Latin American Women and the Cultural Marketplace

The Tour:

A national tour of 9 women weavers, embroiders and knitters from grassroots craft cooperatives in Mexico, Ecuador and Bolivia will stop in Albany, NYC, Appalachia, Six Nations Indian Reservation and Princeton. The tour, sponsored by the Smithsonian;'s National Museum of the American Indian in NYC, CUNY and Peace Offerings.

The purpose of the tour will be to broaden the understanding of the tour participants of US markets and audiences. US audiences of the tour will increase their understanding of the crafts and cultures of Latin America.

The Albany Stop:

Scheduled for Sat Nov 4th & Sun Nov 5th, will include craft exhibits, demonstrations, forums, lectures and workshops on the crafts and cultures of Latin America and the role of indigenous craft producers in the global economy. Local artisans will have the opportunity to meet with the tour participants and local artisans will have the opportunity to share their work with Capital Region audiences and the tour participants.

Schedule: (Public Events have *)

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    Fri              Women Alive
                     Dinner for Women

    Sat  *12-2 Exhibit of Latin American Crafts
         *2-3       Workshops Demonstrations Latin Am Crafts
         *4-5       Talks by Tour Women
         *6-8       Public Potluck Fundraising Dinner

    Sun  *12-2 Exhibit of Latin American & Local Crafts
         *2-3       Workshops - Local & Latin Am Crafts
         *4-5       Public Forum/ Discussion
                    Dinner for Women
                    Women Leave
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Budget:
    Income:   Albany Arts Commission              $1000
              Holding Our Own               2000
              Bank Grant                    1700*
              Group & Individual Sponsorships      500
              Fundraising Dinner                   500
                            TOTAL      $5700

    Expense:  Sponsor Tour Woman                 $1000
              Sponsor 2nd Tour Woman             1000*
              Transport to Albany                 500
              Housing                             750*
              Food etc                            100
              Translation                         100*
              Staff time                  1000*
              Flyers/Printing              500
              Mailing to groups/Media             100*
              Mailing to community         300
              Misc phone/copy/supplies            200
              Hall Rental                         500
              Audio visual/ displays              150*
                            TOTAL      $6200
      * optional =$3100 so total expense is =$3100
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Tasks:
        Coordinate Tour
        Fundraising Finance (grants, sponsor calls, ...)
        Fundraising event (tickets, food, location...)
        Outreach to groups
                (sponsorship/ mailings/ newsletters/ organizing help)
                        -Progressive
                        -Arts
                        -Anthro
        Media (tv/radio/newsletter articles, press releases, PSAs)
        Promotion (flyers, sample ads, postup,)
        Program (finalize schedule, find performers, day of)
        Logistics - Housing & Transport
                        - Food for Tour Women
                        - Day of (location, volunteers, audio visual...)

    Timeline: Aug           - Organize Committee
                            - Find task coordinators
                            - Initial Flyer
                            - Outreach to groups
                            - Finalize Budget, Schedule
                            - Draft Program
                            - Grants to Holding our own...
                            - Calls for group sponsorship
                            - league of arts mailing

            Sept            - Location
                            - Media materials to groups
                            - Develop media materials for articles
                            - Mailing to groups
                            - Finalize program
                            - Finalize flyer
                            - Finalize Program

            Oct             - Media
                            - Mailing
                            - Logistics - housing
                                            -food
                                            -day of
                            - Confirm Program
            Nov             - Event
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