

A Guide For Hosting The Women Of A New Tribe Exhibition



*If you seek the soul the
soul of a people look
to its women.*

WOMEN OF A NEW TRIBE
AN EXHIBITION OF SOULS

PHOTOS: JERRY TALIAFERRO

General. The *WOMEN OF A NEW TRIBE* exhibition, a photographic study of the physical and spiritual beauty of the black women that inhabit our everyday lives, has been hailed as “stunning”, uplifting and long overdue”. It has been enthusiastically received by the media and the public since its premiere in Charlotte NC in June 2002. As of this writing, the exhibition has traveled to numerous cities around the United States and twice to Europe. The popularity of this exhibition can be attributed to more than its incredible imagery. It can also be attributed in large part to the careful planning, effective coordination between the hosting agency and the artist/photographer, and a dedicated marketing and promotional effort. The popularity may also be attributed to one of the particularly unique feature of this exhibition; the inclusion of portraits of women from the hosting community. This feature has been used to great effects to heighten community interest and participation. What follows are suggestions for the agencies hosting the *WOMEN OF A NEW TRIBE* exhibition. This information includes guidelines, press clippings, tips, and examples of material used in previous exhibitions. By providing the hosting agencies with this information we hope to facilitate their efforts to make their exhibition an incredible and memorable event.

Basic Suggestions

The most successful exhibitions have had two characteristics; detailed timely planning and dedicated marketing and promotions.

It should be intuitively obvious that detailed planning is the foundation of any successful effort. Presenters should give consideration to the critical tasks listed below:

1) Establishing the dates of the exhibition.

2) Completing the exhibition agreement between the hosting agency and the artist/ photographer. This is very important as the opening date is set and the commitment of all parties involved is established.

3) Selection Of Images From Core Collection. From a collection of over 200 images the curator makes the final selection of the images to be displayed. The curator is provided with a numbered pictorial listing of the available images . This listing includes the caption to accompany the image. Most of the pieces are 11 x 14 in. images in 16 x 20 in. black metal frames with white matting.

4) Decide upon the option to include images of local women in the exhibition. This option has been exercised in most of the community that have hosted this exhibition. This option allows the hosting agency to add an incredible new dimension to the project which can be used to increase local interest. To develop this “exhibit within an exhibit” a sub theme is developed (such as “Women Contributing To The Arts” or “Women Making A Difference In Their Communities”), and the women are selected. The hosting agency should consider how the women would be selected. One method of selecting women for the exhibition is to allow the hosting communities to make nominations. This was done in Charlotte NC. The Afro-American Cultural Center Of Charlotte set criteria for the local women to be featured in the exhibition and sought nominations. Seeking nominations from the hosting community had the added benefit of publicizing the exhibition.

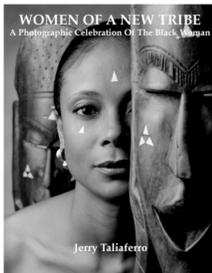
Photographing local women requires 3 to 6 days depending upon the number of women being including in the exhibition. Photography should take place at least two months prior to the opening date. This provides sufficient time for preparing the images for presentation (editing, printing, matting and framing).

a. Selection and Notification Of Local Subjects. These actions should be completed at least a month prior to photography. This is very important because it allows sufficient time for setting up a shooting schedule and for the subjects to plan and prepare to be photographed.

b. **Photographing the local women.** To ensure that the portraits of the local women are available for the opening of the exhibition, the hosting agency should arrange for the artist/photographer to photograph the subjects at least two months prior to the opening. This will allow sufficient time to prepare the images for exhibition. It would also make it possible to use images of local women in promotional and marketing material. As part of the process, the local subjects should be informed about the *WOMEN OF A NEW TRIBE* project. As a minimum they should be directed to the exhibition website at www.blackartphotoart.com. The artist/photographer will coordinate with the hosting agency to schedule photo sessions. Also the local women should be provided with information on how to prepare for their photo sessions. Example 1 below is a simple flyer sent to local participants for several past exhibition.

c. In order to prepare for the photography sessions, information about the subjects (photos and bios) should be provided to the photographer. This will facilitate the effort to design images specific to each subject. Ideally an image would communicate something special about the subject and who she is.

