

8-18-2004

A Maritime Album

Museum of Art

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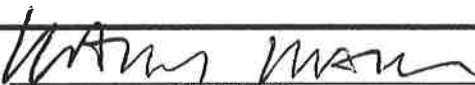
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THE CULTURAL AFFAIRS/DISTINGUISHED LECTURE SERIES COMMITTEE GRANT APPLICATION

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):	Norumbega Hall, 561.3350 w@umit.maine.edu
III. Summary of program requiring funding (title; featured artist(s); speaker(s); scheduled date (s): Art Exhibition: A MARITIME ALBUM, 100 Photographs and Their Stories Presented at the Museum of Art, Norumbega Hall, 40 Harlow St. Bangor January 17 through April 2, 2005	
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.	
IV. a. Total funding required for program:	> \$ 15,275
b. Amount committed by applicant organization:	> \$ 5,075
c. Amount committed by/requested of (please indicate which) other funding sources:	> \$ 600
d. Amount requested of Cultural Affairs/DLS Committee:	> \$ 9,600
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: right;"> 08.18.04 DATE </div> </div>

SPACE BELOW FOR COMMITTEE USE:
*Members of the Museum of Art

\$5,000

please include outreach plan
to reach students

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

August 13, 2004

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 art exhibition during the spring semester of the 2004/2005 academic year. Specifically, funding is requested for support of: *A Maritime Album, 100 Photographs and Their Stories*. *A Maritime Album* exhibition is organized by The Mariners' Museum in Newport News, Virginia. The images were selected by eminent photographic historian John Szarkowski, Curator Emeritus of Photography, Museum of Modern Art, and are accompanied with text by Richard Benson, Dean of the Art School at Yale University. The exhibition will be presented in Norumbega Hall from January 21 through April 2, 2005.

The primary role of the Museum of Art is to bring to the University and the external community vital, investigative and scholarly exhibitions, while simultaneously contributing to the dialog within the international arts community 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: Admission, tours and related programs are free for UM students. The exhibition will include extensive didactic labeling, catalogs, gallery guides and explanatory wall panels when relevant. Press releases are sent to local, state and regional media, local schools, arts related and art specific publications. Exhibition announcements reach a current mailing of over 6000. Educational outreach will consist of directed tours for student, civic and senior citizen groups. 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 more professional presentation. The staff meets at the end 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 the installation, impact of schedule on staff, educational value, quality of publications marketing results, community interest and staff observations. The value of implementing this evaluation strategy will lead to improved wall text, more professional labels, gallery guides and more effective directed tours.

Please see the attached budget, visual and narrative support documents for the project.
Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Wally Mason', is written over a light blue horizontal line.

Wally Mason
Director



FINAL REPORT: CULTURAL AFFAIRS GRANT

A Maritime Album: 100 Photographs and Their Stories January 21 - April 2, 2005

A Maritime Album: 100 Photographs and Their Stories was presented as a featured exhibition of the Museum's Winter 2005 schedule. The exhibition's content was a critical component of 3 University of Maine courses during the spring semester as well as a Penobscot Valley Senior College course which was taught by the director and education coordinator. *A Maritime Album* was well received by the public and the subject of tours from schools, senior groups and social agencies throughout the region. The Cultural Affairs Grant supported field trips for 4 schools from as far away as Jonesport Beals High School in Jonesport and Schenck High School in East Millinocket. During the length of the exhibition over 2000 visitors attended the museum.

The exhibition was covered by local media through various articles relating to its content and curators. Publicity included: 6000 color announcements distributed to K - 12 schools, colleges, museums and galleries throughout New England and surrounding communities as well as an additional 1600 which were distributed to the UM campus community.

Richard Benson, the Co-Curator of *A Maritime Album* and Dean of the Yale University School of Art, conducted a well attended gallery talk at the museum on March 28. Nearly 100 guests learned much about maritime history, photography and the art of photographic printing processes.

