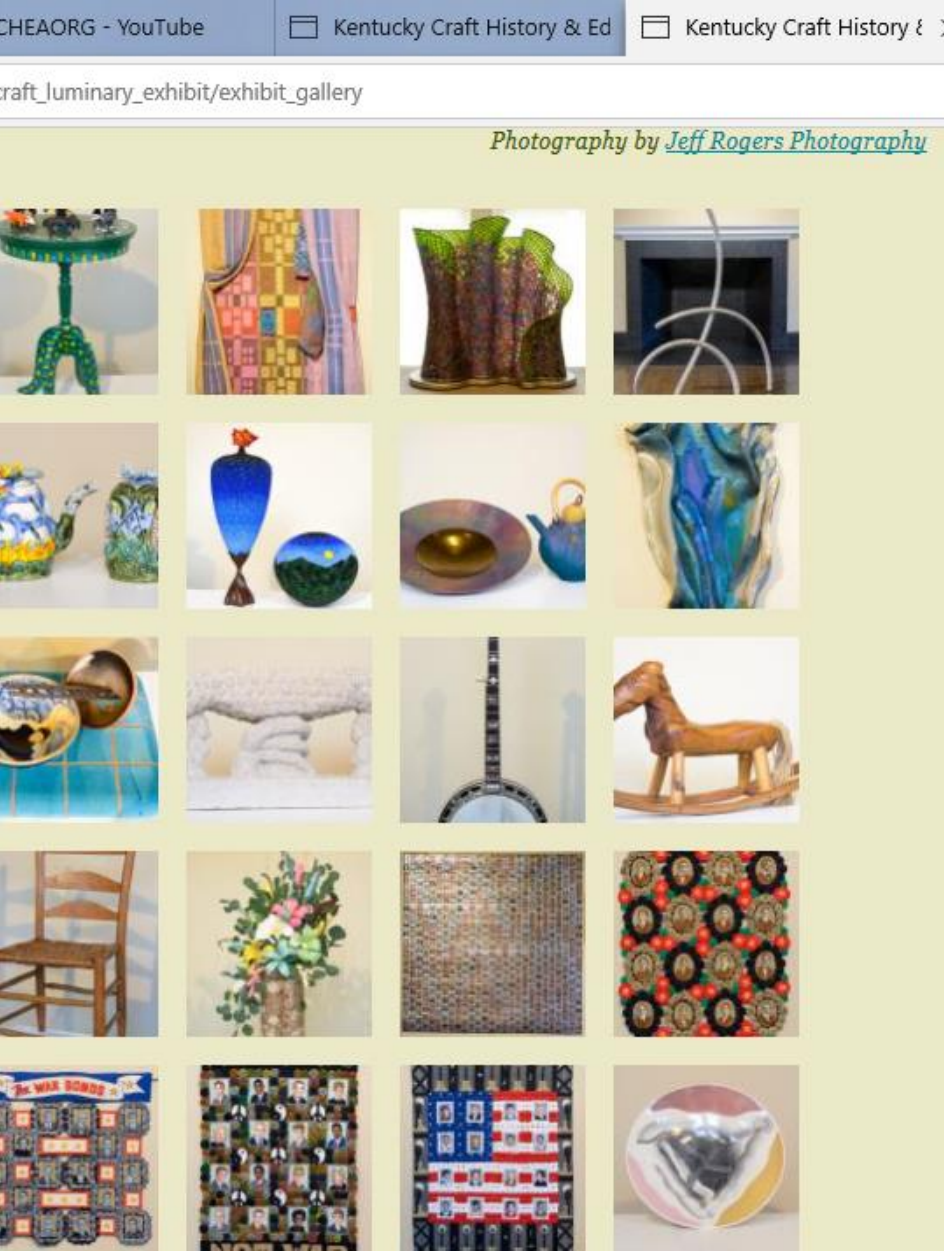


Virtual Exhibit Guide
Sponsored by the Kentucky Craft
History & Education Association



What do curators do?



Museums and other institutions have curators. Curators select artworks, artifacts, and other objects for preservation and presentation.



There are also temporary curators who work on special exhibits in a museum, gallery, or other venue.



Curators decide how to exhibit artwork so that people can see it easily and it is protected. They decide how to interpret it so that the exhibit communicates meaning.



Sometimes one curator does all the jobs. Sometimes there are several curators doing different jobs.



Curators must make decisions about each exhibit.



What are some of those decisions?

Deciding on an Exhibit: Theme



- What will all the artworks in your exhibit have in common?
- What story do you want your exhibit to tell?
- What do you want your audience to discover?
- What do you want them to think about?

