

Developing In-House Exhibitions

VIBRANT BEAUTY: COLORS OF OUR COLLECTION



July 2016 until September 2017
Hibulb Cultural Center & NHP

Initial Steps

- Select a theme and a story for the exhibition
- Who is your target audience?
- Write an exhibition description
- What will the title be?



Selecting a theme and a story

- Exhibition on Color (What was the process?)
- Storyline --- Is the “So what of your exhibition?” & “Why does it matter?”



What's
Your
Story?

Who is your target audience

- Again we worked with our group tour specialist
- An exhibition that was geared specifically for children (there are a lot of school tours in the fall, winter and spring)

Paints, Pigments, and Dyes Made From Natural Resources

Various natural resources were used in the past in order to make different paints, pigments, or dyes. Materials such as berries, clays, roots, fungi, and plants were used to make a variety of colors. Dyes for basketry or weaving were made from the juice of berries to create a purple color. Long ago, common colors our people made were red, black, white, yellow, green, and blue.

Indian ^{War} Paint
*Obtained by baking
a certain fungus
found growing on
Trees*

Cedar Root - Basket
Squamish Tribe
Mountain grass dyed
with Oregon grape
yellow. Natural black
swamp roots.

Indian Blanket
Made of Wild Goat Wool
Over 75 Years Old
Color obtained from
Wild Roots & Berries

Above are labels that were used by Tualip tribal member Harriette Shelton Dover (1904–1991) to describe how dyes or paints were made for the artifacts she displayed in her home.

Write an Exhibition Description

Think about the color red? What is the first thing that comes to mind? Whether we are aware of it or not, color impacts our lives. Since time immemorial, color has influenced humans historically, socially, emotionally and artistically.

This interactive exhibit allows visitors to explore how color has impacted our people in the past and how its use has evolved today. The voices of our contemporary artists will share the significance and usage of color as it is another dimension to their artistic works. The exhibit is geared towards youth ages Pre K – 3rd graders. Children will have the opportunity to learn about color through many hands-on activities, informational panels, colorful museum displays and a video.

Pick a Title

- Colors of our Collections
- In Living Color: Hues of Hibulb's Collections
- Vivid Beauty: The Color of Hibulb's Collections
- Creating Art through Color and Emotion
- The Art & Mood of Color at Tulalip
- Vibrant Beauty: The collections and art of Tulalip
- Color Mania! Tulalip Across the Spectrum
- Just Add Color! The Collections and Art of Tulalip
- Simply Color: The Collections and Art of Tulalip
- Color Works! The Collections and Art of Tulalip
- Colors of the Coast – A look into Color at Tulalip
- Color Impact! Our Lives, Our Creations
- Eye Spy Color: A Look into Color at Tulalip
- Color Inspires! Our Lives, Our Creations
- A Colorful Journey: In Hibulb's Collections and Beyond
- COLOR ME!



But in the end...

VIBRANT BEAUTY:
COLORS
OF OUR COLLECTION

Next Steps

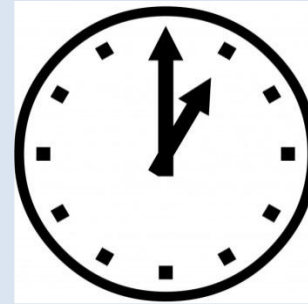
- Develop a timeline
- List the Objectives (The Big Idea)
- Components (Elements of an exhibition
--- Objects, Images, Interactives)
- Exhibition Layout
- Develop a BUDGET (this varies)

Next Steps: Develop a Timeline

(1-1) Panel Development

Panels for Writing, Designing and Development:

- Introductory Panel (1-2.1)
- Lushootseed Color Panel (1-2.2)
- 2 questions for mailbox activity (1-2.3 & 1-2.4)
- Artist panel (Interview Tulalip Artists) (1-2.5)
- Spiritual panel-(Interview Lena) (1-2.7)
- Color Wheel (1-2.8)
- How paints were made (1-2.9)
- Significance of Color to other cultures (1-2.10)

