

THE CREATOR'S CREED



Caroline Siavichay

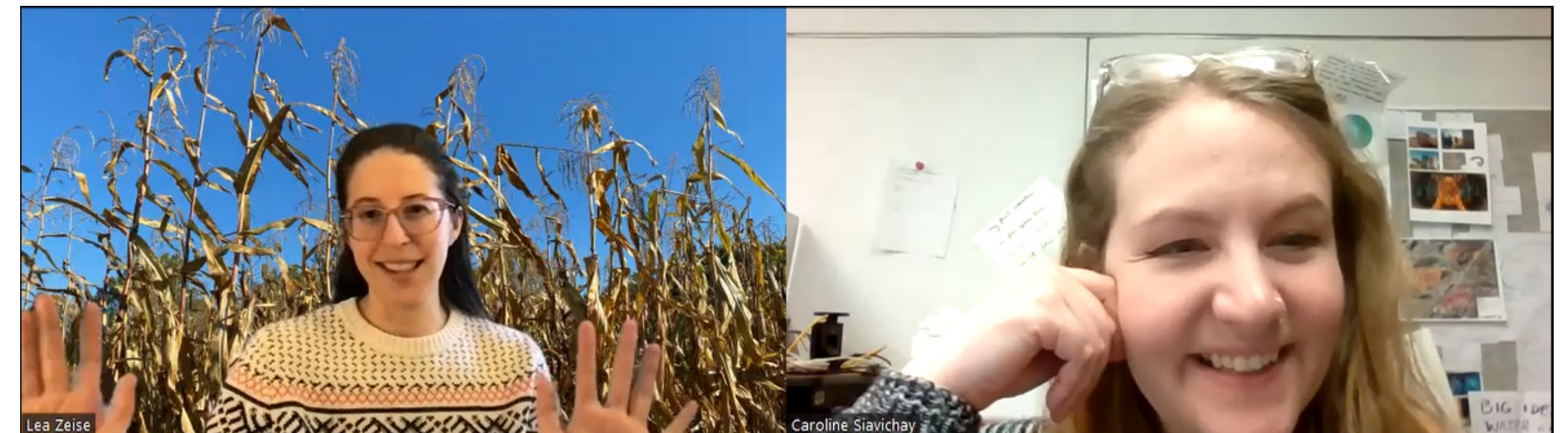
Fashion Institute of Technology

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SPECIAL THANKS

Lea Zeise, Oneida

Braiding the Sacred & Intertribal Agriculture Council



01. CLIENT

NATIONAL MUSEUM OF THE AMERICAN INDIAN



MISSION

In partnership with Native peoples and their allies, the National Museum of the American Indian fosters a richer shared human experience through a more informed understanding of Native peoples.

VISION

Equity and social justice for the Native peoples of the Western Hemisphere through education, inspiration, and empowerment.

AIMS

- Prioritize partnerships with Indigenous people and their allies
- Contribute to a more informed understanding of Native and Indigenous people worldwide
- Collaborate, consult and cooperate with Indigenous people and communities as a means to foreground their perspectives and experiences in our content
- Perform a thoughtful stewardship role with respect for the collections in our care



02. WHAT I HEARD

CLIENT CRITERIA

- **Specificity** is important
- **Context** is critical
- Make sure that the **individuals** that you're talking about are the **center of the narrative voice**
- **Show, Don't Tell** in order to convey the full story
- **Time, Continuity and Change:** not only contemporary or past, but tell the full story and give necessary context
- **Carefully consider the vetting** of your resources
- **Avoid categorizing POVs in broad sweeps-** there is a lot of complexity in the difference of experiences
- **Trust and relationships** must be prioritized
- Always **strive for empathy and allyship** in correcting misinformation
- Refer to people and cultures by their **native nation and/or tribe name**
- Be sure to **balance the artifact narratives** with contemporary first-person counter narrative
- **Stay away from narratives that have been often repeated-** highlight a new story or view
- Make sure there are **areas for educators and school groups** to gather around content
- **Provide opportunities for individuals to see themselves within elements of the narrative** to inspire empathy and relatability
- **Use of first person narrative** is important

03. SITE



LOCATION

Downtown Manhattan, NYC
Inside Alexander Hamilton U.S. Custom House

HOURS OF OPERATION

10:00 AM - 5:00 PM
Daily
Closed December 25

ADMISSION

Free

ACCESSIBILITY

Facilities Include:

Wheelchairs, open captioning on all videos, assistive listening devices, braille and large print maps and accessible bathroom stalls

Real-time captioning, sign language interpretation, and tactile and visual description tours available upon request in advance of visit

ABOUT

A diverse and multifaceted cultural and educational enterprise, the National Museum of the American Indian (NMAI) is an active and visible component of the Smithsonian Institution, the world's largest museum complex. The NMAI cares for one of the **world's most expansive collections of Native artifacts**, including objects, photographs, archives, and media covering the entire Western Hemisphere, from the Arctic Circle to Tierra del Fuego.

