



MANITOBA CRAFTS MUSEUM AND LIBRARY

YEAR END REPORT 2020



Handmade in Manitoba exhibit – November 2020



1-329 Cumberland Avenue
Winnipeg, Manitoba, R3B 1T2
1.204.615.3951
c2centreforcrafft.ca
mcml@c2centreforcrafft.ca

CO-PRESIDENT'S MESSAGE

Hello everyone,

The past year has brought challenges as well as opportunities to all of us, including the Manitoba Crafts Museum and Library. It was a year of adjustment to new realities as we found ways to respond to the pandemic caused by the Covid-19 virus. For MCML this meant closing our doors a year ago in March and re-evaluating how we interact with you, our staff, and the public. This included the development of new web-based programming, more social media, and opening the gallery space, when safe to do so, utilizing safety measures we had not contemplated a month earlier.

These challenges provided opportunities to show you pieces from our permanent collection, through social media posts, that you might not otherwise have seen. Curator Andrea Reichert and YCW Intern Hannah Medley chose some of their favourites and shared their thoughts and insights about the pieces that made us want to see more.

Fundraisers took on new forms as well. Trivia Night has become a hit! Dedicated volunteers and Board members stepped up to make this fun evening possible by navigating technical challenges and coming up with batches of fun brain-challenging questions in a variety of categories to engage even the most knowledgeable participant.

MCML has played an important role during this time. Aside from adopting a puppy or kitten, craft has grown by leaps and bounds as a form of entertainment and pleasure as people isolate from friends and loved ones. Craft is a source of comfort, and a way to keep our minds and hands active as we see our way to the end of this period in history. Knitting and embroidery, for example, are taking their places as mediums to produce artworks and to make political statements. This keen interest bodes well for our organization as we move forward to curate exciting new exhibitions, plan more workshops to expand crafting skills, and again open our library for your use.

We are excited about the coming year and look forward to seeing you in person again as soon as we can,

Ginny Toni and Leona Herzog
Co-Presidents

CURATOR'S MESSAGE

2020 was a challenging year to say the least. But in spite of the huge challenge Covid-19 posed to MCML and to the broader community, we continued to engage with our audiences and to improve the MCML collections.

Exhibits

Marilyn Stewart Stothers: Retrospective
March – June 2020

MCML hosted only one exhibit in the Shirley Richardson Gallery. The *Marilyn Stewart Stothers Retrospective* exhibit was originally planned for March and April, but was extended through June to allow more people to see this wonderful show of quilts from the 1970s through 2000s.

Handmade in Manitoba
November 2020 – April 2021

In November we installed *Handmade in Manitoba* to celebrate Manitoba 150, but we were closed even before it could open. We have been able to keep it installed and it will be viewed by visitors in early 2021. This exhibit included loans of handmade items from over 20 museums in Manitoba, showcasing the rich craft heritage of our province.

Shirley Tyderkie: A Retrospective
January – March 2020

In early 2020 we were pleased to host an exhibit of the late Shirley Tyderkie, who was a long time craftsperson and very involved with the Crafts Guild of Manitoba. Her work included quilting, embroidery, lace, knitting and leatherwork.

Craft Narratives from Rural Manitoba
May – December 2020

This exhibit showcased the history of the Spin-Well Manufacturing Company, Mary Maxim, the Searle Grain Company Weaving Department, and the Women's Institutes of Manitoba, illustrating the power of craft to address economic and social issues and illuminating the stories of rural women, to whom craft gave a voice and a community.

For all exhibits after March 2020 we produced a video version which was hosted on the website, allowing visitors access even if the gallery was closed due to Covid-19.

Programming

Public programming was challenging in 2020. We were able to host a Sprang Workshop with Carol James just before the March lockdown, and in September we hosted two on-site Bison Hair Needle Felting sessions for Culture Days. All other programming was held on-line.

Online programming include a mix of Zoom based live programming and resources on the website for people to complete on their own at home.

Live remote workshops and events included:

- Mask Making with Theresa Shaw
- Visible Mending with Anna-Marie Janzen
- Quilted Christmas Ball with Patty Sauder

On-line resources included:

- School Programs modified for remote use by teachers
- Ethel Harrison Makers Corner activities added every month or so
- Spring Break and Summer Kids activities

MCML also participated in Doors Open with an indigo dyeing outdoor demo (in partnership with MCC), the Manitoba Fibre Festival with a Pop-Up Fibre Trail exhibit.

