



TRANSFER OF MEMORY



JEWISH COMMUNITY
RELATIONS COUNCIL
MINNESOTA & THE DAKOTAS

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PROJECT OVERVIEW

This Exhibition illustrates Holocaust survivors living in Minnesota, in their homes, in full color. Each is a story of survival during exceedingly difficult circumstances. As a collection, these photographs focus on life. From Europe to Minnesota, these survivors came here with hope for a better future. It was here they fashioned their dreams, their futures, and their families. Their lives are constant reminders about the value of freedom, and the enduring human spirit.

Transfer of Memory is a touring exhibition that is available to visit public and private institutions throughout the United States. A historical and relevant portrayal of Holocaust survivors, the exhibit exists to preserve their stories and educate future generations. The portraits, captured by photographer David Sherman and accompanying text by Lili Chester, will travel to numerous locations in the U.S. in 2013 and beyond.

We are honored to share this exhibit with you.



LOGISTICS

Although Transfer of Memory is a fully assembled package that is available to be shipped anywhere in the United States, the following logistics should be taken into consideration:

SHIPPING

Transfer of Memory ships through Museum Services in Minneapolis, MN. The cost of shipping is the responsibility of exhibit host. The JCRC will provide shipping quotes on request.

INSURANCE

The exhibit is insured by Museum Services during shipping. Insurance during the run of the exhibit will be the responsibility of the exhibit host.

DURATION

Transfer of Memory must be on display for a minimum of 4 weeks.

COST

\$500

Mobile Wall System Rental -
\$200 (Optional)



SPECIFICATIONS

Transfer of Memory is a fully assembled package that is ready to be sent to your community. The ToM package consists of:

Portraits and Stories

- Thirty-Three - 24" (L) x 36" (H) Framed color Portraits
- Three - 36" (L) x 24" (H) Framed color Portraits
- Thirty-Six - 6" x 12" Accompanying stories printed and laminated (2 copies of each story will be provided)
- Three - 6" x 12" Artist statements and show information cards printed and laminated

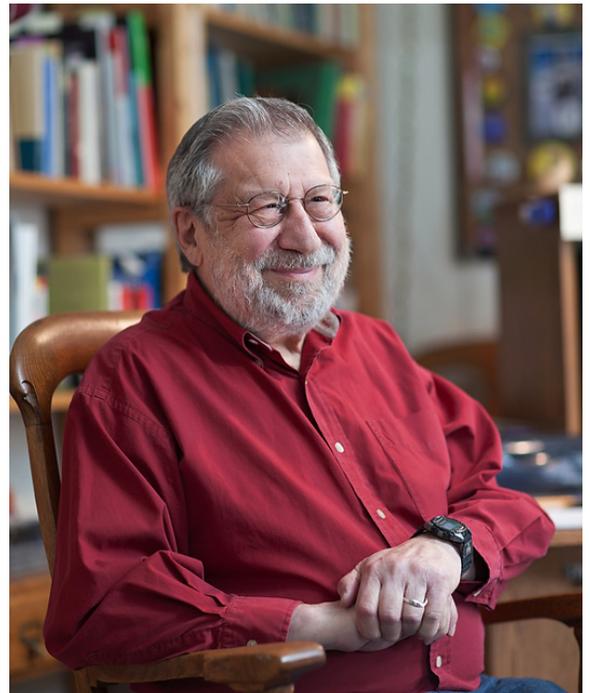
Exhibit Design Elements

- Five 5.5" x 8.5" Instructional cards laminated and printed
- Vinyl Files: Title wall and 5 break out quotes from the survivor stories
- Installation instructions for exhibition will be included
- Mobile walls capable of displaying all portraits and stories are available for rental. Mobile walls have been used to display the show in a 23' x 73' room

Marketing/Promotional Materials

Print ready files:

- 4" x 6" Branded Postcard
- 11" x 14" Show Poster
- 5.5" x 7" Touring card to help promote Transfer of Memory traveling to new communities
- Additional images for promotional usage
- Press Release template
- Press Clips
- Video
- Audio
- Editorial



PROGRAMMING EXTENSIONS

There are many ways to enhance the experience of bringing Transfer of Memory to your community. The following are potential programming extensions:

Survivors Testimony

A handful of the survivors photographed for Transfer of Memory are available to speak about their stories. Having the survivors present adds another layer of narrative and increases the impact of the exhibit.

Contact info@minndakjrc.org for more information about Transfer of Memory and special requests.

David Sherman Artist Talk

Bring in the photographer and project creator David Sherman to speak about his experiences and intentions for Transfer of Memory.





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