THE EXHIBIT

The exhibition will be located in the East Gallery of the museum. There will also be opportunities for post engagement and donation to organizations outside of the museum.

04. AUDIENCE

I. TARGET AUDIENCE

LAST YEAR THE MUSEUM RECEIVED 239,435 VISITORS WHICH IS ALMOST BACK TO PRE-COVID ATTENDANCE*



School Groups

Children who are brought to the museum by educators for elementary and middle school field trips to educate them about Native and Indigenous culture



Families

Groups of relatives looking for an activity that is entertaining enough for the youngest members yet stimulating enough for the oldest members



Experience Seekers

Often tourists but sometimes locals who are seeking an in depth experience with and connection to Native and Indigenous culture and artifacts



Photo Credit: Tepary Beans, Squash, and Corn Getty Images

05. SUBJECT

NATIVE FOOD SOVEREIGNTY

Food sovereignty is defined as a community having the **ability to choose those foods they will use to sustain themselves and their culture**. Due to the multiple atrocities committed against Native people following the European colonization of their homelands, they have been **disproportionately affected by loss of food sovereignty**. This loss has negatively impacted not only Native people's access to crucial pieces of their culture, heritage and spirituality, but it has also led to a **crisis of health and well-being** and a disproportionate amount of health problems and chronic illness in Native communities

'The Creator's Creed' will be an interactive exhibition that **highlights the issues surrounding the Haudenosaunee people's loss of food sovereignty and amplifies the incredible movement of resilience** that has followed. In addition to teaching about both **traditional and modern Haudenosaunee philosophy, agriculture and cuisine**, the exhibition will serve to educate people about how they can **support the incredible organizations** working to restore and reclaim lost lands, ingredients, recipes and cultural knowledge **without infringing upon spaces** that are not theirs to claim.

Key Concepts include:



THE CREATOR'S CREED

Haudenosaunee principles about food and agriculture along with contemporary/traditional ingredients, recipes and tools.



SEEDS OF RESILIENCE

The past and present of the Indigenous Food Sovereignty Movement along with a call to future action



HUNGER & PAIN

A narrative of the atrocities that caused loss of food sovereignty and its negative effects

06. PROJECT GOALS

PROJECT

The exhibition will:

- Serve the **mission and vision** of the Smithsonian Museum of the American Indian
- Serve the institution's **visitor base** including general and family audiences, as well as visiting school groups
- **Enhance an awareness** of contemporary Native American culture
- Encourage **social participation and action** in response to the issues presented in the exhibition

EXPERIENCE

Visitors will:

- **Empathize and connect** with those affected by lack of food sovereignty
- Experience **sensory aspects** of native agriculture and cuisine
- Be **called to action** in the fight for native food sovereignty

EDUCATION

Visitors will learn:

- The **history and contemporary impact** of the issue of native food sovereignty
- Traditional and contemporary Haudenosaunee **ingredients and recipes**
- The Native principle of **land stewardship** and its impact on **native agricultural practices and cuisine**
- The role of **spirituality and culture** in Native food and agriculture
- Their **individual role** in food sovereignty crisis and how they can affect it



07.