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 announcements
Bangor Daily News article, January 25, 2005

www.umma.umaine.edu



FINAL REPORT

Budget:

Project: Art Exhibition, Museum of Art
A Maritime Album: *100 Photographs and Their Stories*
January 21 - April 2, 2005

CULTURAL AFFAIRS GRANT AMOUNT:	5,000.00
Participation Fee	5,000.00
Transportation Fee	4,600.00
Total project expenses paid by Cultural Affairs Grant	5,000.00



Project: Art Exhibition, Museum of Art
A Maritime Album

January 21 – April 2, 2005

Spanning the history of photography and man's evolving relationship with the sea, *A Maritime Album* provides a rare, revealing view of American maritime culture, industry and society. The vintage photographs that comprise this exhibition depict the complex, often deeply passionate relationships of mariners with their vessels and the sea, providing insight into our history as explorers and adventurers in this vast and unpredictable world. The exhibition showcases 100 black and white photographs of the fishing, sailing, and whaling traditions off international shores, as well as naval encounters, shipbuilding ventures and intimate views of daily maritime life that capture notable moments in the 19th and early 20th centuries.

Photography was invented in 1839 during an age of optimism and growth in the United States. Geographic expansion and rapid industrial development showed a vigorous society on its onward march, and the camera was tailor-made to reflect the accomplishments of the era. Nowhere is this more vividly illustrated than in photographers' documentation of maritime themes. The surviving photographic record as presented in this exhibition is powerful testimony to the ways in which the sea has permeated every aspect of national life, from the grand spectacle of naval fleet reviews to the lone fisherman adrift at sea.

A Maritime Album is organized by The Mariners' Museum in Newport News, Virginia. The images were selected by eminent photographic historian John Szarkowski, Curator Emeritis of Photography, Museum of Modern Art, and are accompanied with text by Richard Benson, Dean of the Art School at Yale University.



Project: Art Exhibition, Museum of Art

A MARITIME ALBUM, 100 Photographs and Their Stories
January 17 through April 2, 2005

BUDGET

Total Project Expenses:

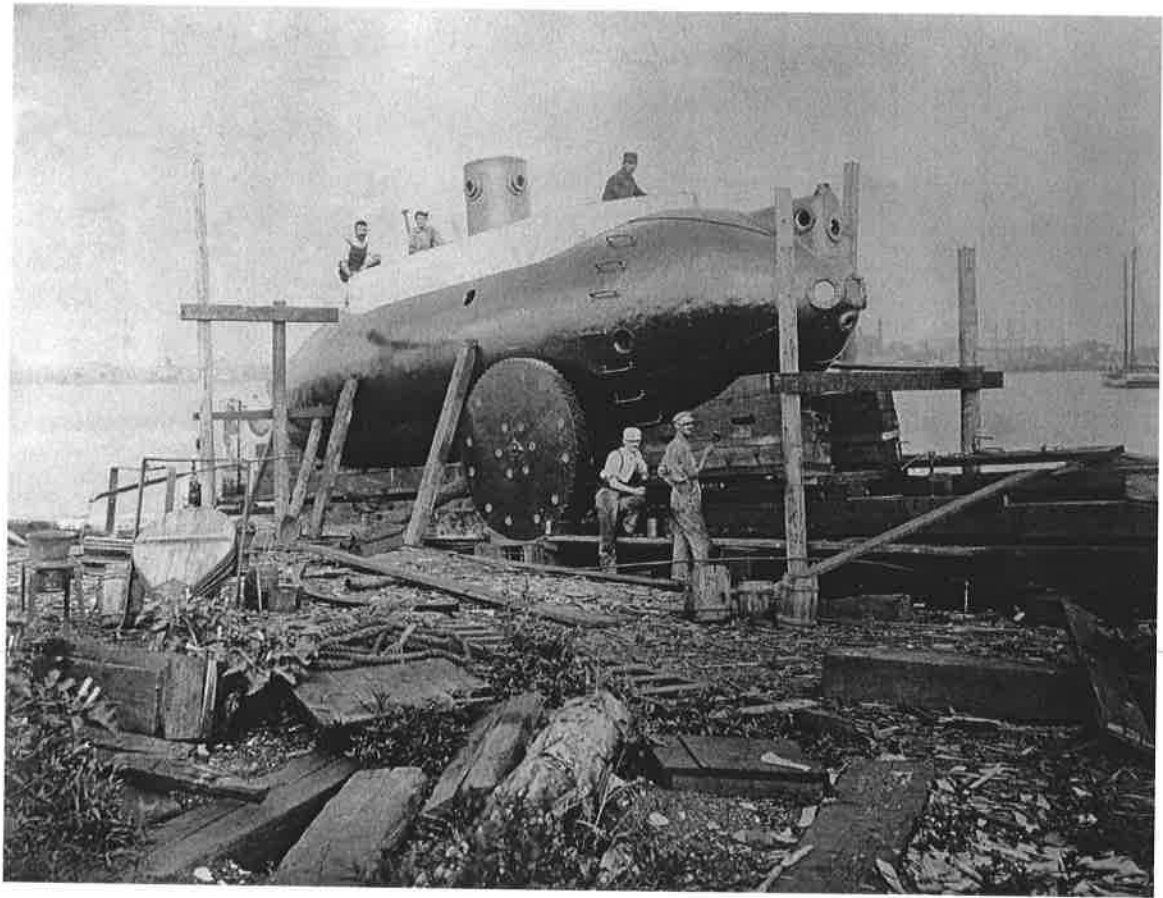
<i>Participation Fee</i>	\$5,000*
Website update/maintanance	150 ✕
Bulk Mailing	800
Wall Text	50
Design	400 ✕
Printing	1,900
Photocopying/Duplication/Gallery Guides	35
<i>Shipping/Handling</i>	\$4600*
