



Accepting Applications for the 2011-2012 Museum on Main Street program *Key Ingredients*, A Smithsonian Exhibit

The North Dakota Humanities Council is pleased to announce a special North Dakota tour of *Key Ingredients*, a traveling exhibition from the Smithsonian Institution. Developed as part of the Museum on Main Street (MOMS) program, this exhibit is designed for institutions that lack regular access to traveling exhibitions due to space and cost limitations. It is particularly aimed at small institutions in rural areas. The NDHC invites museums, public libraries, and cultural institutions to apply to host the exhibition in 2011-2012. We encourage community organizations to work together as partners.

To apply, please answer the questions below and submit the requested paperwork to North Dakota Humanities Council, PO Box 2191, Bismarck, ND 58502, postmarked by **November 15, 2009**. Sites will be selected based in part on geographic distribution throughout the state, with preference given to smaller communities (under 10,000 people) as well as the quality of application including community partnerships and support. Selections will be announced in December 2009. *Key Ingredients* will be in North Dakota from October 2011 through August 2012, with each site hosting the exhibit for approximately six weeks.

While some of the possible host institutions may not be open year-round, your community may have an alternative site that is open to the public during the winter, including such locations as churches, community centers, libraries, or city halls. We encourage you to discuss the options with other community partners, including the mayor's office, Chamber of Commerce, Economic Development Authority, teachers and school administrators, the public library, arts council, and others who may participate in bringing this unique exhibition to your town.

This is the fourth Smithsonian exhibit to tour North Dakota; *Produce for Victory* (2003-04), *Between Fences* (2007-2008), and *Journey Stories* is currently touring North Dakota from May 2009 to March 2010. You will find that hosting a Smithsonian exhibit will bring increased traffic to your Main Street with visitors and school groups, involvement from a broad spectrum of volunteers, and a lasting legacy of professional enhancement for the local museum and historical society. For a complete listing of the exhibit tour and programming, please go www.nd-humanities.org.

Exhibition Description

Key Ingredients: America by Food explores the connections between Americans and the foods they produce, prepare, preserve, and present at table – a provocative and thoughtful look at the historical, regional, and social traditions that merge in everyday meals and celebrations. It is the newest exhibition of Museum on Main Street, a partnership of the Smithsonian Institution and state humanities councils in service to museums and citizens of rural America. Through a selection of artifacts, photographs, and illustrations, *Key Ingredients* examines the evolution of the American kitchen and how food industries have responded to the technological innovations that have enabled Americans to choose an ever-wider variety of frozen, prepared, and fresh foods. *Key Ingredients* also looks beyond the home to restaurants, diners, and celebrations that help build a sense of community through food. The exhibition offers a multitude of opportunities for hosting organizations to link their own collections and local food specialties to the panoramic story told in the exhibition. *Key Ingredients* addresses farming, table manners, history, markets, and kitchen gadgets in a lively

presentation that stimulates comparisons of back then and right now, over there and right here. The exhibition will engage audiences everywhere, creating conversations and inspiring community recollection and celebration.

Key Ingredients is a lightweight, modular exhibition system that requires no tools for assembly. The exhibition requires at least 9 foot ceilings and 1000 square feet of space for the exhibition and areas around the sections for traffic flow, and limited security. Additional space is recommended to accommodate a local companion exhibition.

Each host institution will receive from the North Dakota Humanities Council:

- Free exhibit rental
- An exhibition support manual and assistance in program planning from a state scholar (paid for through NDHC funds)
- Travel expenses to attend a state program workshop for local project coordinators (fall 2008) and a state installation workshop in May 2009
- Publicity materials such as posters, press kits, banner, and a national web site
- \$2,500 in funding support from the NDHC in support of local community programs such as a companion exhibit, guest lecturers, film or book series, oral history projects, and community forums.

In return, host institutions will be asked to:

- Appoint a project director for the exhibit who will attend all planning meetings.
- Surveys by the Meadowlark Institute show that younger members of communities feel disengaged. To ensure broad community representation, the North Dakota Humanities Council **STRONGLY** recommends that your committee includes teachers or administrators from the local school, at least 1 high school student, community members with young children along with other community members and organizations.
- Participate in a committee interview with the NDHC program officer.
- Invite the NDHC program officer to at least 1 committee meeting.
- Publicize the exhibit widely in cooperation with NDHC.
- Plan and implement at least 2 free, adult public humanities programs and a companion exhibit.
- Keep track of all staff and volunteer time, facilities, and other resources donated to the project and provide a report of this cost share at the project's conclusion

To apply as a host organization for *Journey Stories*, please provide the information requested below and submit it to the North Dakota Humanities Council by November 15, 2009.

Institution Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Project Director & Title: _____

of Permanent Staff (full & part-time) _____ # of Volunteers: _____

Annual Visitation: _____ Hours of Operation: _____

Months Regularly Open: _____

Hours per week *Key Ingredients* exhibit will be open to visitors: _____

Description of the facility where *Key Ingredients* will be displayed: _____

Names of at least 3 partners and resources in your community that will contribute to the success of this project. Include letters of support from organizations, such as the Chamber of Commerce, to show broad community commitment to the project.

Explanation of why your institution and community would like to host *Key Ingredients*.

The Museum on Main Street program is a great opportunity for rural North Dakotans to experience a high-quality exhibition on their own main street. We look forward to hearing from you. To learn more about the Smithsonian's Museum on Main Street program, go to www.museumonmainstreet.org.

Mail to:

North Dakota Humanities Council
PO Box 2191
Bismarck, ND 58502-2191