EXHIBITION BUBBLE DIAGRAM

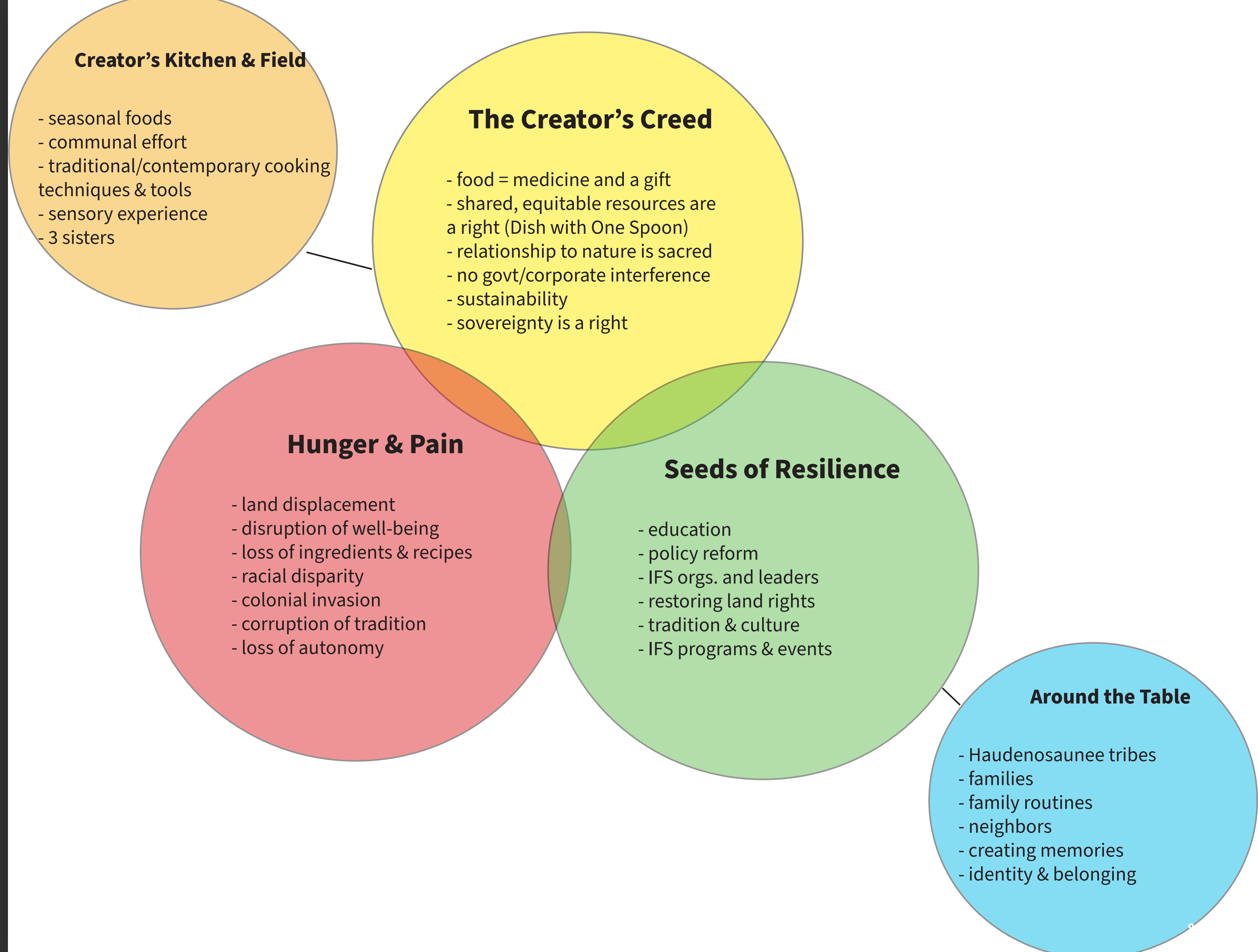




Photo Credit: Longhousepodcast.com

08. THE CREATOR'S CREED

BIG IDEA

Food Sovereignty is **a right and a cultural necessity** for the Haudenosaunee people. In the face of **multiple atrocities** related to the loss of food sovereignty, including land displacement, loss of autonomy and disruption of their health and well-being, the Haudenosaunee have responded with **interminable resilience and hope.**



Photo Credit: <https://www.onondaganation.org/blog/2014/a-certain-way/>

09. CONTENT OUTLINE

THE CREATOR'S CREED

Haudenosaunee **principles, tenets and beliefs** about food and agriculture

THE CREATOR'S KITCHEN AND FIELD

Traditional and contemporary Haudenosaunee **ingredients, practices and tools** related to cooking and agriculture

HUNGER & PAIN

A narrative of the **numerous atrocities** that have caused Native people's **loss of food sovereignty and the negative effects** of this loss that still affect communities today