5) Plan Supporting Events and Activities. Hosting the *WOMEN OF A NEW TRIBE* exhibition presents the hosting agency with an excellent opportunity to conduct events and activities that would be of special interest to women in their community. The August Wilson Center For African American Culture in Pittsburgh conducted several events in conjunction with their hosting of the exhibition. During the run of the exhibition, The August Wilson Center held a community forum to address “*the hopes and complexities of African American Women*”. The Cleveland Public Library conducted the Soul Of The Village Women’s Worksop (see example 4).



WOMEN OF A NEW TRIBE MODEL INFORMATION

The Women of A New Tribe Project is a photographic celebration of the beauty, strength and work of African American women. Congratulations on being chosen to appear in this extraordinary exhibition during its stay in your city. The following information is designed to assist you in preparing for your photo shoot.

Before the Shoot

- Get a good night sleep of at least 6 to 8 hours
- Sleep in loose fitting clothing
- Hydrate the skin by drinking plenty of water
- Avoid stress

Day of Shot

- Wear light make-up; more make-up may be added if necessary
- Bring with you the outfit chosen; a changing area will be provided

Clothing for the Shoot

- Do not choose clothing with bold prints or large pattern designs
- Do choose solid light or dark colors

Optional for the Shoot

- Bring a prop; something that describes you and/or interests (i.e. a doctor may bring a stethoscope, an artist may bring a work or art; an author may bring her novel; a teacher may bring a group of children, a golfer may bring golf clubs, etc.)
- Bring a recent photograph of yourself
- Bring your bio

Example 1

d. **Sample Press Releases.** For your review we've enclosed three press releases from past venues. From these releases you can see approaches used by other hosting agencies (Examples 2 - 3) .

e. **Contact Information.** We are ready to assist the hosting agencies in any way we can. For assistance and advice please contact us at phone, 704.372.2772 or email newtribe8@cs.com.

The Miami Herald

Posted on Sunday, 08.19.12

Photo exhibit shows beauty in ordinary women

By Bea L. Hines bea.hines@gmail.com

*If you seek the soul of a people,
look to its women.
For it is at their bosoms
that the seeds of love,
compassion and courage
are first planted and nurtured.
Look into their faces
and see what was
and what will be.*

— "The Soul of a People," by Jerry Taliaferro, photographer,
Women of a New Tribe Project

View Photos: <http://hrlld.us/NcaE3L>

There is a photo exhibit at the Mia Galleries at the Miami International Airport that is a must-see for everyone in Miami-Dade County. The exhibit is called "[Women of a New Tribe](#)," and features women selected from the Miami-Dade Aviation Department.

Photographed by noted photographer Jerry Taliaferro, the "Women of a New Tribe" photo exhibit premiered in June of 2002 at the Afro-American Cultural Center in Charlotte, N.C. Since then, the exhibit has traveled to several cities, where local women have been photographed to include in the exhibition. The women were chosen for contributions they have made to their respective communities, and include teachers, businesswomen, wives, mothers and grandmothers.

The Mia Galleries includes the photos of women selected from the Miami-Dade Aviation Department.

In a press release Taliaferro said of the women he has photographed: "The exhibit has been billed as a celebration of the physical and spiritual beauty of the black American woman. Indeed, many of the subjects featured possess incredible physical beauty. Yet, many of them also possess the kind of beauty that does not result from 'line and curve,' or some other random confluence of physical traits. Many ... are also beautiful because of their strength, their compassion, their courage and their love."