Museum Collection & Library

MCML continues to receive donations. 2020 was a slow year but we did receive items related to the late Gladys Chown, a pillow made from White Buffalo Yarn (produced in Brandon) and some bird carvings.

The most exciting collections news was that we received our new Collective Access on-line collections database! This new product replaces the aging and no-longer supported Filemaker Pro database. It has required many customizations, but it is a huge improvement to our operations, allowing more than one user at a time, and also working remotely (which was a huge benefit during this recent year).

The Gladys Chown Memorial Library has also had a slow year, but there were a few donations and we are always making improvements.

Policy Development and Review

MCML continued to work through policy review, including with an additional focus this year to add wording related to diversity and inclusion, particularly with regard to Black, Indigenous and People of Colour.

Marketing and Communications

MCML continued to develop an on-line presence through the C2 website, and MCML Facebook, Twitter, and Instagram platforms.

Finance & Fundraising

The Heritage-Manitoba Crafts Museum and Library fund at The Winnipeg Foundation has continued to grow. As of December the fund was valued at just under \$18,000. Initially the matching funds were to end on March 31, 2021, but this has been extended (to a yet to be determined date) due to Covid-19.

MCML's usual fundraisers such as the *Made in the Middle Maker's Market* at the Manitoba Hydro building and the Puzzle Night initiated in 2019 were cancelled.

We held a Zoom based Trivia Night Fundraiser that was successful and also held a small on-line auction with an animal/pet theme called Craft and Critters. It was important that we attempt some fundraising and continue to engage our audiences, in spite of Covid-19 restrictions.

The Covid-19 pandemic did result in initial concern about the MCML finances, but we have received substantial support from various sources including: The Winnipeg Foundation Emergency Support, the 75% Canadian Emergency Wage Subsidy, the Museums Assistance Plan, and the Manitoba Bridge Grant. We had a surplus in 2020, but may use some of this in 2021 to restart programming in particular.

C2 Shop

The C2 Shop had another successful year, particularly during the November and December holiday season, when our supporters took the "buy local" attitude to heart. In partnership with MCC we develop an on-line shop and offered curbside pick-up and delivery options.

Special Projects

Manitoba 150 Celebrations

Our Manitoba 150 project continued in 2020, with the installation of two exhibits. Both were delayed due to Covid-19.

With funding from the Heritage Grants Program (Province of Manitoba) and the Young Canada Works (Government of Canada) we hired intern Anna Lysack.

Digital Content Project

During the summer of 2020 and continuing into the fall and early 2021 we worked on a project to increase our digital on-line content. This was planned before Covid-19, but was excellent timing for such work. Student Alice Hamilton developed blog posts, and videos and with professional photographs taken by a professional photographer also formatted over 70 new photos for the Museum Photo Gallery on the website. Funding for this project was from the Heritage Grants Program (Province of Manitoba) and the Young Canada Works (Government of Canada).

Textile Reorganization Project

In September we started a project to completely reformat the storage of textiles, then stored in coroplast boxes. Although not completed in 2020 the project includes rolling flat textiles, making more padded hangers, and adding other storage structures to improve the organization and functionality. We are also adding cataloguing information and photos.

Funding from this project was from the Heritage Grants Program (Province of Manitoba), the Museums Assistance Plan and the Young Canada Works (both Government of Canada).

Conclusion

2020 did not unfold as planned, but given the situation, MCML has weathered the storm well. We were able to keep all staff employed, continued to engage with our visitors remotely, adjusted our exhibit schedule, maintained a good relationship with MCC, and have financial security for the year.

Let's hope that in 2021 we come back to some sort of normal operations.

Andrea Reichert, Curator

2020 MCML TEAM

Board Executive

Leona Herzog, Co-President, Ginny Toni, Co-President, Robert Shaw, Secretary, Judith Huebner, Treasurer

Members at Large

Cynthia Boehm, Marieke Gruwel, Sabrina Janke, Alex Judge, Patty Sauder and Sheila Spence (to June 2020)

Staff

Andrea Reichert, Curator

Shauna Matthews, Programming Manager

Anna Lysack, Exhibit Assistant (January – April)

Alice Hamilton, Digital Media Assistant (June – December)

Hannah Medley, Collections Assistant (September – December)

Committees

Artisans Market Committee: on hiatus

Fundraising Committee: Marieke Gruwel, Cailyn Harrison, Sabrina Janke, Robert Shaw,

Exhibit and Programming Committee: on hiatus

Collections Committee: on hiatus

C2 Shop Committee (Joint with MCC): Ginny Toni, Cynthia Boehm

Volunteers

The following 20 volunteers contributed a total of 600 hours during 2020. Thank you!