SEEDS OF RESILIENCE

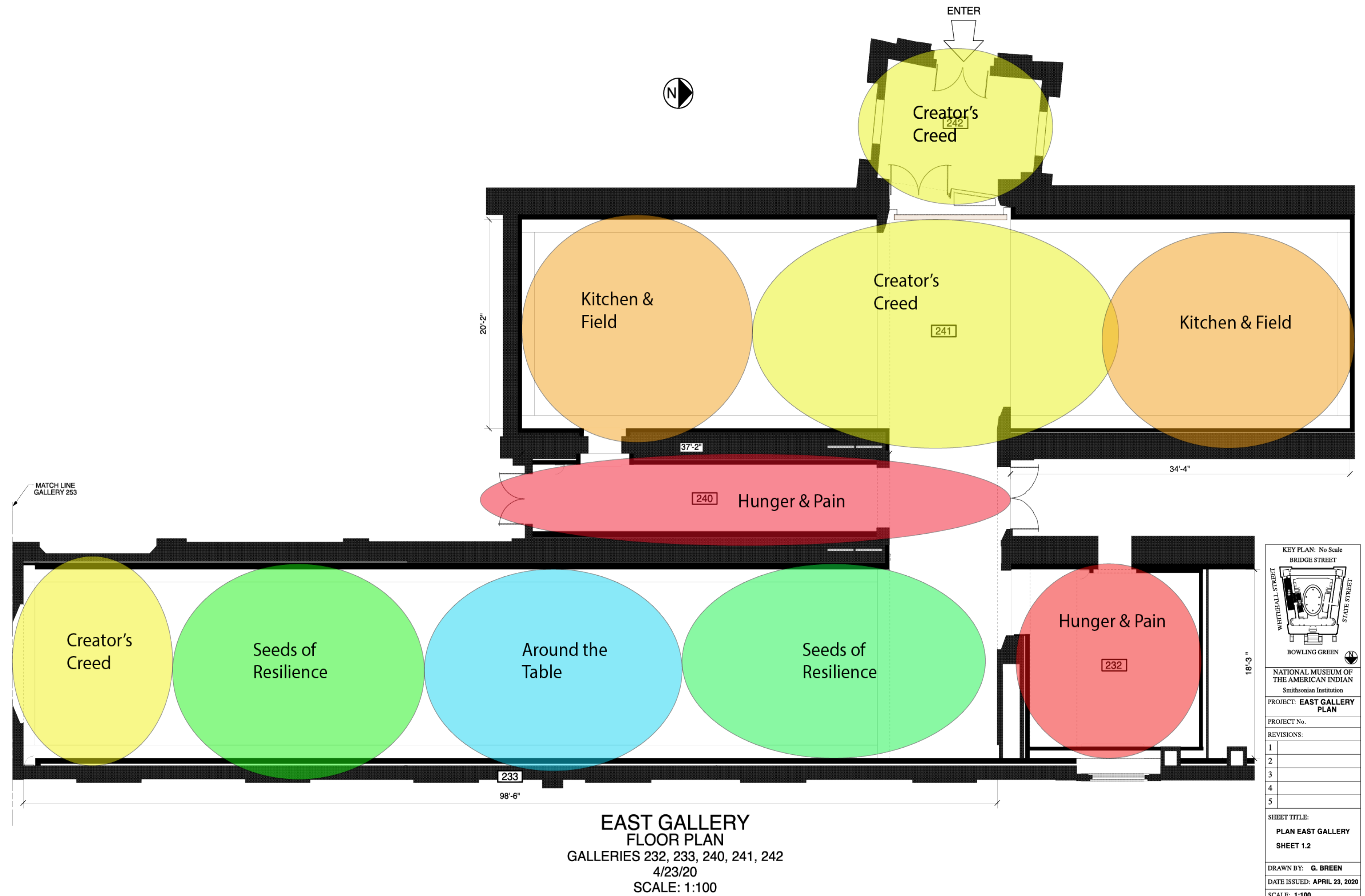
A look at the **Native and Indigenous Food Sovereignty Movement** both past and present, as well as a **call to future action**

AROUND THE TABLE

A look at **who Native food sovereignty affects**, how it affects them, and why maintaining food sovereignty is **important**