Sponsored School Group Visits (37 children + 5 adults admission (\$84) + transportation (\$150) X 10 funded trips =	2340 ✕
Total Project Expenses	\$15,275

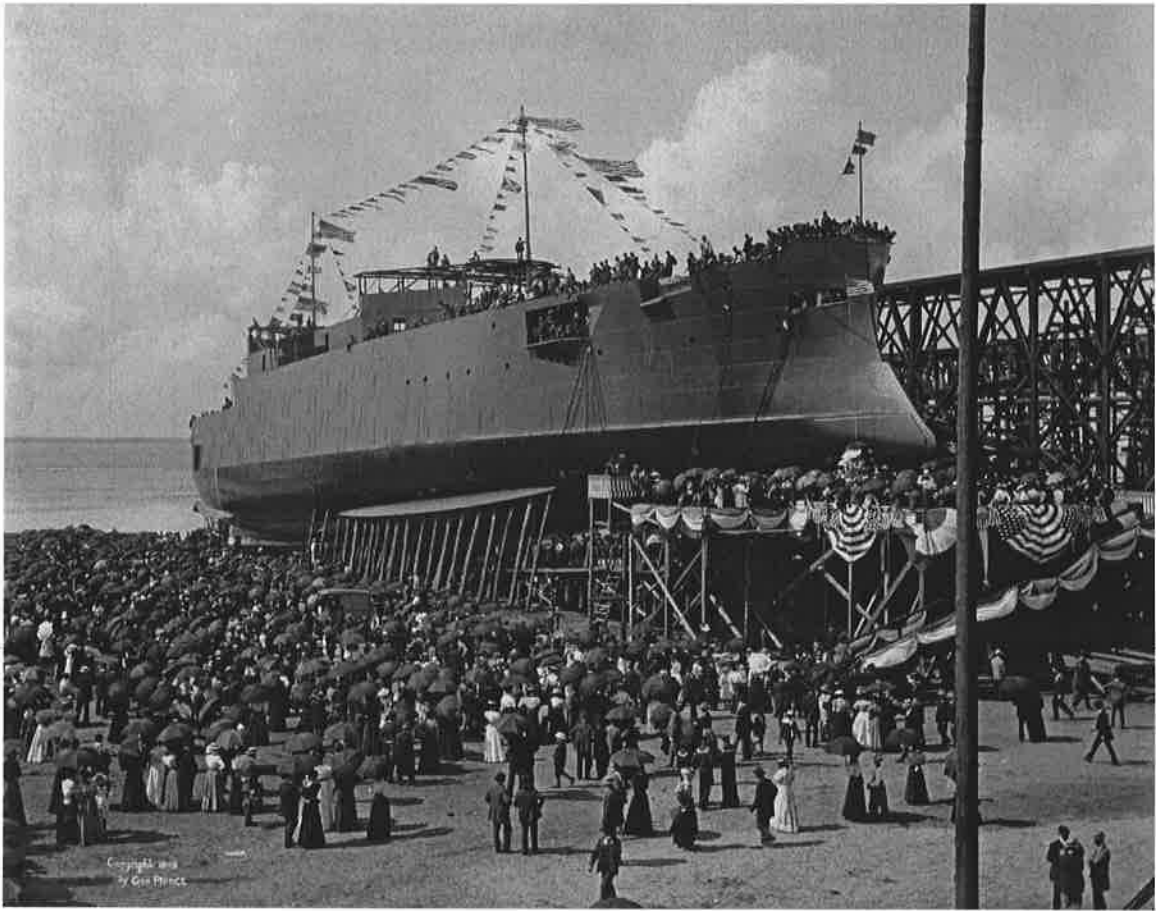
Total Project Revenue:

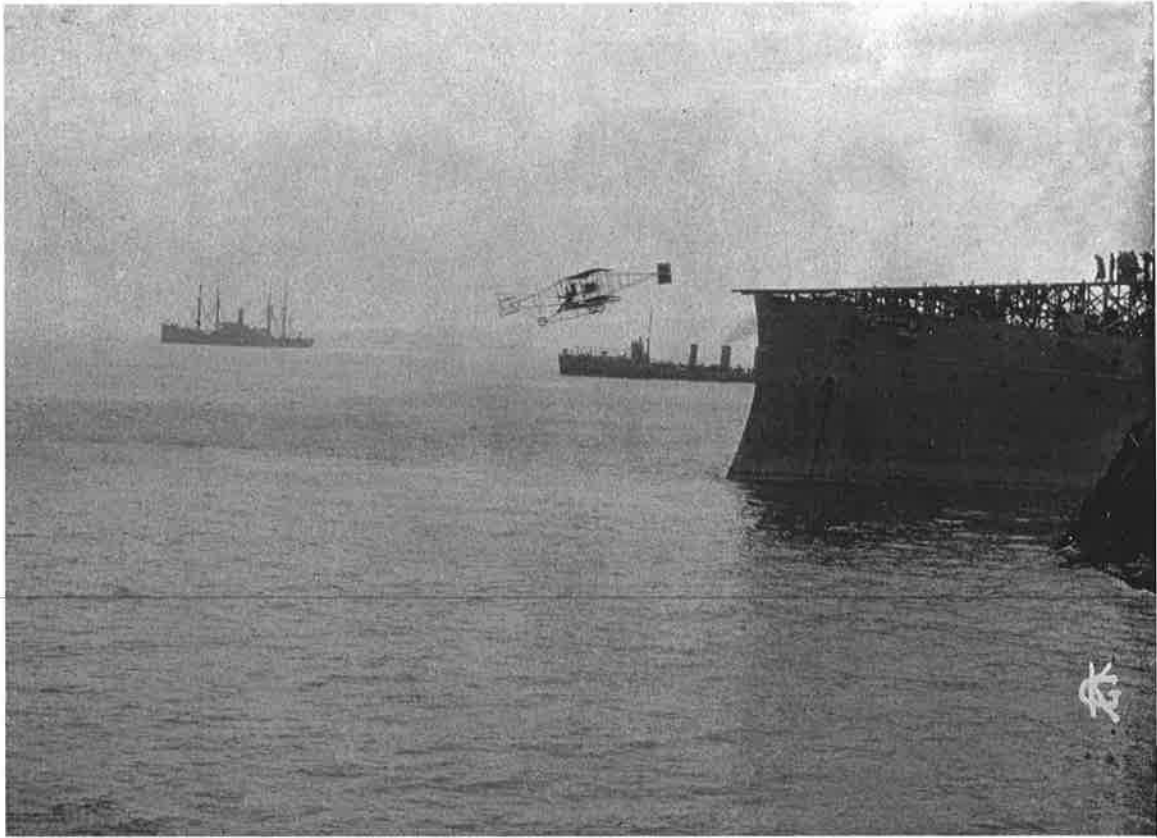
Museum of Art E&G	5,075
Members of the Museum of Art	600
TOTAL REQUEST TO CULTURAL AFFAIRS COMMITTEE	\$9,600*
Total Project Revenue	\$15,275