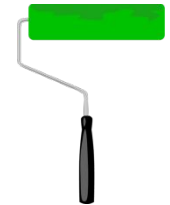


Write Text for Panels	4/1-4/29/16
Panel review and editing	5/2/16-5/6/16
Create and design graphic panels	5/9/16-5/13/16
Submit panels for production to TDS	5/11/16
Install Panels	7/8-7/11/16

Next Steps: Develop a Timeline



Deinstall <i>Project 562</i>	June 13 th -June 16 th , 2016
Painting of Gallery	June 17 th -June 23 rd , 2016
Install Cases & Artifacts	June 24 th -June 30 th , 2016
Labels	July 1 st -July 7 th , 2016
Hang graphic panels	July 8 th -July 11 th , 2016
Video & Interactives	July 12 th -July 14 th , 2016
Exhibition Preview	July 15 th , 2016
Deinstall Color Exhibition	September 2017

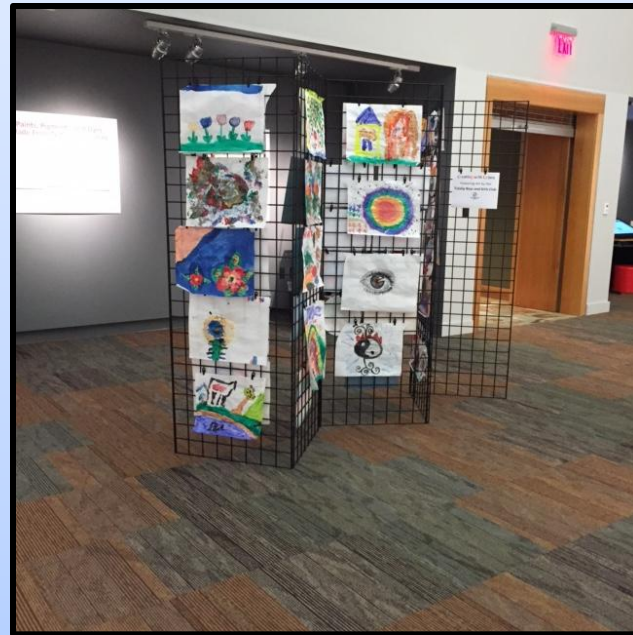


Next Steps: Objectives

- Showcase a variety of Hibulb Cultural Center's collections
- Teach the significance of the colors (red & black) that reflect Tulalip culture.
- Learn what selected colors mean to Tulalip artists today
- Learn about mixing colors
- Learn Lushootseed words for a variety of colors

Next Steps: Components

- Panels
- Artifacts
- Artist quotes
- Interactives
- Wall Decal
- Video
- Instagram photos
- Artwork from Tulalip Boys and Girls Club



Artwork courtesy of the Tulalip Boys & Girls Club

Components

Panels (1-2)
▪ Introductory Panel
▪ Lushootseed Word Color Panel
▪ Color Reflection Activity #1
▪ Color Reflection Activity #2
▪ Artist Interview Panel
▪ Emotional Impacts of Color
▪ Historical Significance
▪ Color Wheel
▪ How pigments were made
▪ Significance of color
▪ Science of Color
▪ How Rainbows are Made
▪ Be the color
▪ Vote for your favorite Color

Labels (1-3)
▪ Write text for artifact labels
▪ Label review and editing
▪ Submit Labels to TDS for Production
▪ Install Labels

Artifacts (1-1)
▪ Artifact Selection
▪ Design Layout Scheme
▪ Artifact Mounts
▪ Installation

Interactives (1-4)
▪ Transparency Color Wheel
▪ Mailbox interactive
▪ 6 sided cube puzzle interactive
▪ Lushootseed Word Puzzle
▪ Touch Screen Ipad Game
▪ Paint Can Magnet Activity
▪ Activity Table
▪ Be the Color

TDS Paint An Artifact Touch Screen Game (1-5)
▪ Concept Development
▪ Meet with TDS
▪ Concept Development
▪ Write Story Line
▪ Obtain Line form art from Ty
▪ Purchase Equipment
▪ Game Development
▪ Test Prototypes
▪ Installation