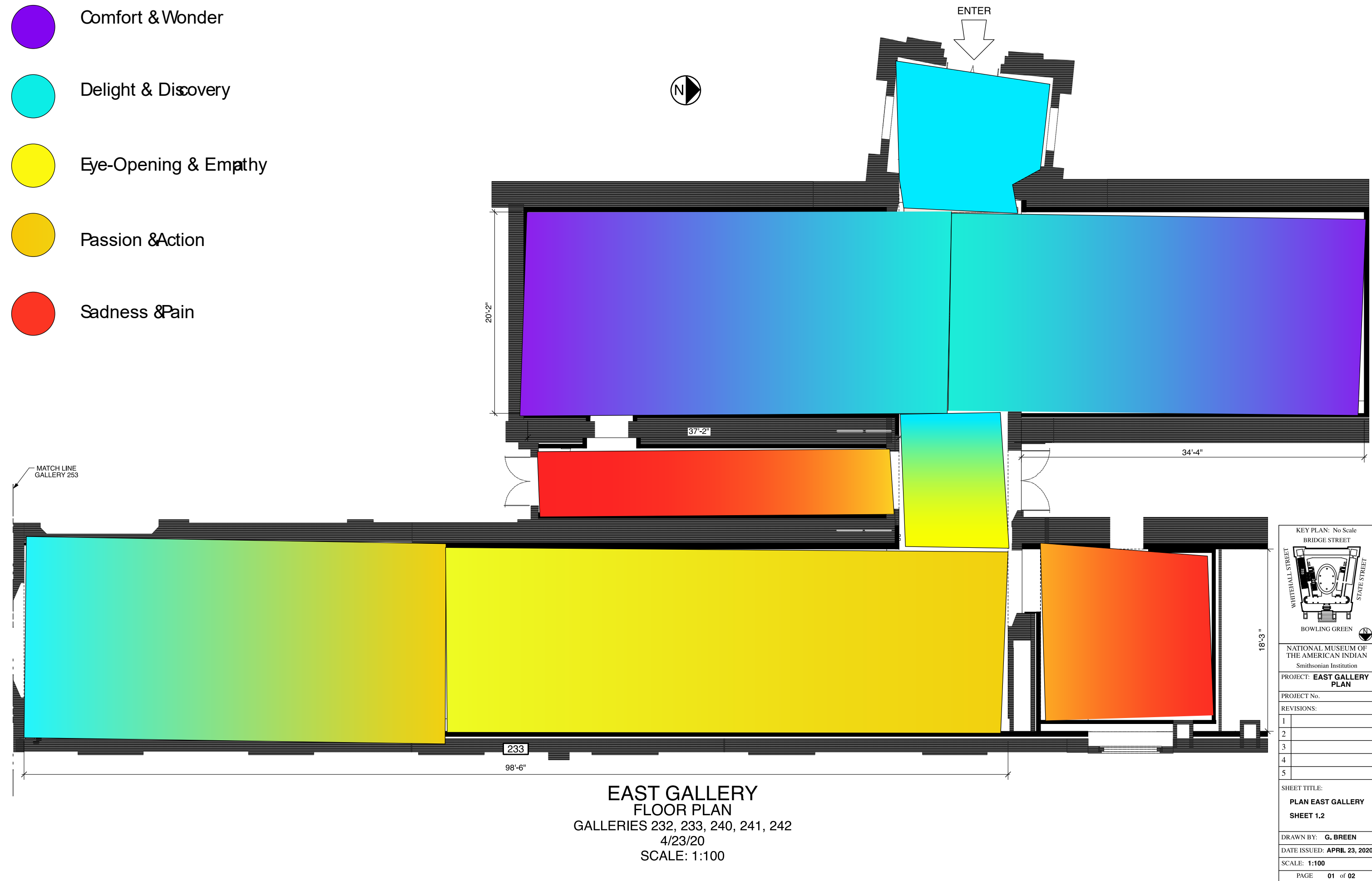
10. BUBBLE FLOOR PLAN



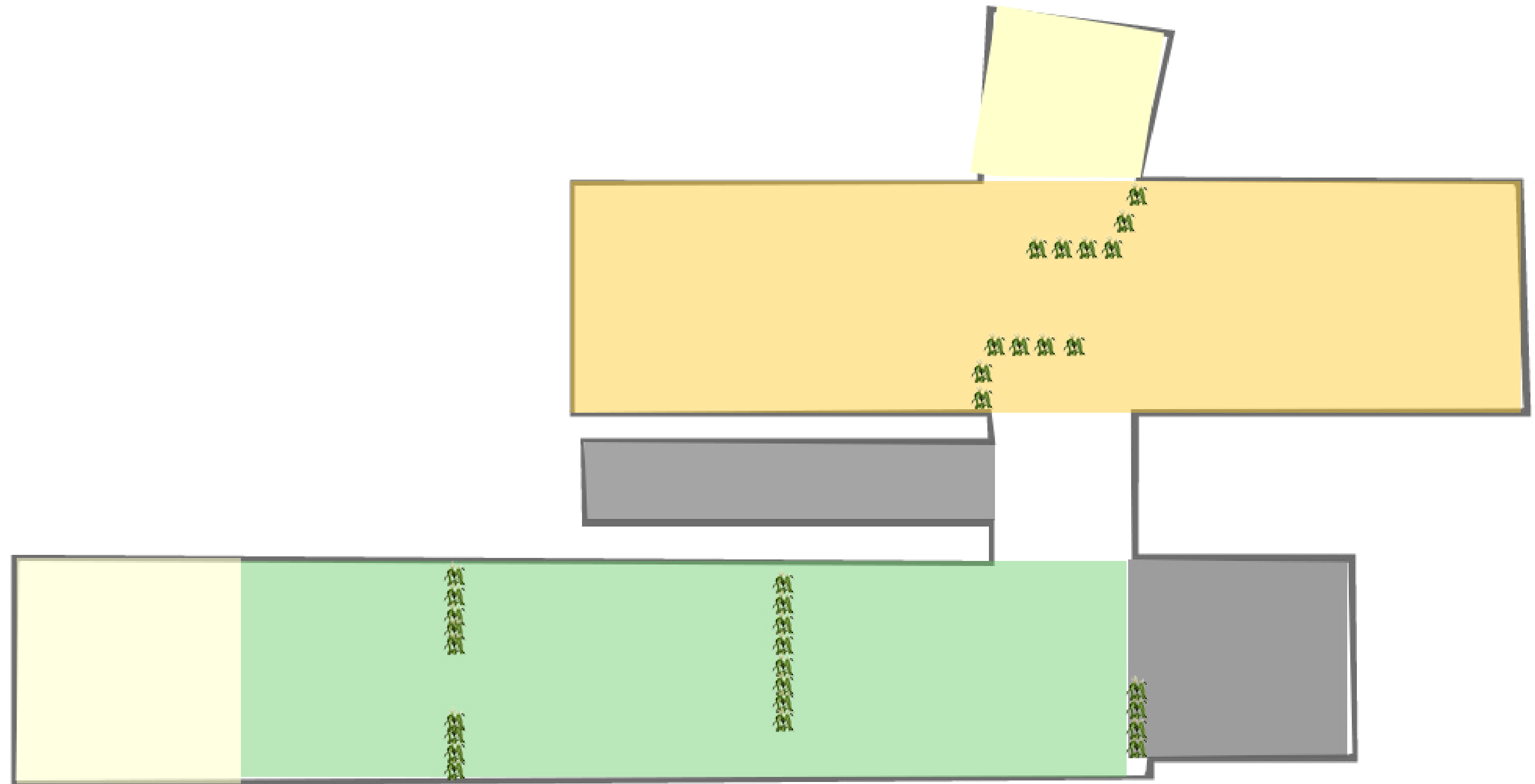
11.

EXHIBIT EMOTION MAP

-  Comfort & Wonder
-  Delight & Discovery
-  Eye-Opening & Empathy
-  Passion & Action
-  Sadness & Pain



12. THEMATIC FLOOR PLAN



13. ENTRANCE & SPACE DIVIDERS

