Affairs (ECA) of the U.S. State Department has asked the Museum of the City of New York and Joel Meyerowitz to create a special exhibition of images from the developing archive that would be sent to major world cities. The purpose of the exhibition is to visually relate the catastrophic destruction of the 9/11 attacks and the physical and human dimensions of the recovery effort. The aim is to provide overseas U.S. diplomatic missions with a dramatic exhibit that reminds foreign audiences of the extraordinary extent of the World Trade Center attacks, documents the recovery efforts and portrays the threat terrorism poses to any metropolitan area, a threat that must be combated at all costs.

The Museum and Mr. Meyerowitz have selected 28 images for the exhibition, which is entitled "After September 11: Images from Ground Zero." The only photographer who has been granted unimpeded access to "ground zero" since September 13, 2001, Meyerowitz is an award-winning photographer whose work is in the collection of the Museum of Modern Art and many other public and private collections in the U.S. and abroad. He takes a meditative stance toward the work and workers at "ground zero," systematically documenting the painful work of rescue, recovery, demolition and excavation. His color photos, presented in a 30 inch x 40 inch format, succinctly convey the magnitude of the destruction and loss and the heroic nature of the response. The exhibit serves as a stunning reminder to audiences of the true dimensions of the attack and the response.

Joel Meyerowitz, internationally known photographer, has published eleven books of color photographs as well as a book on the history of street photography. He is a Guggenheim fellow and a recipient of both the NEA and NEH awards. He recently completed his first film, "POP," a feature-length documentary about a road trip with his father. Joel Meyerowitz was born in New York in 1938. He began photographing in 1962.

He considers himself a "street photographer" in the tradition of Henri Cartier-Bresson and Garry Winogrand, although he works exclusively in color. As an early advocate of color photography, he was instrumental in changing the attitude toward the use of color from one of resistance to revelation. His first book, "Cape Light," is considered a classic work of color photography and has sold more than 100,000 copies during its 20-year life. He is the author of eleven other books including "Bystander, The History of Street Photography," co-authored with Colin Westerbeck. He has had one-man exhibitions in The Museum of Modern Art, The Art Institute of Chicago, The San Francisco Museum of Modern Art, The Boston Museum of Fine Art, and at many other locations both here and abroad. His work is held extensively in museums and private collections.

He has recently produced and directed his first film, "POP," an intimate diary of a three-week trip he made with his son Sasha and his father Hy, who has Alzheimer's Disease. The film is an odyssey, the central character of which is an unpredictable, street-wise and witty 88-year-old man. It is both an open-eyed look at the legacy of Alzheimer's and a meditation on the significance of memory.



Project: Art Exhibition, Museum of Art
After September 11: Images from Ground Zero
Photographs by Joel Meyerowitz
December 6 - January 18, 2003

BUDGET

Total Project Expenses

Staff Salaries and Work-Study Expenses	\$2,288
Director: (\$1,275)	
Assistant to the Director: (\$586)	
Preparator/Registrar: (\$520)	
Work-Study: (25 hours x 25%, \$56)	
Participation Fee	5,000*
Shipping	4,800*
Honarium for presentation by Joel Meyerowitz (per Royce Carleton Inc. speakers bureau)	15,000
Airfare	420
Lodging	110
Website update/maintanance	50
Photography	12
Bulk Mailing	280
Label Preparation/Supplies	200
Wall Text	75
Telephone (All)	80
Slides/Photographs/Film	25
Reception	650
Books/Publications	55
Printing (exhibition announcement)	1,780
Photocopying/Duplication/Gallery Guides	35
Postage	27
Other General Expenses	400
 Total Project Expenses	 \$31,287

Revenue

Museum of Art E&G	\$5,500
External funding source to be raised	\$13,587
Friends of the Museum of Art	\$2,400
TOTAL REQUEST TO CULTURAL AFFAIRS COMMITTEE	\$9,800*
 Total Project Revenue	 \$31,287

*Items in the expenses category for which **CULTURAL AFFAIRS** funding is requested are in **bold italic** type.

Cultural Affairs Committee
including the
Distinguished Lecture Series
200 Alumni Hall
University of Maine

October 7, 2002

To: Wally Mason

From: Kathleen March & François Amar, Co-Chairs

On behalf of the Cultural Affairs Committee, including the Distinguished Lecture Series, it gives me great pleasure to inform you that your proposal, *Images from Ground Zero*, has been awarded \$2,500.00. **Please contact Wanda Legere at 1-1516 before your event takes place to arrange for disbursement of award funds.** Note: Reception and University of Maine System payroll expenses are not reimbursable through this award.

Please note that acknowledgment of the *Cultural Affairs Committee* is required on all promotional materials. **A budget report must be submitted at the conclusion of your event and will be considered for future funding requests.** It is assumed that projects are completed within 12 months, therefore, any remaining balance will be returned to the Committee account for further distribution unless otherwise notified.

The Committee notes that it does not fund more than 50% of the amount for any given program. It also asks applicants to consider the most reasonable honoraria possible, as there may not be funding for the higher amounts.

We, the members of the Cultural Affairs Committee, congratulate you and wish you much success on this project.



FINAL REPORT: CULTURAL AFFAIRS GRANT

Joel Meyerowitz: Images from Ground Zero

After September 11: Images from Ground Zero, Photographs by Joel Meyerowitz
December 6, 2002 - January 18, 2003

The Joel Meyerowitz exhibition was presented as a featured exhibit for the Museum's Grand Opening in Norumbega Hall. A public reception was held December 6 from 4:00 to 8:00 pm. During the relatively short time of the exhibit nearly 1000 visitors attended the museum to view the works.

This exhibition received considerable media attention, especially in light of the subject of the photographs. Reviews of the exhibition appeared in the Bangor Daily News, The Weekly, and The Maine Sunday Telegram. Publicity included: 4500 color announcements distributed to K - 12 schools, colleges, museums and galleries throughout New England as well as the University, Orono, Bangor and surrounding communities, and a listing in Photography in New York International. Group tours were made available to senior groups, social agencies as well as schools with groups coming from as far away as Westbrook High School.

Hours for the exhibition were Tuesday - Saturday 9 - 6 pm and Sundays 11 - 5 pm.

Please find the following attachments:

Final budget for the project
Exhibition announcement
Bangor Daily News Article 12/3/02



FINAL REPORT

Project: Art Exhibition, Museum of Art
Joel Meyerowitz: *Images from Ground Zero*

After September 11: Images from Ground Zero, Photographs by Joel Meyerowitz
December 6, 2002 - January 18, 2003

CULTURAL AFFAIRS GRANT AMOUNT:	2,500.00
Snowman's Printers; 5000 postcard announcements	667.00
Richard Wright LTD; fine art shipping	2,300.20
Total project expenses paid by Cultural Affairs Grant	2,500.00



The eastern view from the base of the north-tower pile. September 23, 2001.



A column from the south tower, which will be the last piece of the buildings to be removed from the site. March 30, 2002.