TOTAL REQUEST TO CULTURAL AFFAIRS COMMITTEE **\$9,600***

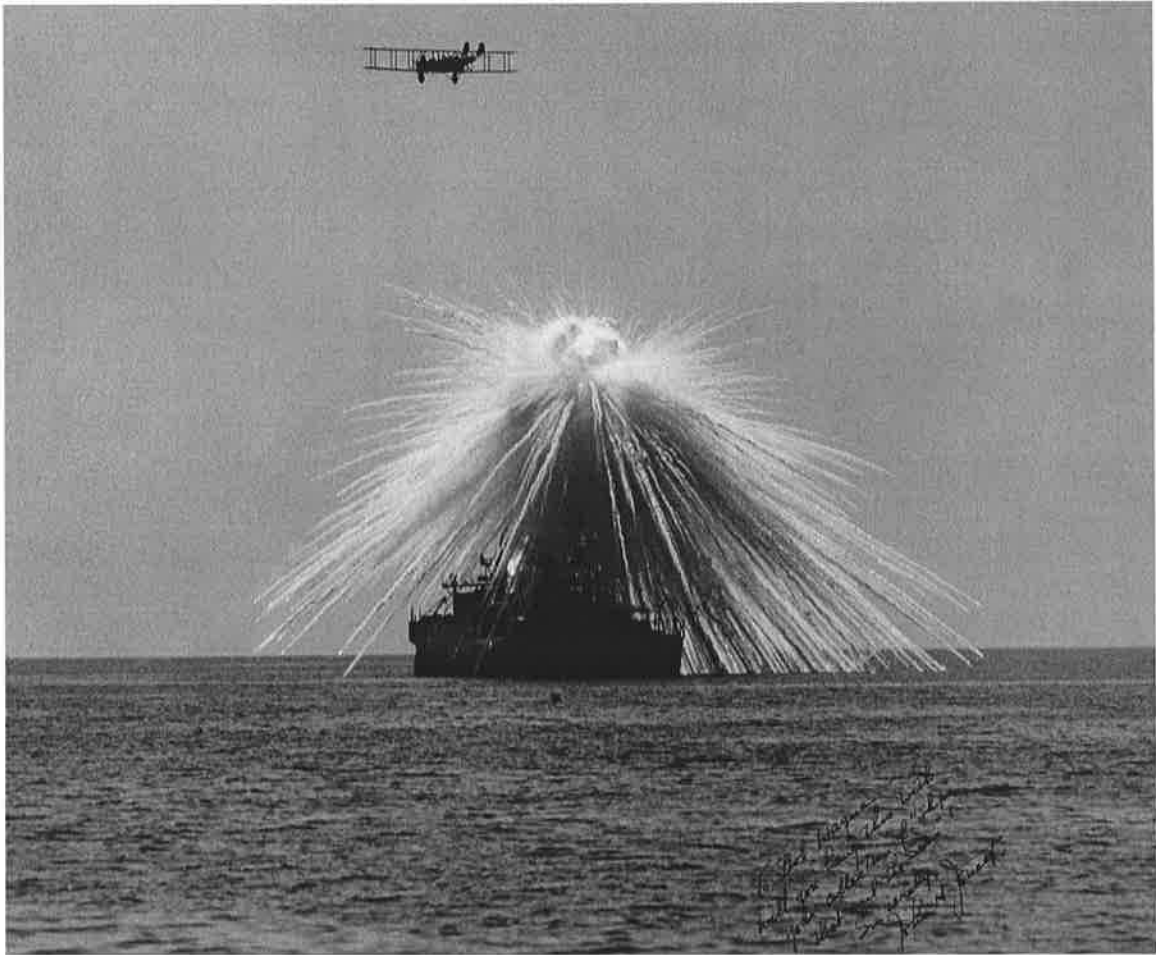
*Items in the expenses category for which CULTURAL AFFAIRS funding is requested are in bold italic type.