SEE

- Graphics
- Haudenosaunee food
- Corn stalk dividers

DO

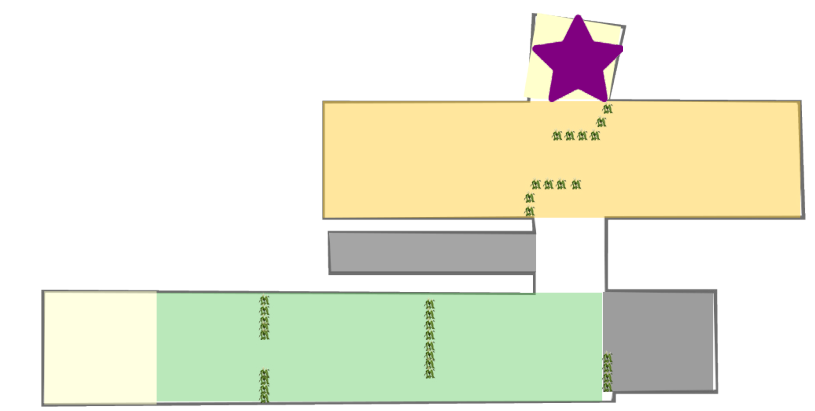
- Enter exhibit
- Follow path created by dividers

LEARN

- How to follow path of exhibit

EXPERIENCE

- Introduction to atmosphere and organization of exhibiton



14.

