

# FORGOTTEN STORIES

## NORTHWEST PUBLIC ART OF THE 1930s

### Social Media Toolkit

#### How to use this toolkit to increase the visibility of *Forgotten Stories: Northwest Public Art of the 1930s*:

- Share TAM's social media posts or join in the conversation using the suggested copy and assets on your social media channels.
- Use the hashtag #TacomaArtMuseum and/or #ForgottenStories.
- Hyperlink to the exhibition page – <http://bit.ly/ForgottenStories>
- Use language that represents your voice. Choose the method that works best for you.
- When modifying suggested copy please include all applicable info such as date, time, price, etc.

### Exhibition Introduction

**On view February 22 – August 16, 2020**

During the Great Depression of the 1930s, President Roosevelt and his administration created a number of stimulus programs to help the nation's economy recover. Most of them were jobs projects to employ the millions of Americans who were out of work.

Four programs were created to employ artists and create public artworks to help with morale as well as bring art in some form to everyone. Artists on the federal art projects created a wide variety of artworks for institutions such as schools, universities, post offices, and hospitals as well as government buildings of all kinds. Under these programs, the government also established community art centers which offered free classes, art making opportunities and traveling exhibitions.

The projects were interrupted by World War II, particularly after the U.S. joined the war in response to the bombing of Pearl Harbor in December 1941. In the confusion and changeable environment, many of the artworks and related records were lost or destroyed.

It has always been believed that the federal art projects in the Northwest states (they grouped together Idaho, Montana, Oregon, and Washington) were fairly small and that few works survived. Research has now shown, however, that the projects in the Northwest were widespread and highly productive employing over 600 artists and creating thousands of artworks. Approximately 600 of those works have now been found.

TAM's exhibition brings together a wide variety of the artworks created in this region. It reintroduces a number of talented figures whose names are now unknown, includes early work by prominent figures, and surveys the subjects, styles, and media employed by Northwest project artists. TAM is fortunate to be able to exhibit a number of works that have not been seen since their creation and also to borrow several large-scale murals that normally never leave their permanent locations in schools and post offices.

## Related Programming

### No Longer Forgotten: Uncovering the Stories of WPA Artists in the Northwest

February 23, 2pm



Join TAM's Interim Chief Curator and Curator of Collections and Special Exhibitions, Margaret Bullock, and co-authors and art historians Dr. Roger Hull and David F. Martin for a discussion of Northwest public art of the New Deal era. Long believed that the federal art projects of the Northwest were fairly small and that few works survived, research now shows that the projects in the northwest were widespread and highly productive employing more than 600 artists and creating thousands of artworks. Hear stories about how this work was uncovered and rediscovered from across Idaho, Montana, Oregon, and Washington.

Cost: \$10 (\$5 members/students)

Photo caption: Virginia Darcé. *The Market*, 1938. Tempera on board, 22 ½ x 30 ½ inches. Portland Art Museum, Portland, Oregon, Courtesy of the Fine Arts Collection, US General Services Administration, New Deal Art Project, L45.3.2.

### TAM Teach! WPA Then and Now

March 12; Secondary workshop 3:30 – 6:30 pm, Elementary workshop 4:30 – 7:30 pm



During the Great Depression, the Works Progress Administration and other federally-funded arts projects changed the face of the Pacific Northwest, and inspired artists of many varieties. Explore artwork created for these art projects, investigating the historical and social context of the art and artists. Learn how artwork can support students' learning in social studies classes at all levels.

Cost: \$15 per person for a 3-hour workshop; clock hours provided

Photo caption: Artists Clifford Gleason (left) and Louis Bunce (right) working on their two-panel mural *Alice in Wonderland* and *Arabian Nights* for Bush Elementary School in Salem, Oregon, 1938. Courtesy of Oregon Federal Art Project 1935–1943, John Wilson Special Collections, Multnomah County Library, Portland, Oregon.

## Homeschool Day: Public Art, Yesterday and Today

April 22, 10am – 2 pm



Join us for a special day just for homeschool students! Participate in a guided tour of works of art in the museum. Create your own artwork, learning from an expert teaching artist. Spend time exploring the galleries on your own, with self-guided activities and a scavenger hunt. Check out art-making activities in TAM Studio.

\$10 per student; one adult chaperone per family free (\$5 per additional adult); children under 4 free

Photo caption: Charlotte Mish. *Map of Oregon Flora*, 1939. Tempera on canvas, 54 x 72 inches. State Library of Oregon, Salem

## Artist Talk: Public Art in Tacoma

May 7, 6pm



What makes Tacoma a hub for contemporary public art with hundreds of works across the city, both indoors and outdoors? Reflecting on the exhibition *Forgotten Stories: Northwest Public Art of the 1930s* join us for a discussion of some of the city's favorite public art projects, upcoming works, and what the future holds for public art in Tacoma.

Cost: FREE

Photo caption: Minor White. Arthur Runquist and Martina Gangle working on their mural for Pendleton Senior High School at the Oregon Art Project studio in

Portland, circa 1940. Nitrate negative, 4 x 5 inches. Courtesy of Oregon Federal Art Project 1935–1943, John Wilson Special Collections, Multnomah County Library, Portland, Oregon

## Copy and Images

The following copy is meant to provide a loose suggestion of the angle to take in your communications. Please feel free to edit the messaging to fit your brand's voice and tone. **Additional support materials are available for download at <http://bit.ly/2S10Y19>**

### **Copy**

In the 1930s, government investment in public art and artists in the Northwest supported communities and created works with stories that, until now, were nearly unknown. Hear these histories in Forgotten Stories: Northwest Public Art of the 1930s → <http://bit.ly/ForgottenStories>.

Uncover the forgotten stories, rich history, and powerful impact of government funded art projects in the Northwest during the 1930s. Forgotten Stories: Northwest Public Art of the 1930s is on view February 22 – August 16, 2020. Don't miss out → <http://bit.ly/ForgottenStories>

### **Images**

All images are available via [Dropbox](#). When using an image of artwork, please include the appropriate credit line as noted in the image file.

[Artwork Selections](#)

[Historic Photography Selections](#)

**All support materials are available for download at: <http://bit.ly/2S10Y19>**

## Connections and Tagging

Please connect with TAM and tag us (@TacomaArtMuseum) so that we can find, like, and share your posts.

### **Hashtags:**

#TacomaArtMuseum

#ForgottenStories

Follow TAM on social media for additional content shares:

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### **Questions?**

Contact Hillary Ryan, Director of Marketing and Communications at  
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