Selecting Artists and Artworks

- What is the criteria for selection of the artists or artworks?
- Are you going to contact artists and invite them to participate or are you going to have a jurying process?

http://www.kchea.org/craft_lumi Kentucky Craft History & Education Association

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KENTUCKY CRAFT HISTORY & EDUCATION ASSOCIATION

Craft Luminary Artists

The "Kentucky Craft Luminaries: Sharing the Stories" exhibit features 21 craft artists, just a sampling of the many that have been interviewed by KCHEA. Enjoy learning more about this diverse group of talented artists--their inspirations, their craft, and why their contributions to the Kentucky craft movement are significant. They are each unique and have a special story to share. To view a list of other Craft Luminaries, click [here](#).

Minnie Adkins, Folk Artist - Isonville, Kentucky



"I love doing my art. I would go on making it even if I couldn't sell it. I started making art as toys when I was a child. I use to make pop guns, sling shots, bow and arrows and what have you."

[BIO](#)

Philis Alvic, Weaver - Lexington, Kentucky

"Weavers are problem solvers. We like to figure

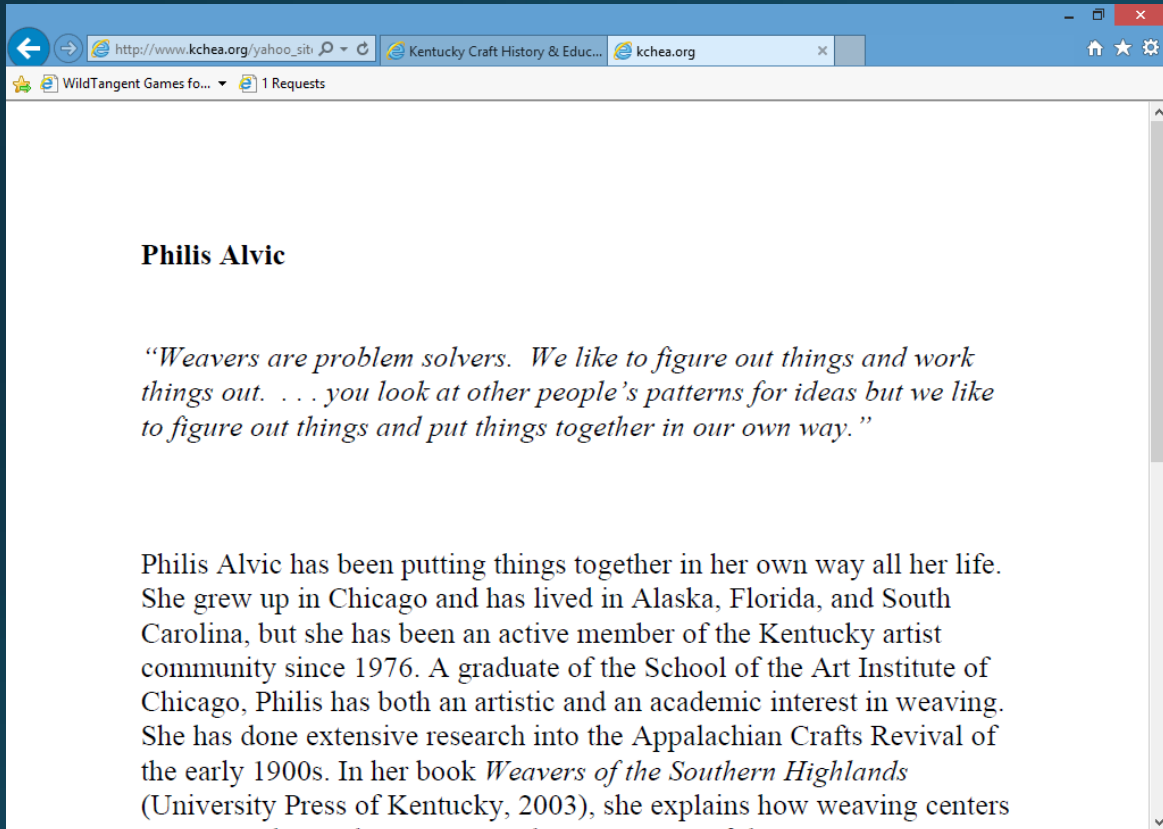
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Taking Photos



- Can the artists provide photos?
- If not, who will take the photos of the artwork? When?
- Can you set up a space that is free of background distractions to take the photos?
- Should some photos be taken outdoors?

Analyzing and Interpreting Art



- What information will you need about each artist or each artwork?
- How will you show that the artist and artwork represent the theme of the exhibit?
- How will you share that information?

Media and Dimensions

- How will you let viewers know the size of the artwork?
- How will you let them know the dimensions?