EXHIBIT ACTIVITY

CREATOR'S KITCHEN & FIELD

SEE

- Traditional and contemporary **Haudenosaunee dishes and table settings**
- **Conversation questions** on foods
- Graphic **illustrations and information**
- Sharing kiosk
- Word cloud wall
- Artifacts from traditional to modern

DO

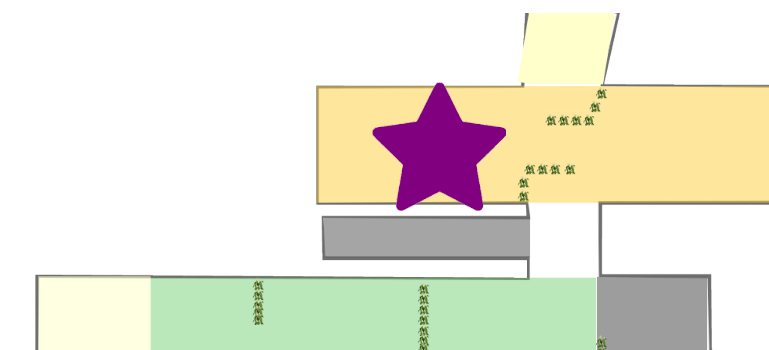
- **Touch and examine** models of dishes and table settings
- **Read and view** information about ingredients, culinary practices and dishes
- **Ask & answer** questions on food and on word cloud screen
- **Read** other answers on wordcloud

LEARN

- Chronological progression of traditional and contemporary **Haudenosaunee ingredients, dishes and culinary practices**

EXPERIENCE

- The **smell of cooking food**
- **Eyes opening** to new foods and dishes, as well as new ways of cooking
- Build **empathy and connection** through viewing the familiar subject of food in a new way



15.

EXHIBIT ACTIVITY

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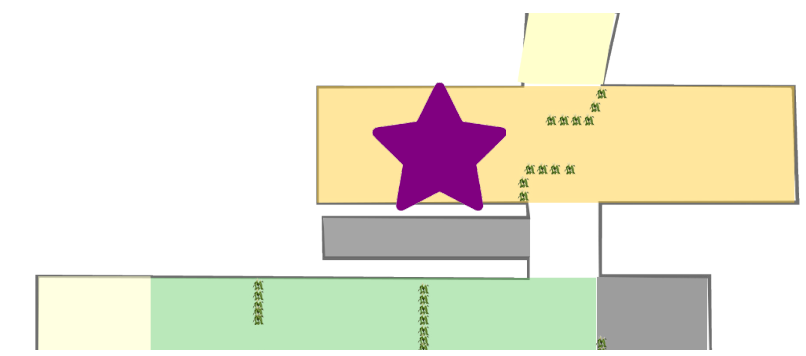
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16.

EXHIBIT ACTIVITY

HUNGER & PAIN

SEE

- **Photos and first hand accounts** of atrocities of land displacement and the consequences for Native food sovereignty
- **Pepper's Ghost illusions**

DO

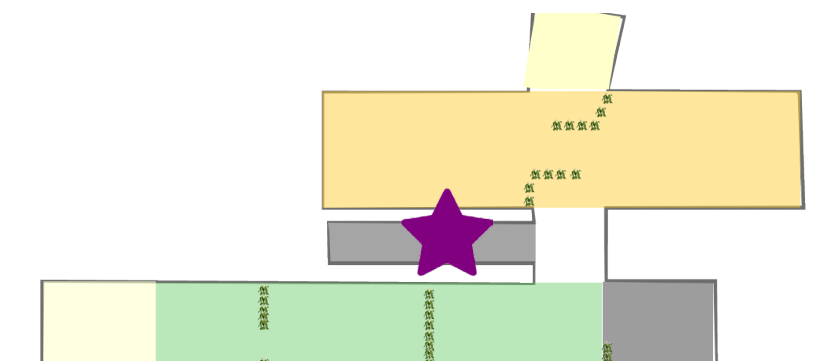
- **Read** first hand accounts
- **View** photos
- **Watch** Haudensaunee food transform into reservation food

