



TulalipCares.org

Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Northwest African American Museum

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GENERAL GOALS: Our mission is to spread knowledge, understanding and enjoyment of the histories, arts and cultures of people of African descent for the enrichment of all.

SPECIFIC USE FOR THIS AWARD:

Thanks to the generous support of the Tulalip Tribes Charitable Contributions Fund, the Northwest African American Museum (NAAM) was presented the traveling exhibition *Black Bodies in Propaganda: The Art of the War Poster* from October 29, 2016-January 16, 2016.

For more information please read the attached report from Northwest African American Museum.



Tulalip Tribes Charitable Contributions

Report: Q2 2016 14.2

NORTHWEST AFRICAN AMERICAN MUSEUM

www.naamnw.org

Project Summary and Assessment:

Thanks to the generous support of the Tulalip Tribes Charitable Contributions Fund, the Northwest African American Museum (NAAM) was presented the traveling exhibition *Black Bodies in Propaganda: The Art of the War Poster* from October 29, 2016-January 16, 2016.



Photo by NAAM staff.

Curated by Tukufu Zuberi, the Lasry Family Professor of Race Relations, and Professor of Sociology and Africana Studies at the University of Pennsylvania and organized by the Northwest African American Museum, this exhibition presented posters illustrating Africans and African-American in times of war. The historic posters exemplified the visual marketing tactics employed by the military to recruit and persuade black citizens in the U.S. and around the world.

At the October 28th exhibit opening Jackie Peterson, an independent researcher and curator, gave a presentation to our guests that provided some social and historical context to the posters in the exhibit.

During the exhibit's time at NAAM docents guided tours through the gallery and engaged our audiences in conversations about racial representation, nationalism, and colonization. We are especially pleased that the exhibit was up during the 2017 Martin Luther King Jr. Day holiday weekend. On Sunday, January 15th the Museum hosted the KEXP Expansions Unity Party. 500 guests came to the NAAM to celebrate the holiday, and listen to KEXP DJs during a live broadcast from the Museum's Legacy Hall. On the Martin Luther King Day holiday on the 16th,

NAAM welcomed an incredible 1,394 visitors (648 of whom were children) who were able to view *Black Bodies in Propaganda*. Throughout the run of this exhibit, approximately 4,381 visitors came to NAAM.

The exhibit was highlighted in an article for EthnicSeattle.com (<http://ethnicseattle.com/2016/11/09/museum-must-see-black-bodies-propaganda-art-war-poster/>), and was advertised by *The Stranger* and *Seattle Met*.



Photo by NAAM staff.

The Northwest African American Museum thanks the Tulalip Tribes Charitable Fund for helping us to bring this unique exhibition to the Pacific Northwest.



*Visitors during the exhibition opening.
Photo by NAAM staff.*