Mounts (1-6)
▪ Design Mounts
▪ Purchase Supplies
▪ Installation

Youth Art (1-7)
▪ Theme for youth artwork
▪ Meet with Astrid
▪ Pick up Artwork
▪ Install artwork

Wall Decal (1-8)
▪ Select Title
▪ Design Graphic
▪ Submit File to Everett Fast Signs
▪ Install Wall Decal

Video (1-9)
▪ Develop Theme
▪ Select Film developer
▪ Test Run and installation

Instagram Photos (1-10)
▪ Photograph Tulalip
▪ Submit files to printer
▪ Installation

Next Steps: Preliminary Layout

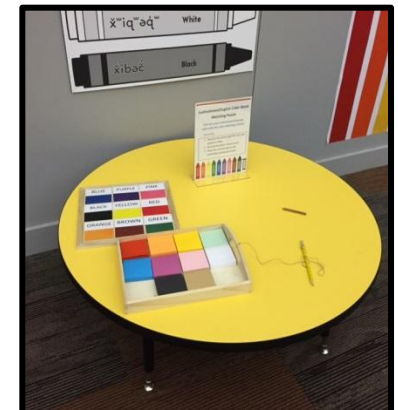


Next Steps: Budget

Items	Each	#	Total	Company
<u>Furniture</u>				
Rectangular Pedestal Case (GB-30224514)	\$1,429.00	2	2690	Gaylord
Square Pedestal Case (GB-16162424)	\$685.00	2	1370	Garylord
activity tables (P149-9887)	159.99	3	479.97	Demco
computer table (P121-5266)	299.99	1	299.99	Demco
Seating- Storytime Stool (P135-8452)	\$31.49	6	\$188.94	Demco
Wire Shelving Unit	66.35	1	66.35	Amazon
<u>Audio Visual</u>				
Ipad	799.99	1	799.99	Walmart
Computer	2600	1	2600	
Touch Screen	400	1	400	
Ipad Kiosk (P205-9236)	419.99	1	419.99	Demco
<u>Supplies</u>				
Spray Paint	3.98	4	17.92	Home Depot
Post-It Notes	7.99	2	14.98	OfficeMax
Magnet Dry Erase Board	79.99	1	79.99	OfficeMax
Dry Mounting Corners				
Wood for puzzle block	9.99	1	9.99	Michael's
Modge Podge/Shellac	7.99	2	14.98	Michael's
Color Coding Labels	43.8	1	43.8	OfficeMax
Magent Paper	135.77	1	135.77	Uline
Paint Mask	105			
<u>Interactives</u>				
Magnet Paint Cans	34.75	1	34.75	Learning Resources
Spy Glass Color wheel	27.13	1	27.13	Learning Resources
<u>Graphics</u>				
Wall Title Decal	300	1	300	Fast Signs
Instagram Photos	0.5	150	75	
<u>Design</u>				
Paint for gallery circular Walls	150		150	Home Depot
ESTIMATED OVERALL COSTS				11,219.54

