Communications Internship at the Fabric Workshop and Museum

Independent Praxis
Faculty Advisor, Monique Scott
Field Supervisor, Katherine Blodgett

Learning Objectives
- Acquire hands-on experience of communication processes
- Gain direct experience with artist engagement through digital relations
- Expand and develop my knowledge of textiles in relation to installation and performance art through the work of featured artist Suzanne Bocanegra

Opening Reception
- October 5th was the opening reception to Suzanne Bocanegra’s Poorly Watched Girls
- Seeing the artist’s work firsthand helped me to frame social media posts intended to engage potential visitors
- The presence of a large number of people also revealed how the public connected to the artwork and specific drawing points. Each of the famous women featured in the installation Valley was one such focus; therefore I did a series of posts that highlighted the background and significance of each specific woman
- I did my first social media posts at the start, middle and end of the opening, and posting Instagram Stories alongside them
- Overall, the event gave me insight into my objectives as I gained concrete insight on the content and the audience to communicate with

Project
- The opening marked the beginning of my project of making a Social Media Strategic Planning Document for the rest of Bocanegra’s residency (until February)
- It maps daily posts of public events, artists’ birthdays, holidays and highlights of the exhibition
- This document was difficult to frame, as I had to take into account the premise of the exhibition and provide a new view of it to an audience
- It not only provided FWM with a concrete spreadsheet of planning, but strengthened and built my digital articulation

Takeaways
- This internship fulfilled my learning objectives and prompted me to conceptualize modes of communication through social media platforms
- Gave me insight into communicating digitally with visitors, as well as personally with my Field Supervisor
- I also developed an aptitude for reflecting and delivering to try engaging a wide audience, and will bring this with me to continue communicating the relevance of art and museums that I admire

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