The women in the exhibit from the Miami-Dade Aviation Department include, Miriam Adderley, Cash Management; Michelle Charles, Fine Arts and Cultural Affairs; Althea Coleman, Human Resources; Cynthia Collins, Human Resources; Tametria Harris, Concession Business Development; Sonia Bridges, Human Resources/Risk Management; Katherine James, Cash Management; Lauraine Murray, Marketing; Cynthia Manuel, Human Resources/Risk Management; and Michele Raymond, Properties Management.

Example 2

News Release



For Immediate Release
September 23, 2005

THE AFRICAN AMERICAN CULTURAL CENTER CELEBRATES THE SPIRIT AND SOUL OF AFRICAN AMERICAN WOMEN WITH ITS LATEST EXHIBITION, "WOMEN OF A NEW TRIBE"

Black and white photographs by artist Jerry Taliaferro on view September 30 through December 10, 2005 at the AACC's 209/9th Street Gallery

PITTSBURGH, PA – WOMEN OF A NEW TRIBE, an exhibition of striking photographs honoring African American women, their strength, beauty and contribution to American culture, opens September 30th at the African American Cultural Center of Greater Pittsburgh's 209/9th Street Gallery. The exhibition of over 60 images can be viewed through December 10, 2005.

Inspired by hearing author Toni Morrison refer to African Americans as "New World Africans," photographer Jerry Taliaferro was "thrilled...because it echoed a belief that I had long held: that African Americans are a new people, born on an American experience of survival, struggle and triumph." With this inspiration, Taliaferro began a photographic study of these new women. The resulting exhibition, WOMEN OF A NEW TRIBE premiered at the *African American Cultural Center* in Charlotte, North Carolina in June 2002.

Since that time the exhibit has traveled to several cities, where local women were often photographed to be included in the exhibition. Most of the women chosen to take part were selected for contributions they had made to their respective communities. The *African American Cultural Center of Greater Pittsburgh* followed this tradition, commissioning Taliaferro to create portraits of African American women living in the Greater Pittsburgh community to be exhibited along with his traveling exhibition. Included are: They are: Sabira Bushra, Aisha White, Demeatria Boccella, Tina Brewer, Sabira Bushra, Etta Cox, Christiane D., Toi Dericotte, Elizabeth Asche Douglas, Sandra Gould Ford, Evelyn Hawkins, Charlet Holley, Veronica Morgan Lee, Dr. Vernell Lillie, Sara Jameelah Martin, Patricia Pugh Mitchell, Debbie Norrell, Vivian Ross, Bariki Hall Shabazz, Gwen Simmons, Janera Solomon, Aisha White, Sabrina and Cynthia Wright.

These images represent a community of remarkable African American women that have sustained the creative legacy of the African American community of Western Pennsylvania between the early 1970s through the end of the 20th Century. Further investigation of this period, and of the Pittsburgh women who define it, will continue within the permanent exhibition of the African American Cultural Center, scheduled to open in the fall of 2007.

The WOMEN OF A NEW TRIBE exhibition marks the second exhibition at the African American Cultural Center's 209/9th Street gallery space. The African American Cultural Center will present a number of visual arts and public programs at this space, prior to the anticipated opening of its new multi-disciplinary venue in 2007.

The Opening Reception will be held on September 30th from 5:30pm-9:00pm, and coincides with The Cultural District Gallery Crawl. Regular Gallery Hours are Wednesdays, Fridays, Saturdays: 12:00pm-5:00pm, Thursdays: 12:00pm-7:00pm, or by appointment.

About Jerry Taliaferro

Jerry Taliaferro is a native of Brownsville, Tennessee. He joined the Army and graduated from the United States Military Academy at West Point in 1977. His real interest in photography

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www.africanaculture.org



to Fort Bragg, North Carolina and continued to grow, even being a magazine.

ited States in 1985, Taliaferro began working on commercial printing and design firms. As his interest shifted, he turned to fine arts. He moved to North Carolina with his wife, Debra.