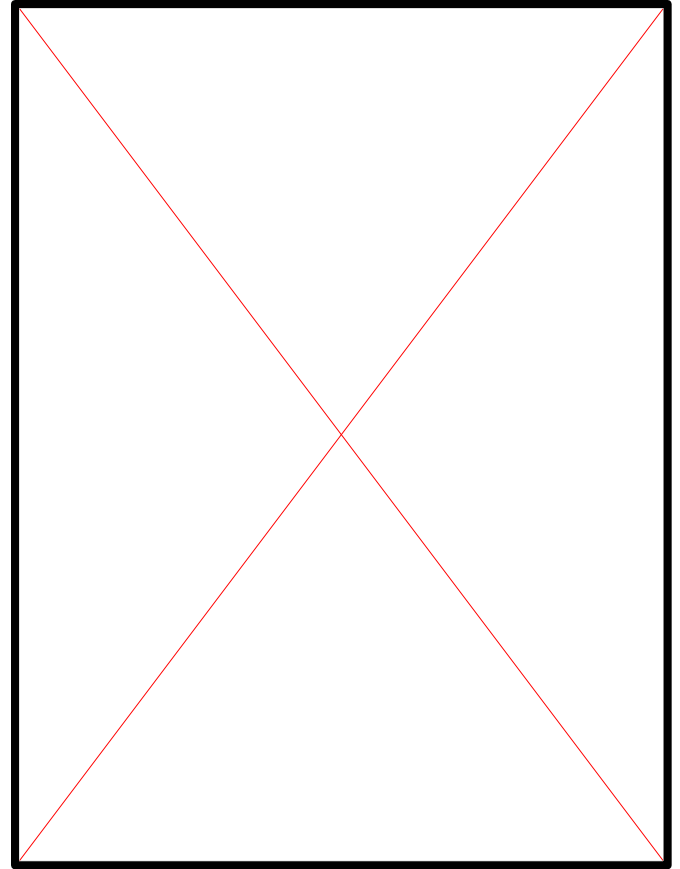
Other Steps

- Research
- Create panels
- Develop interactives
- Object and artifact selection



Other Steps: Research

- Consulted with Community members & Hibulb Cultural Center staff
- Conducted interviews with Tribal artists
- Internet Research
- Consulted with school teachers
- Meetings



Tulalip Artist Interviews

Ty Juvinel

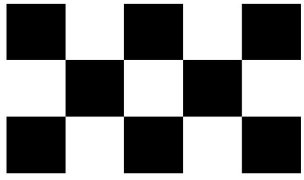
“I use all colors because nature uses all of the colors. Some have more significance like red, black, and white, which have greater significance to us. I don’t have a favorite color because I like to use all of the colors. Color to me is emotion dependent on how I’m feeling. I’m feeling drawn to yellow right now because I want it to be spring. Color is about how I’m feeling. Last week, I liked the color purple. But black is my favorite, too. Out of all the colors, black is my favorite. There is an emotional piece to color. I like to use bright colors because it makes a statement. Color is emotion. Color has to match emotion. If it’s a sad piece, I’m not going to put yellow. The color depends on the emotion of the piece, which is why I shouldn’t limit myself to just traditional colors.”

Tulalip Artist Interviews

Joe Gobin

“I’m more traditional—red and black. It is because of the colors of our Tribe. We use a lot of red. It is why our canoes are red inside. It has a lot to do with the spiritual—you have red face and black face and the two colors go well together. Canoes had turquoise—our people used to make their own dyes—our people would go all the way to Makah. They would trade for a turquoise color when it came time to paint the canoe we took dogfish and we took the livers and boiled them at a low temperature for the oil. We’d mix the pigment. We even went out to make black where we used devils club and burned it into a charcoal. I stick to traditional colors. I like red. It is my favorite color. I have always been drawn to it. I don’t typically use yellow, blue or green. These are more Canadian colors. I try to keep it more traditional.”

Black and White: Are they Colors?



Scientifically speaking, black and white are NOT true colors. However, if you ask an artist the answer will vary. In physics color is a wavelength of visible light. White is a mixture of all wavelengths in the visible light spectrum of red, orange, yellow, green, blue, indigo, and violet, which we have learned are colors of the rainbow.

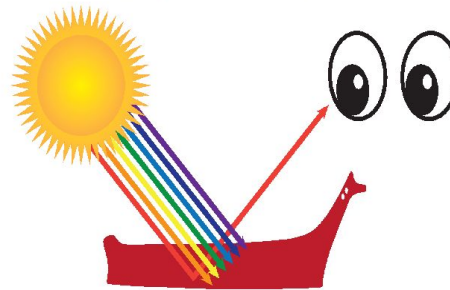
Black is the absence of all colors in the light spectrum. Black and white are common colors seen in the objects of Hibulb's collections because they are traditional colors used by the Tulalip people.

Panels

How we see

COLOR

Light travels from a source (such as the sun) to an object (canoe) which reflects its color's wavelengths (red) to our eyes and brain.