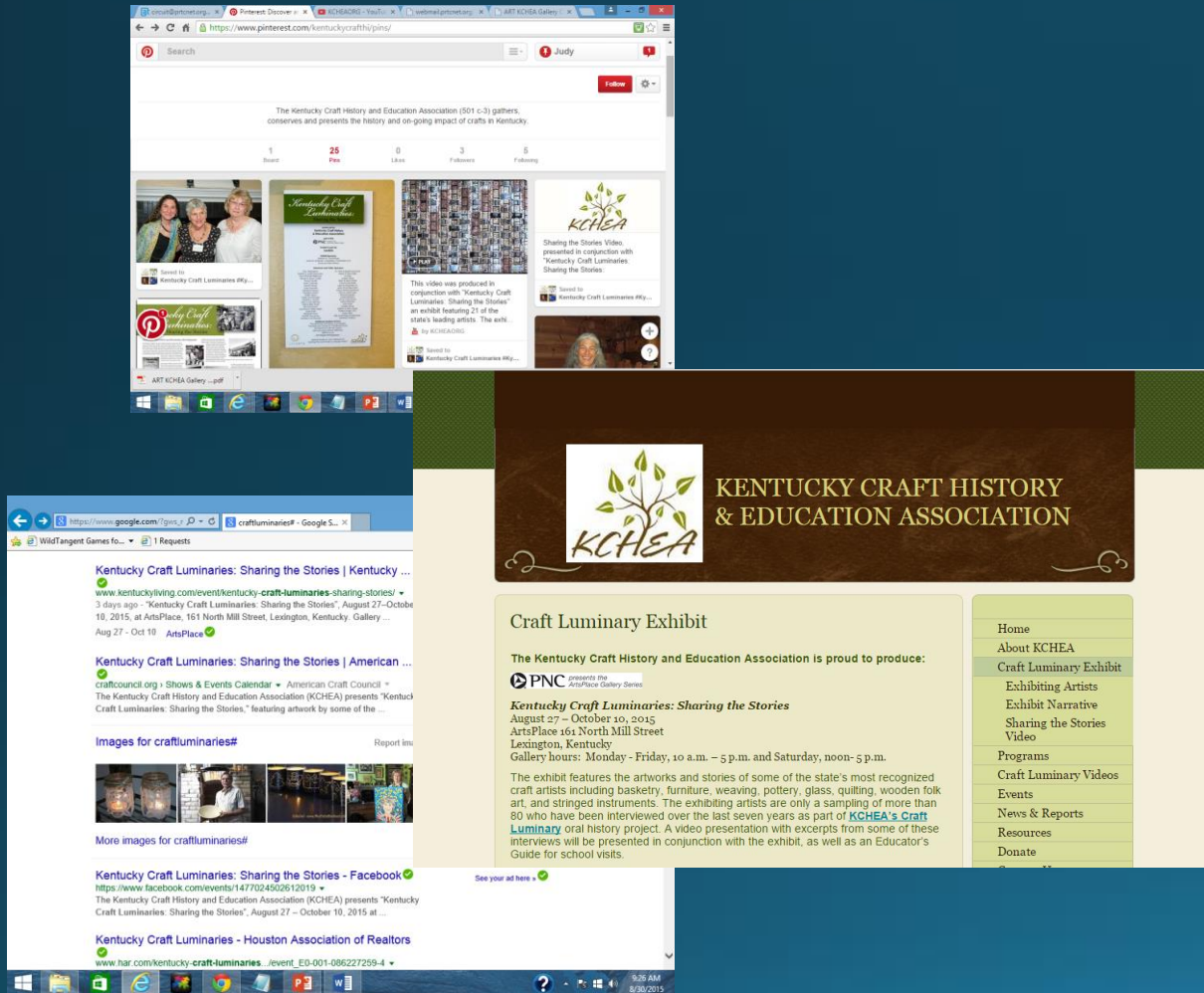


Technical Decisions: Web site



- Is there a Web site you can use?
- Who will upload and manage the materials?
- What can be included?
- Do you have signed permissions to use the photos you want to include?
- How will your exhibit be accessed from the home page?

Publicity: Social Media and the Internet



- How will you get the word out about your virtual exhibit?
- Will you use social media like Facebook, Pinterest, Twitter, Instagram, or YouTube?
- Will you create a hashtag#?
- What keywords or phrases do you need to use to make your virtual exhibit easy to find?

Assessing the Virtual Exhibit

What will be your criteria for success?

How will you know who visited your website?

Will you use analytical software?

How will you know what people think of your exhibit?

Can you ask for comments on social media?

Will you ask the artists what they thought of the exhibit?

Will you ask artists if the exhibit resulted in any sales for them?