

## NEWS RELEASE

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### **New Web Site Offers Multi-Media Exploration into Southern Craft and Traditional Art**

The Southern Arts Federation is pleased to announce a new Web site accompanying the touring exhibit *Tradition/Innovation: American Masterpieces of Southern Craft and Traditional Art*. The online experience includes information about the exhibit, virtual introductions to the artists and their works, and Web-based educational components to enhance the gallery experience.

For those who wish to visit the *Tradition/Innovation* exhibition, the Web site provides a tour and event schedule along with links to each of the host museums' Web sites during the exhibit's two-year tour. In addition, a map feature establishes a regional connection, pinpointing each participating artist's hometown throughout each of the Southern Arts Federation's nine partner states (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee).

To expand the reach of the exhibit for those who cannot visit in person, the site provides a virtual photo gallery, audio tour, downloads of the Visitors Guide, and a 360-degree gallery experience of four sculptural pieces from Vernon Owens, potter; Bonnie Seeman, ceramic artist; Billie Ruth Sudduth, basketmaker; and Sunkoo Yuh, ceramic artist.

As part of the exhibit experience, the website also provides supplemental material only available online. In the "Virtual Galleries" section, a visitor can *Meet the Artist*, learning more about their methods and techniques and seeing where else they are showcased on the web. Under *Exhibit Section Galleries* the visitor can explore the ideas of cultural practice and connections, relationship to place, and innovation and evolution; as in the actual exhibit, each section begins with a "conversation" between the curator for contemporary craft artists and the curator for traditional artists. For a small technical discussion of craft, the artists are also divided by their media (glass, clay, metal, wood, fiber arts, book arts, and baskets).

A section of the Web site is devoted to the educational aspects of the exhibit. Educators, with a focus on 5-12 grades, will find a wealth of material, including exhibition overviews, pre- and post-visit activities, lesson plans, PowerPoint™ slides, and other activities for their students. Lesson plans and classroom activities are cross-curricular experiences that connect to the National Arts Standards, and are intended both for those who can visit the galleries and for those who are unable to see the tour in person.

Featuring more than 100 artworks created by masters living and working in the South today, *Tradition/Innovation* will tour to nine museums throughout the Southeast, January 2008–spring, 2010. *Tradition/Innovation* is curated by Jean McLaughlin, Penland School of Crafts, and Kathleen Mundell, Cultural Resources, Inc.; the exhibition’s education curators are Martin Rollins, Isaac Shelby Elementary School, Louisville, KY, and Judy Sizemore, Kentucky Arts Council.

*Tradition/Innovation: American Masterpieces of Southern Craft & Traditional Art* is a project of the Southern Arts Federation, and is supported in part by an award from the National Endowment for the Arts, which believes that a great nation deserves great art. The Southern Arts Federation, a non-profit regional arts organization founded in 1975, works in partnership with nine state arts agencies to build on the South’s unique heritage and enhance the public value of the arts in our communities by promoting and supporting the arts in the South; enhancing the artistic excellence and professionalism of Southern arts organizations and artists; and serving the diverse population of the South. Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee are partnering states. SAF is funded by the National Endowment for the Arts, member states, foundations, businesses and individuals. Visit [www.SouthArts.org](http://www.SouthArts.org).

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