Located at the inner surfaces of our eyes, we have two types of photoreceptor cells related to sight that send messages about color to our brain:

- **Cones** which are sensitive to color.
- **Rods** which are sensitive to intensity.

A History of Color at Tulalip

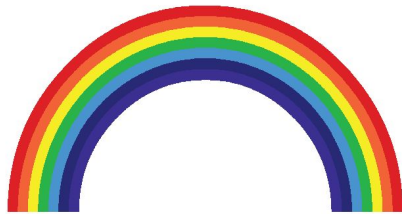
Color holds an important social, spiritual, and historical connection to our people. The colors red and black are the colors of our tribe which can be seen in our logo:



Can you find our logo in this exhibition? These colors represent Tulalip because they have been used by our people since time immemorial. The colors we used derive from the natural materials that were available in the area. Colors evolved to represent sacredness in various traditional uses such as in ceremonies or in objects such as canoes. Historically our canoes were painted black on the exterior and red on the interior.

Color also has associated spiritual and social uses. For example, our people wore different colored face paints such as red, black, and yellow to honor and represent their status or social role in our community. These traditional uses of color have been passed on by previous generations to our future generations and still holds strong in our community today.

Our tribal artists still use the traditional colors while some use non-traditional ones such as neon colors. Today, the majority of our artists use a wide variety of colors due to the accessibility of manufactured paints or other colorful materials available.



Somewhere over the Rainbow

Have you ever tried to chase a rainbow and wondered why you couldn't catch it?

The reason why you can't catch one is scientifically complicated. In order for a rainbow to be made, one million raindrops are needed along with direct sunlight. When the sunlight hits the raindrops, they bounce off of the inside of the drops.

When the light exits the raindrops, it must bend at the exact angle of 42 degrees. If you are standing in the right location at the right time, which would be directly at the center from the rainbow, you can see this magical arc of color!

Lushootseed word for rainbow: q̣'ubac̣šəd

Colors Seen Around Tulalip

How many of these places can you identify at Tulalip?



Tips for Writing Panels


- Don't make them too wordy: AAM recommends 150-170 words or less
- Use legible and easy to read font – e.g. **Century Gothic, Calibri & Arial**
- Use short paragraphs and small chunks, not large blocks of information (Serrell 1996)
- Keep in mind children and the elderly
- Don't overdo the graphics!

Don't Overdo the Graphics!

- PANEL 1

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- PANEL 2

A History of Color at Tulalip

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Tips for Writing Panels from MOHAI (Seattle, WA)

Font Size

18 point (normal caption size)	2.25 feet
24 point	3 feet
*30 point	3.75 feet
48 point	6 feet
60 point (use for title)	7.5 feet
72 point	9 feet



Other Steps: Interactives

Interactive: What Color Did You Wear?

What **COLOR** Did You Wear?

◆ ACTIVITY ◆

Can you tell us what color or colors you chose to wear today? Can you tell us why you chose to wear these colors?

Write your answers on the slip of paper and put it on the cork board.



Interactive: *VOTE* for your Favorite Color

What is your favorite color?

