

THE NATURALIST & THE TRICKSTER

AUDUBON/RYAN!



Social Media Toolkit

How to use this toolkit to increase the visibility of *The Naturalist & The Trickster*: *Audubon/RYAN!*:

- 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 #AudubonRYAN.
- Hyperlink to the exhibition page – <http://bit.ly/TAMAudubonRYAN>
- 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

Although centuries apart, John James Audubon and RYAN! Feddersen have drawn inspiration from animals and the natural world to create compelling work that urges us to better understand the human impact on the environment. As 2020 marks the 50th anniversary of Earth Day, TAM presents this exhibition which explores themes of animals, environmentalism, and conservation.

In the 1840s John James Audubon created an impressive body of work depicting many of the mammals of North America. His work was important for disseminating information about wildlife to wide audiences. While his work is critiqued for some scientific inaccuracies, we can appreciate his artistry and efforts to raise awareness about animals, which was an instrumental step in moving towards the modern conservation and environmental movements.

Today we are confronted with a climate emergency that impacts the global environment. RYAN! Feddersen's work draws attention to this crisis by resurrecting the popular Native American character of Coyote to take us on a journey that reveals the damaging effects people have had on North America and the world. Her work combines fact and fiction, it promotes environmental justice, and encourages visitors to take action.

This exhibition was organized by Tacoma Art Museum. The exhibition is supported by the Haub Family Endowment, as well as in part by ArtsFund. *John James Audubon: The Quadrupeds of North America* is on loan from Huntsville Museum of Art. RYAN! Feddersen's artwork is on view courtesy of the artist and was supported in part by the Native Creative Project Development Grant.

Related Programming



Artist Talk: RYAN! Feddersen

Thursday, February 6, 6pm

RYAN! Feddersen specializes in creating interactive murals, site-specific installations, and immersive public artworks that invite audience engagement. Join us to hear about her artistic practice, inspiration, and recent projects.

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

Photo caption: Courtesy of RYAN! Feddersen. Photograph by Natali Wiseman.



Storytelling and Mural Coloring with RYAN! Feddersen

Thursday, April 16, 5-8 pm and Sunday, April 19, 2-5 pm

From Coyote's rebirth to having to evade the FBI, hear from artist RYAN! Feddersen as she tells the story of the Coyote Now Epic interactive installation. Visitors are invited to color in the drawings using handmade crayons shaped to look like coyote bones.

Cost: Free with admission

Photo caption: Visitor colors on RYAN! Feddersen's interactive *Coyote Now Epic* mural, which draws attention to the climate emergency and its impact on the global environment. TAM and the artist encourage visitors to help activate Coyote's story by coloring the mural during set times using crayons cast in the shape of coyote bones to help resurrect Coyote and share his story in the mural.

(Additional assets available via [Dropbox](#))



Coyote Now Epic Public Mural Coloring Opportunities

Neighborhood Nights, free to all every Thursday, 5-8 pm February 6 through May 7, 2020

Second Saturdays from 11 am-2 pm

Earth Day Celebration on Sunday, April 19 from 10 am-5pm

From Coyote's rebirth to having to evade the FBI, hear the story of the Coyote Now Epic interactive installation. Visitors are invited to color in the drawings using handmade crayons shaped to look like coyote bones.

Cost: Free with Museum admission

Photo caption: Visitor colors on RYAN! Feddersen's interactive *Coyote Now Epic* mural, which draws attention to the climate emergency and its impact on the global environment. TAM and the artist encourage visitors to help activate Coyote's story by coloring the mural during set times using crayons cast in the shape of coyote bones to help resurrect Coyote and share his story in the mural.

(Additional assets available via [Dropbox](#))



TAM Teach! Teacher Workshop: Notes from the Field

Thursday, April 23 Secondary workshop 3:30 – 6:30 pm,

Elementary workshop 4:30 – 7:30 pm

Scientists use sketches and drawings to record their findings. Investigate works of art in the exhibition *The Naturalist & the Trickster: Audubon/RYAN!* Explore the intersections of art and science, and consider how you could use multi-modal learning in your own classroom. Includes STEM clock hours.

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

Photo caption: John James Audubon (1785–1851). *Prairie Wolf (Canis latrans)*, Plate LXXI, *The Viviparous Quadrupeds of North America*. Hand colored lithograph, Printed by J.T. Bowen, Philadelphia, 1845

35 x 41 inches framed. Collection of Huntsville Museum of Art.

(Additional assets available via [Dropbox](#))

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/2v05zrB>**

Copy

Although centuries apart, John James Audubon and RYAN! Feddersen have drawn inspiration from animals and the nature to create work that urges us to better understand our impact on the environment. Learn more about The Naturalist & The Trickster at <http://bit.ly/TAMAudubonRYAN>

Explore how John James Audubon and RYAN! Feddersen activate animals to encourage us to better understand the human impact on the environment in The Naturalist & The Trickster: Audubon/RYAN! on view through May 10, 2020. Don't miss out - <http://bit.ly/TAMAudubonRYAN>

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.

[Feddersen Mural Coloring](#)

[Images for RYAN! Feddersen](#)

[Images for John James Audubon](#)

All support materials are available for download at: <http://bit.ly/2v05zrB>

Connections and Tagging

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

Hashtags:

#TacomaArtMuseum

#AudubonRYAN

Follow TAM on social media for additional content shares:

[Facebook](#) [Twitter](#) [Instagram](#)

Questions?

Contact Hillary Ryan, Director of Marketing and Communications at
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