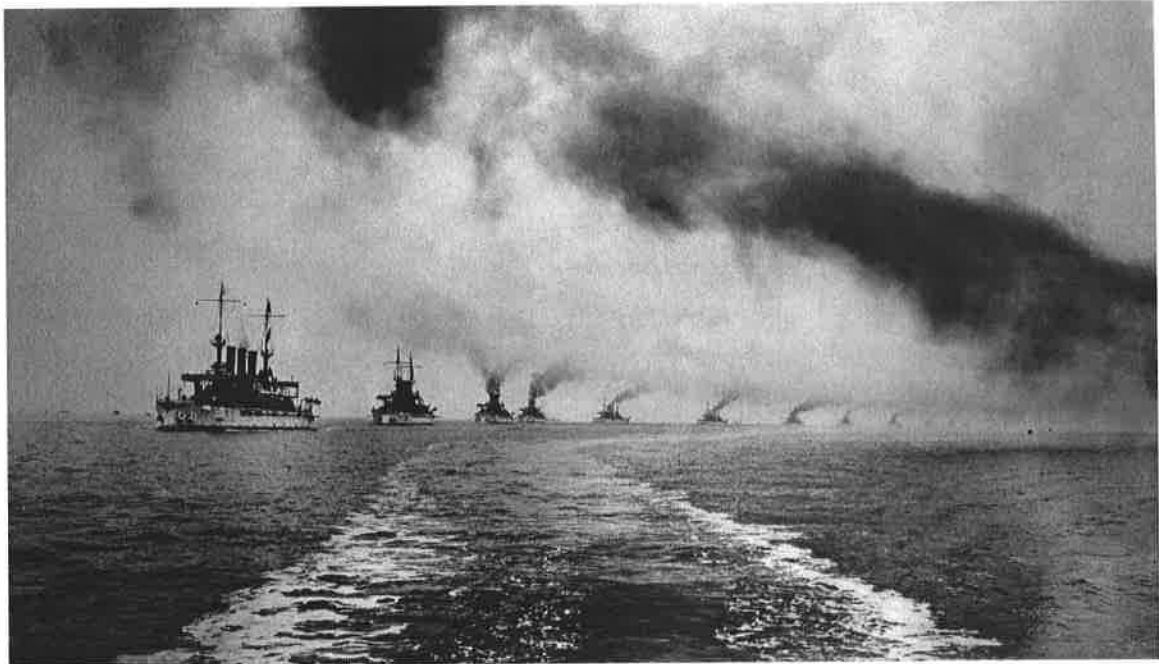














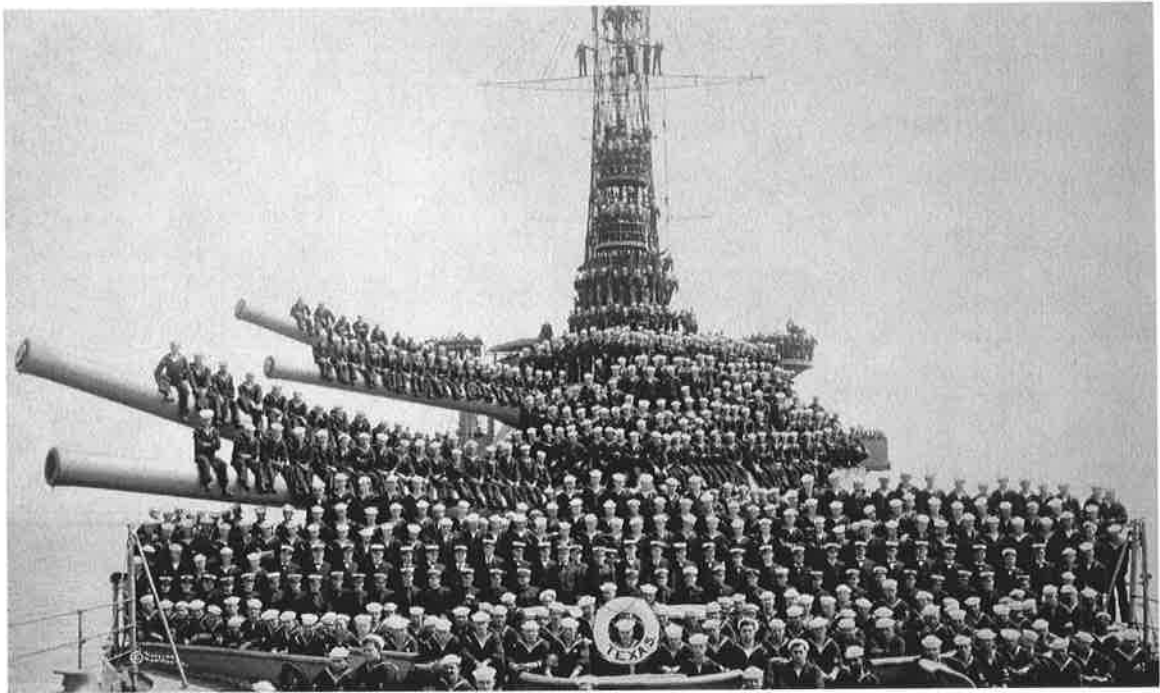


Photo exhibit more than just a snapshot of maritime history

BY KRISTEN ANDRESEN
OF THE NEWS STAFF

A bomb explodes over the USS Alabama, leaving a chrysanthemum of smoke in its wake as a small, delicate plane flies away.

The black-and-white photograph, taken in 1921, is a striking image of the warship. But this warship never went to war. Like the high-pitched wail that interrupts your favorite sitcom from time to time, the dramatic explosion was only a test. At the time of the photo, the U.S. military was trying to see if airborne bombs would be as effective as shells. Clearly, they got the job done.

"Bombing of the USS Alabama" is one of 100 photographs on view at the University of Maine Museum of Art in "A Maritime Album." Museum staff took over the permanent collection to make room for the entire show, on view through April 2. For the exhibit, John Szarkowski, long-