***VOTE* for your favorite color by placing a sticky dot near your color!**



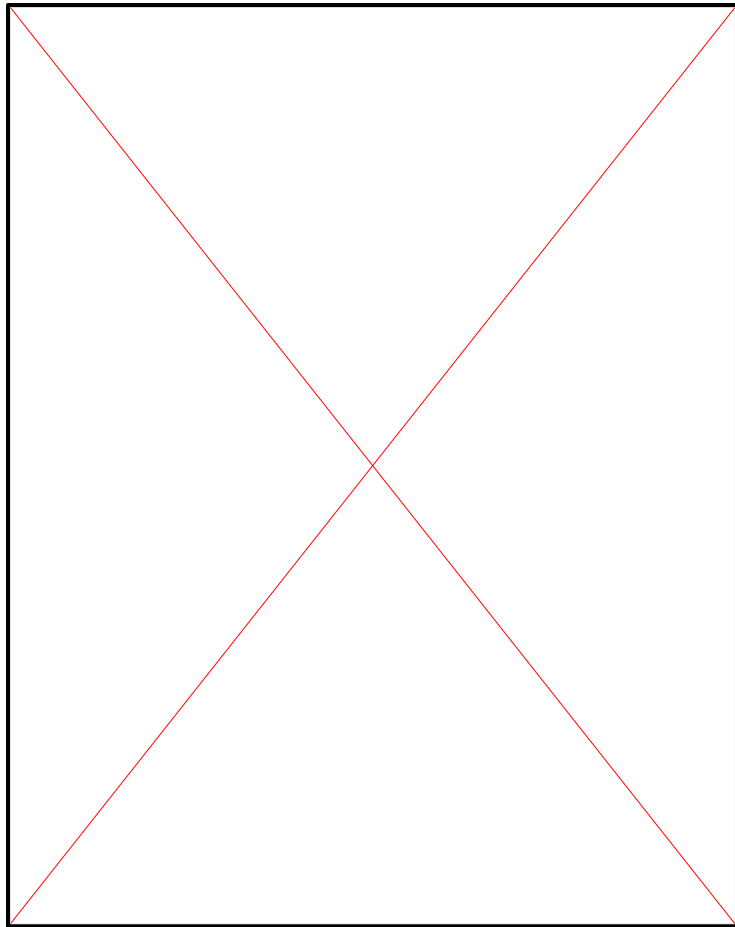
As of August 16, 2016



Interactive: Paint Can Magnet Game



Interactive: Touchscreen Computer Game: LEARN ABOUT COLOR



Learn About Color

Image Information Color A Drawing Color Wheel Tutorial

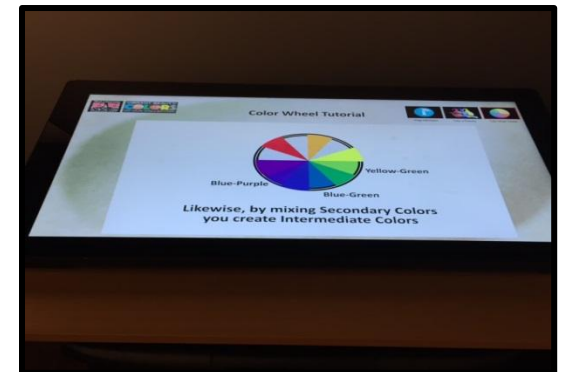
[Current Color Name]

Welcome Figure Basket Canoe

Choose an image on the left. Begin to color.
[Red, Blue and Yellow are PRIMARY COLORS. Now choose one of the colors to create a SECONDARY COLOR]
[Orange is a SECONDARY COLOR. Add another color to create a TERTIARY COLOR]

The instructions will switch out as the user chooses different colors.

The interface features a central drawing area with a placeholder for the current color name. On the left, three small images are shown: a 'Welcome Figure', a 'Basket', and a 'Canoe'. On the right, there is a digital paint palette with six color wells (Red, Blue, Yellow, Blue, Yellow, Red) and a paintbrush. A circular arrow icon is located below the palette.



Interactive: BE THE COLOR



Object and Artifact Selection



Object and Artifact Labels

AASLH recommends...

- Typeface should be legible like **Calibri** or **Arial**
- Text should have contrast such as black on white
- Use upper and lowercase letters in body copy, not all capital letters
- **Font size for labels** should be a least 18 point font
- More visitors read shorter labels and read them more thoroughly than longer labels (Serrell 1996:235).
- **Don't forget to proofread and also have someone else proofread your writing**
- Please refer to Beverly Serrell's book called *Exhibit Labels: An Interpretative Approach* (1996)
- Online labels (www.onlinelabels.com – maestro)