African Cultural Center

The African Cultural Center of Greater Pittsburgh presents, interprets and preserves the history and culture of African Americans in Pittsburgh and of people of African descent. The Center realizes its mission with an engaging schedule of visual and performing arts as well as educational and public programs.

The African American Cultural Center's 2005-2006 season are supported by the Pittsburgh Foundation and The PNC Financial Group. Financial support has been provided by the Allegheny Regional Asset

information is available at the African American Cultural Center's website,

Information

owntown
Pittsburgh, PA, Fridays, Saturdays: 12:00pm-5:00pm.
Sundays: 12:00pm-7:00pm.
(during gallery hours only) or 412.258.2700
open to the public

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News Article

Cleveland Public Library Presents: Soul of the Village Women's Workshop - Launch of Women of a New Tribe photographic art exhibit

1/3/2011 11:52:18 AM

In conjunction with the photographic art exhibition, Women of a New Tribe, Cleveland Public Library (CPL) presents an all-day workshop for women of the greater Cleveland community, Soul of the Village. Women of all ages are invited to attend the workshop on Saturday, February 5, 2011, at the Louis Stokes Wing Auditorium, East Sixth and Superior, from 10:00 a.m. to 3:30 p.m. Registration is required. You can register [online](#), by sending an email to programs@cpl.org, or by calling 216.623.2921. Free registration includes a continental breakfast and lunch. The deadline to register is January 29, 2011.

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Soul of the Village Women's Workshop attendees will choose two of four interactive panel discussions: "Carry as You Climb: Maximize Your Mentoring Relationship"; "Your Heart's Desire: Finding a Creative, Healthy Work/Life Balance"; "Education for Life: Focus on the Climb"; and "Entrepreneurship: It's your world." Cleveland women will moderate and present the discussions, providing valuable insights into their success. The workshop panelists, who were selected as models for the Women of a New Tribe photographic art exhibit, will share life lessons and practical advice.

"Carry as You Climb: Maximize Your Mentoring Relationship" will discuss the two-way nature of the mentoring relationship, looking at ways you can find support, overcome obstacles, and utilize the principles of leadership.

"Your Heart's Desire: Finding a Creative, Healthy Work/Life Balance" will cover tips for time management, prioritization, and integrating the needs of a family with a career.

"Education for Life: Focus on the Climb" will examine the secrets to succeeding in life with knowledge, taking you from Pre-K to PhD, helping you discover your unique pathway to success.

"Entrepreneurship: It's Your World" will address what women need to know about wealth accumulation, employment opportunities, and financial literacy. Decide if you have enough passion and vision to make your idea a winner.

The workshop will kick off the Women of a New Tribe photographic exhibit, on display at the Main Library and Martin L. King, Jr. Branch during African American History Month and Women's History Month, February through April 2011. All women who attend the workshop may become part of a digital

Get answers to your questions online, anytime.



Example 4

6) Marketing and Promotions. It goes without saying that the success of any exhibition is very dependent upon “getting the word out”. Developing and maintaining the interest of the media and the public requires a dedicated effort by the presenter. As stated several times before, interest in the exhibition has been particularly high in hosting communities where the presenter has exercised the option to have local women photographed and their images included in exhibition. The number of local women so honored has varied between 12 and 35 individuals. Many of the women chosen to participate in the exhibition have been featured in the media (note the pieces from various publications in example 5). The selection process for local women is a news-worthy item in itself. By publicizing the process of selection you are in turn publicizing and promoting the exhibition. The same is true if nominations are sought from the community. Having a dedicated “Media Partner” would be very helpful.

a. Supporting The Promotional/Marketing Efforts. We are prepared to support the promotional and marketing efforts of hosting agencies within our capabilities. These capabilities include the design of promotional material, artist statements and bios, photography, videos and interviews with the media.

b. Posters and Promotional Pieces. We often support the marketing and promotional efforts of hosting agencies by designing promotional pieces. Through the use of striking images and graphics, we design unique pieces for each venue. These are intended to be used to promote the exhibition and are suitable for use as printed pieces and on the internet. Below are several pieces from several past venues.

