



ILLUMINATION

Exhibit runs December 10, 2021 - February 12, 2022
Exhibición el 10 de diciembre 2021 - el 12 de febrero 2022



Featuring the work of Ofelia Guzman & Johanis Tadeo.
Learn more at wheremindsgrow.org/illumination
Con la obra de Ofelia Guzman y Johanis Tadeo.
Más información: wheremindsgrow.org/illumination

Outdoor Events
5:00 - 8:00 p.m.
Eventos al aire libre

- December 10 diciembre
- January 14 enero
- February 11 febrero

Made possible with support from - posible con apoyo de



City Manager's Office
City Committee for
Diversity and Inclusion



ILLUMINATION FUNDING SUPPORT REPORT – 2022

PROJECT INFORMATION

Project Title: ILLUMINATION, Seasons of Light

Project Staff:

- Maddi McGraw, Curator
Springfield History Museum
mmcgraw@springfield-or.gov
- Mindy Linder, Community Engagement & Outreach Specialist
Springfield Public Library & History Museum
mlinder@springfield-or.gov

Project timeline:

- Springfield Public Library Seasons of Light programming November, 2021 – February, 2022
 - Artist team commission, September, 2021
 - Artist team deliverables, November, 2021
 - Exhibit installation, December 6-10, 2021
 - Exhibit opening and outdoor event, December 11, 2021
 - Exhibit runs December 11, 2021 – March 12, 2022*
 - Due to COVID Jan and Feb 2nd Friday Art Walk events had to be canceled. The exhibit was originally supposed to close on February 12th, but we opted to extend by one month and hold a final event.
 - Project de-installation, Saturday, March 12th, 2022

Budget:

Total Project Budget: \$3,500

- \$2,000 – Artist Team Fee (inclusive of materials and processing)
- \$1,500 – Projector, Printing & Materials

Total Funding Contributions: \$3,500

- \$1,000 – Springfield Arts Commission
- \$1,000 – Springfield Utility Board (SUB)
- \$500 – Committee for Diversity & Inclusion, City of Springfield
- \$500 – City Manager’s Office, City of Springfield
- \$500 – Springfield Public Library & History Museum

Project Location:

Springfield History Museum

- Window exhibit on 6th Street windows off Main Street
- One outdoor special event in Museum parking lot with exhibit projection on the building exterior

- One indoor special event at the Museum with exhibit projection on the south brick wall above the main permanent exhibit

Project participants:

- Photographer, Ofelia Guzman
Compensation: \$1,000
- Community Organizer, Johanis Tadeo
Compensation: \$1,000

Audience: Between both special events we welcomed over 500 individuals and families to the Museum to enjoy music, free food, view the large-scale projections of the photography exhibit, and bilingual excerpts in both Spanish and English of six (6) contemporary Springfield residents. Due to COVID the Museum had limited open hours of Saturdays, 11:00am – 4:00pm. During the exhibit we served 591 patrons during our regular open hours. We have no way to document the passers by on the street that stopped to view and read the exhibit.

We shared photographs and bilingual excerpts of the six (6) resident subjects on Facebook and Instagram which yielded over 31,300 engagements and 214 shares. We also had one news story covered by KLCC.

What:

- ILLUMINATION
Springfield History Museum

When:

- Friday, December 10, 2021 – Saturday, March 12, 2022*
 - Originally through February 12th, 2022 but extension due to COVID event cancellations
 - Outdoor projection event Friday, December 10th, 2021
 - Outdoor projection events for 2nd January and February, 2022, cancelled due to COVID
 - Indoor projection event 2nd Friday, March 11th, 2022 (moved indoors due to weather forecast – though turned out sunny)

Partners:

- Springfield Utility Board (SUB)
- CDI
- CMO
- SAC

Staff:

- Maddi McGraw, Curator of Collections & Exhibits
- Mindy Linder, Community Engagement & Outreach Specialist

Volunteers:

- Heather Huerta, Library Advisory Board Member

- Hanalei Rozen, Community member
- Megan England, Museum Committee
- Diana Ramirez, Comunidad Herencia y Cultural (bilingual SPA/ENG)
- Judy & Ron Smith, Library Foundation
- Ralene Linneman, Friends of SPL
- Robin Risque, Friends of SPL
- Stacy Roth, Museum Committee
- Elizabeth Utterback, Friends of SPL
- Isabelle Le, Library Foundation

Special Guests:

- December event – Ofelia Guzman (photographer), Johanis Tadeo (community organizer), exhibit subject guests
- March event -- Ofelia Guzman (photographer), Johanis Tadeo (community organizer), exhibit subject guests

Guest Artists:

- Piel Canela (live music) at March event, 2022

Services:

- Free food and refreshments (including tamales)
- Access to exhibits, bathroom
- Outdoor projections (Dec only)
- Indoor projections (March only)
- Live music (March only)
- Info about Museum services
- 2nd Friday Art Walk stop (both events)
- Bilingual staff and/or volunteers at events

QUANTITATIVE SUMMARY

Total engaged at events:

- ~300 December
- ~250 March

Total engaged during regular open hours:

- 591

Total engaged on Facebook and Instagram:

- Over 31,300 engagements
- 214 shares



Images from December 2021 event