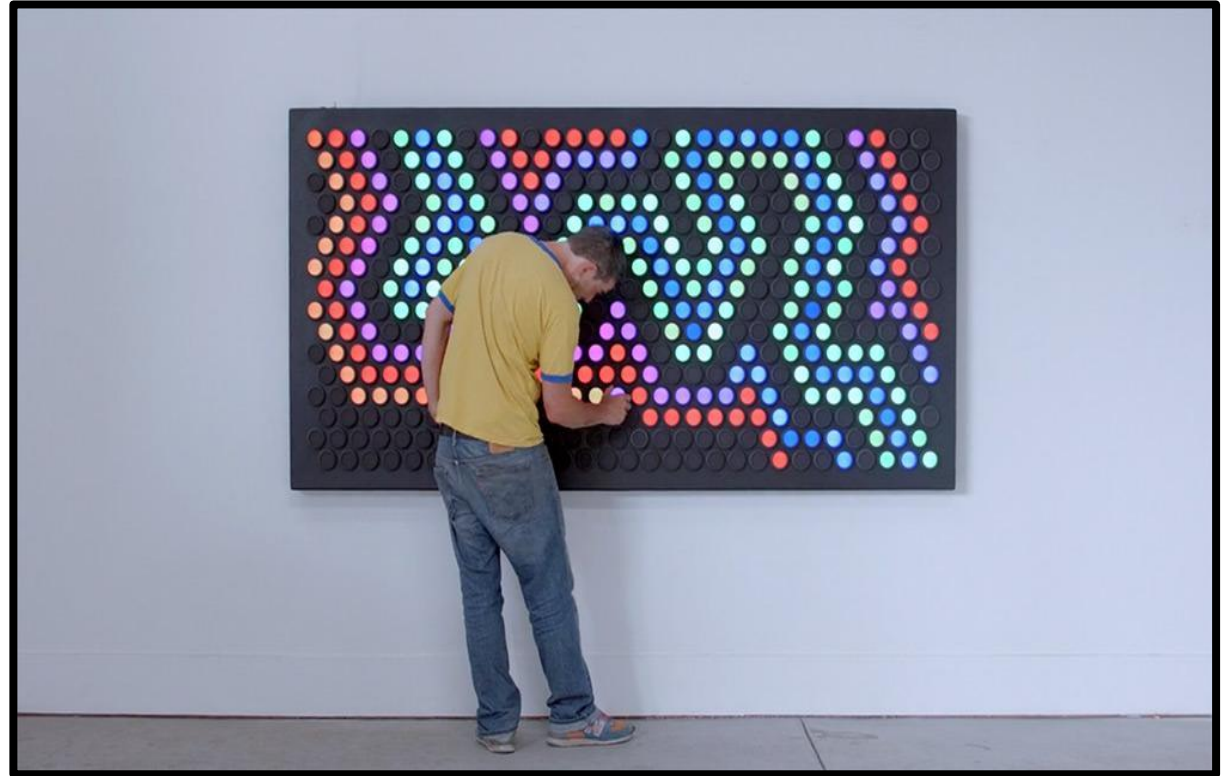
Pros for Developing Exhibits In-House

- 1) Allows for community input – collaboration between HCC staff, the Tribal community, and other Tribal Departments
- 2) Cost effective – Tulalip TDS Graphics did ALL the exhibition panels
- 3) We can tell our story in our own words

Cons for Developing Exhibits In-House

1. Pressure on staff (two person curatorial team)
2. Developing a realistic budget (*too costly*)
3. Realistic expectations: May not have skills or expertise to do everything

Color Wheel & Giant Lite Brite Screen



In Conclusion

- **It's a team effort!** In reality most exhibit development and installation involves a lot of people (*especially from people behind the scenes – like painters, graphic designers, volunteers, etc.*)
- **Positive comments:** We received a lot of great feedback from the Tribal community



Thank You!

- Association of Tribal Archives, Libraries, and Museums
- Hibulb Cultural Center Staff and Volunteers
- Tulalip Tribal members (including Tulalip artists)
- Tulalip Lushootseed Department
- Tulalip TDS Graphics and Computers Department
- Tulalip Construction Department
- Hibulb Cultural Center Tulalip History Project
- Sustainable Heritage Network

Questions and Comments?

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Beaded Crayons by Lita Mowrer