Katryna Barske, Cynthia Boehm, Pam Green, Marieke Gruwel Cailyn Harrison, Leona Herzog, Linda Horodecki, Judith Huebner, Sabrina Janke, Alex Judge, Bryce Lavigne, Heather Meiklejohn, Ernie Reichert, Patty Sauder, Rob Shaw, Theresa Shaw, Kelsey Smith, Sheila Spence, Susanne Sulkers, and Ginny Toni.

HOURS OF OPERATION & VISITATION STATISTICS

Hours of Operation:

Wednesday – Saturday, 12pm – 4pm daily

Days open to public in 2020: 130 (520 hours)

Closed to the mid-March to Mid-May and November to December due to Covid-19

Visitors:

886 onsite casual visitors

1,373 on-site visitors to events and programming

783 connections at off-site events

Total: 2855

PUBLICITY

MCML participated in Doors Open, Culture Days/Nuit Blanche and Manitoba Fibre Festival, all excellent venues for promoting MCML and the C2 Centre for Craft. We anticipate participating again in 2021 to continue with expanding awareness in the community.

Social media was used heavily to promote MCML, and followers have increased significantly in the past year. The C2 Craft Blast now reaches over 2,000 people with a monthly updated about activities in the C2 Centre for Craft.

FUNDERS REPORT

Regular Operating Funders

The Winnipeg Foundation; Province of Manitoba-Community Museums Grant

Special Project Funders

Province of Manitoba-Heritage Grants Program; Department of Canadian Heritage-Young Canada Works, Manitoba Arts Council, Winnipeg Arts Council, Department of Canadian Heritage-Museums Assistance Plan, The Winnipeg Foundation

Individual Donors – to MCML Directly and to Manitoba Heritage Fund

Lee Anderson, Jessica Bernert, Miriam Birkenthal, Katrin Buschhausen, Paul & Doreen Bromley, Willy Carleton, Connie Chappel, Ralph Chown, Diana Cooper, Donna Earl, Marieke Gruwel, Sandra Hardy, Andrea Reichert, Shirley Richardson, Audrey Sampson, Louise Sloane, Judy Stewart, Marilyn Stothers, Gerdine Strong, Susanne Sulkers, Jo-Anne Tabachek, Rise Thompson, Virginia Toni, Sheri Turner, and Shirley Tyderkie Estate.

For Fundraisers

Whodunit Mystery Bookstore

Membership Benefit Supporters

Thank you to our membership partners, Artists Emporium, McNally Robinson, Prairie Studio Glass, and Wolseley Wool who provide discounts to MCML members.

GOALS FOR 2021

2021 will be a year of recovery as we resume activities, hopefully in a post-Covid-19 world.

Exhibits, Programming and Collections

Exhibits in the Shirley Richardson Craft Gallery:

- March – April 2021: *Handmade in Manitoba (held over from 2020)*
- July – August 2021: *Manitoba Weavers and Fibre Artists*
- November – December 2021: *Collections Based exhibit – topic TBD*

Exhibit in the Heritage Gallery

- March – December 2021: *Samplers: from the MCML Collection*

MCML will continue to offer programming, with a mix of on-line and in-person as Covid-19 allows.

Special Projects

- To complete the Textile Reorganization Project and continue with customizing of the Collective Access Collections Database.
- In summer we hope to conduct in-depth research into the approx. 400 items in the collection that represent BIPOC artists or communities.
- Also starting in the summer we will resume our initiative to increase our digital footprint adding more and diverse content to the website with still images, videos and blog posts.
- In the fall we hope to start an Oral History project, documenting 18-20 craft artists.
- Also in the fall we anticipate resuming our strategic planning in for a post-Covid world and to update for being in the new C2 Centre for Craft, all with the assistance of an external consultant.

Finance and Fundraising

- Hopefully we will be able to hold the Made in the Middle Craft Market in November.
- The Trivia Night event has proved to be successful, so a few of these will be held in 2021.
- Continue to develop the Heritage – Manitoba Crafts Museum and Library fund at The Winnipeg Foundation.