c. Promotional DVD's. We also have the capabilities to produce broadcast-quality DVD's which are ideal for TV and radio spots and on websites. To review one of these DVD's on YouTube go to www.youtube.com/watch?v=Q78b3_YFdcg

7) Contract Information. Please feel free to contact us if there is anyway we can help at email: newtribe8@cs.com or phone: 704.372.2772

Miami International Airport
Division of Fine Arts & Cultural Affairs

Women of a New Tribe

A PHOTOGRAPHIC CELEBRATION OF THE BLACK AMERICAN WOMAN



"Look into their faces and see what was and what will be."



WOMEN OF A NEW TRIBE

A PHOTOGRAPHIC CELEBRATION OF THE AFRICAN-AMERICAN WOMAN
BY PHOTOGRAPHER JERRY TALIAFERRO

SEPTEMBER 30 – DECEMBER 10, 2009
20919th STREET, PITTSBURGH
AN AFRICAN AMERICAN CULTURAL CENTER

Free Admission: WEDNESDAY, FRIDAY AND SUNDAY NOON-5:00 PM
TICKETS: NOON-7:00 PM

For Information: Call: 412.281.5484
OR VISIT WWW.AACCCENTRUM.ORG

Photo: "Dinah" (above) "Dana" (below)



The AFRO-AMERICAN CULTURAL CENTER
is pleased to present

WOMEN OF A NEW TRIBE

JUNE 14 TO AUGUST 25, 2002



A photographic study and celebration of African-American beauty through the eyes of photographer, Jerry Taliaferro

Featuring
Over 20 photographs from Mr. Taliaferro's personal collection and
12 images of outstanding women from the Charlotte-Mecklenburg area who were nominated and selected to be photographed for this exhibition based on their accomplishments and involvement in the community.



EXPOZIȚIE DE FOTOGRAFIE

"FEMEILE UNUI NOU TRIB"

de Jerry Taliaferro

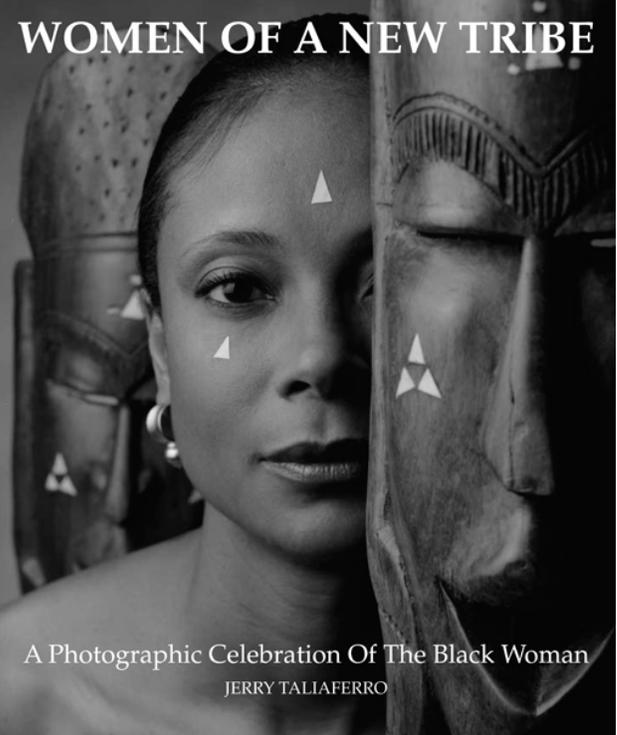
10-23
SALA DE EXPOZIȚII
MUSEUL NAȚIONAL DE ARTĂ

Parteneri: 

WOMEN OF A NEW TRIBE



WOMEN OF A NEW TRIBE



A Photographic Celebration Of The Black Woman
JERRY TALIAFERRO

Example 5