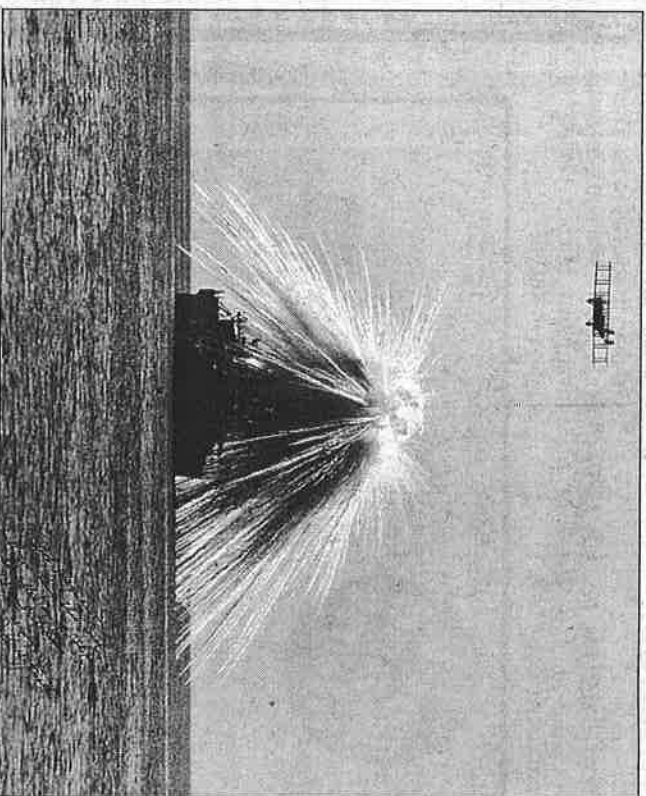


PHOTO COURTESY OF THE UNIVERSITY OF MAINE MUSEUM OF ART

"Bombing of the USS Alabama," photographer unknown.

time director of photography at the Museum of Modern Art in New York, and Richard Benson, dean of Yale University's art school, examined the collection of the Mariners Museum in Newport News, Va. From the museum's archives of more than 600,000 photographs, they culled 100 photographs of historic, artistic and narrative significance.

"The work is pretty wide-ranging in terms of time, from the beginning of photography to the 1950s," UMMA director Wally Mason said, pausing to point out details in a small image of an airplane taking off from a ship's runway. "The history of photography to some degree is par-

See *Maritime*, Page C3

Maritime

Continued from Page C1

alled to the progress of boats and sea vessels. The developments of these large, mechanical objects are chronicled when it happened as opposed to us going back in time and saying, "This is incredible."

Part documentation, part history lesson, part art show, "A Maritime Album" will appeal to a wide range of audiences, which was one of the reasons why Mason chose this exhibit. "They're aesthetic and they were chosen by a fine-art cura-

tor, but they bridge over to where they become something else at the same time," Mason said. "A lot of folks come in here with no relationship to art... A lot of Mainers are connected to the sea, emotionally or physically so that seemed like another reason to do that."

Szarkowski, a photographer and curator, is considered one of the most influential figures in contemporary photography. Benson, also a photographer, is known as a master of photographic reproduction. But the men, who have been friends for decades, have more than the camera in common. They also share a love for the sea.

"The history of the technology of the sea, and the politics and sociology and poetry of the sea, would comprise almost a history of man," Szarkowski writes in the introduction to the book that accompanies the exhibition.

He continues: "Photography describes only a thin chronological slice of the story of man and the sea, but that slice represents a period extraordinarily rich with the overlapping of old and revised and radically new technologies."

Those technologies come to light in "A Maritime Album," from a square-rigged ship's bow

"plunging down into a sea" to a fleet of Volkswagens awaiting transport in a dockside lot. Though several of the images were taken by famous "art" photographers, many were taken by curious, unknown bystanders.

"The photos are anywhere from professional to amateur and I'm not so sure that it matters," said Mason, himself a photographer known for his surreal nighttime images. "Everyone gets a silver bullet once in a while. For some of these amateurs, it's their one moment." And Szarkowski and Benson

describe each moment in detail — the text that accompanies each image is often as compelling as the photograph itself. If you go, be sure to set aside a chunk of time to take it all in. "There's just so much to look at," Mason said.

On March 28, Szarkowski and Benson will give a gallery talk at the University of Maine Museum of Art. Because space is limited to 100 people, museum members will be given first refusal for tickets. For information on the talk or to learn about becoming a museum member, call 561-3350.

BANGOR DAILY NEWS | TUESDAY, JANUARY 25, 2005

STYLE
