



American Alliance of Museums

MUSEUM OF MOTHERHOOD: M.O.M. ART ANNEX

KEY FACTS - MOMmuseum.org/MOMmuseum@gmail.com 877.711.6667

<p>Early History and Significance</p>	<p>Conceived in 2003. Trademarked with an application for 501c3 non-profit status through Motherhood Foundation Inc., 2005. Traveling exhibits &amp; Conferences and Online Presence 2006-2010: Dobbs Ferry, NY, Seneca Falls, NY. First full-time exhibition space opened UES Manhattan 2011-2014. Manhattan College Pop Up Exhibit 2015. Annual Academic M.O.M. Conferences May 2005-2015 in partnerships with CUNY, The Graduate Center, and Manhattan College. Relocated to St. Petersburg, Florida 2016. Opened its doors, January 1 2017. We are the first and only facility of its kind.</p>
<p>Mission</p>	<p>The Museum of Motherhood Art Annex is an education and exhibition center focused on the subject of mothers, fathers, and families: past, present, and future. Our mission is to start great conversations, create thought-provoking exhibits and share information and education from diverse, inclusive, multicultural perspectives.</p>
<p>Reach</p>	<p>The museum had approximately 20,000 visitors between September, 2011-April, 2014 at its 401 East 84<sup>th</sup> St. location. Gymboree franchise owners Deb Whitefield and Barry Hanson donated a 2,500 square foot location. Travelers from around the world made the museum a destination. Local families benefited as well Drawing from a pool of 60 interns over three years, volunteers conducted research and created projects on site. Participants were from Columbia U., Columbia Teachers College, Marymount Manhattan College, and the High School of Art and Design. Students from Yale, Empire College, Hunter College and more toured the museum space. Annual academic conferences gather yearly and featured international panels of presenters.</p>
<p>Building Needs</p>	<p>Goals include developing the M.O.M. Annex in partnership with local schools, developing community projects, raising awareness, &amp; fundraising.</p>
<p>Vision</p>	<p>The museum programs aim to shed light on caregiving, global family traditions, new technologies, fathers, the art of motherhood and women in, while educating families and future generations.</p>
<p>Phased Application</p>	<p>M.O.M. received a MAP grant from American Alliance of Museums 2012-2013 and was granted access to Materials for the Arts in NY. The new Art Annex is part of the Arts Alliance in St. Petersburg and aims to create community relationships with local high school students, mothers, nearby colleges, and travelers. Art Residencies are active but additional fundraising is needed.</p>
<p>Current Status</p>	<p>M.O.M. Art Annex is curated with visits by appointment only. Conferences are ongoing. The online presence includes monthly exhibits in partnership with Procreate Project (England) and MER (NYC), blogging with social media. <b>Contact Director, Martha. Joy Rose: MOMmuseum@gmail.com P. 207.504.3001</b></p>