LEARN

- About the multiple **atrocities** committed against Native people
- How land displacement and forced boarding school enrollment has **negatively affected** Native health, well-being and culture

EXPERIENCE

- A noticeable **lack of smell**
- **Decrease of color** and sensory rich information
- **Empathy** for survivors and victims of the atrocities committed against Native people
- **Gravity of the loss of food sovereignty** and it's consequences
- A **strong urge to help** those affected



17. EXHIBIT ACTIVITY AROUND THE TABLE

SEE

- **Touch screens**
- Bio and info about interviewees
- **Videos of interviews** with Native food leaders

DO

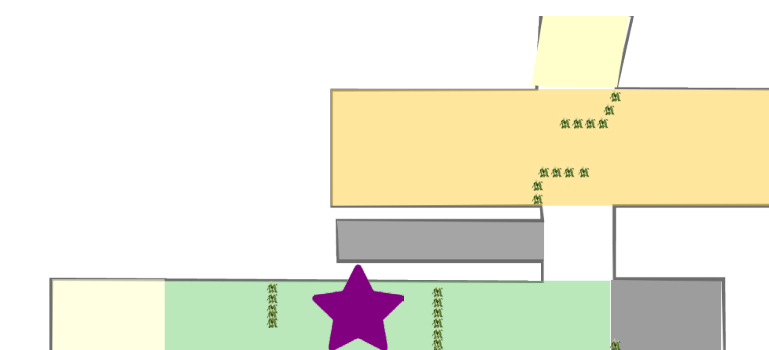
- **“Conduct” an interview** by choosing a question from the menu to ask or choosing to **thank the interview subject**
- **View** a video of the subject responding to the question or thank you statement

LEARN

- **Who is affected** by loss of Native food sovereignty
- **What** food sovereignty means to Native people & why it’s important
- **Personal stories and first hand accounts** of both struggles and redemption

EXPERIENCE

- The **smell of food**
- Create **personal ties & connections** to interviewees by simulating a shared experience
- **Create empathy** by attaching faces, names and personal stories to information about the food sovereignty movement



18.

EXHIBIT ACTIVITY

SEEDS OF RESILIENCE

SEE

- “**Sponsor a Seed**” vending machine
- Instructional graphics
- Information about **Native and Indigenous food sovereignty organizations** and how to **donate/get involved** further in supporting them
- Seed sponsorship package

DO

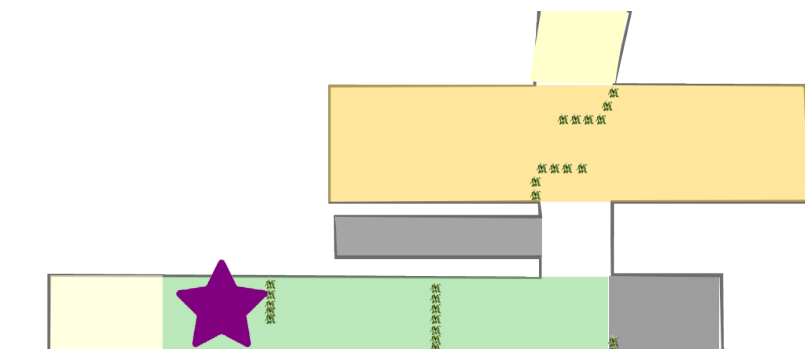
- Place money into the machine to **donate** to an organization supporting Native food sovereignty and receive a small package
- **Read** about the spirit of the seed they have sponsored
- **Appreciate** the artwork included in the package

LEARN

- What **organizations** are prominent in the food sovereignty movement and how they can appropriately **get involved**
- Haudenosaunee culture regards seeds with respect as **living beings**

EXPERIENCE

- The **smell of food**
- **Perspective shift** to view seeds as living beings and create a **personal and empathetic connection** with them
- Feel **called to further action** supporting these orgs



19.

EXHIBIT ACTIVITY

CREATOR'S CREED

SEE

- A **large dish** with a **screen** across the surface and a **spoon handle** around the edge
- **Video** content on the screen

DO

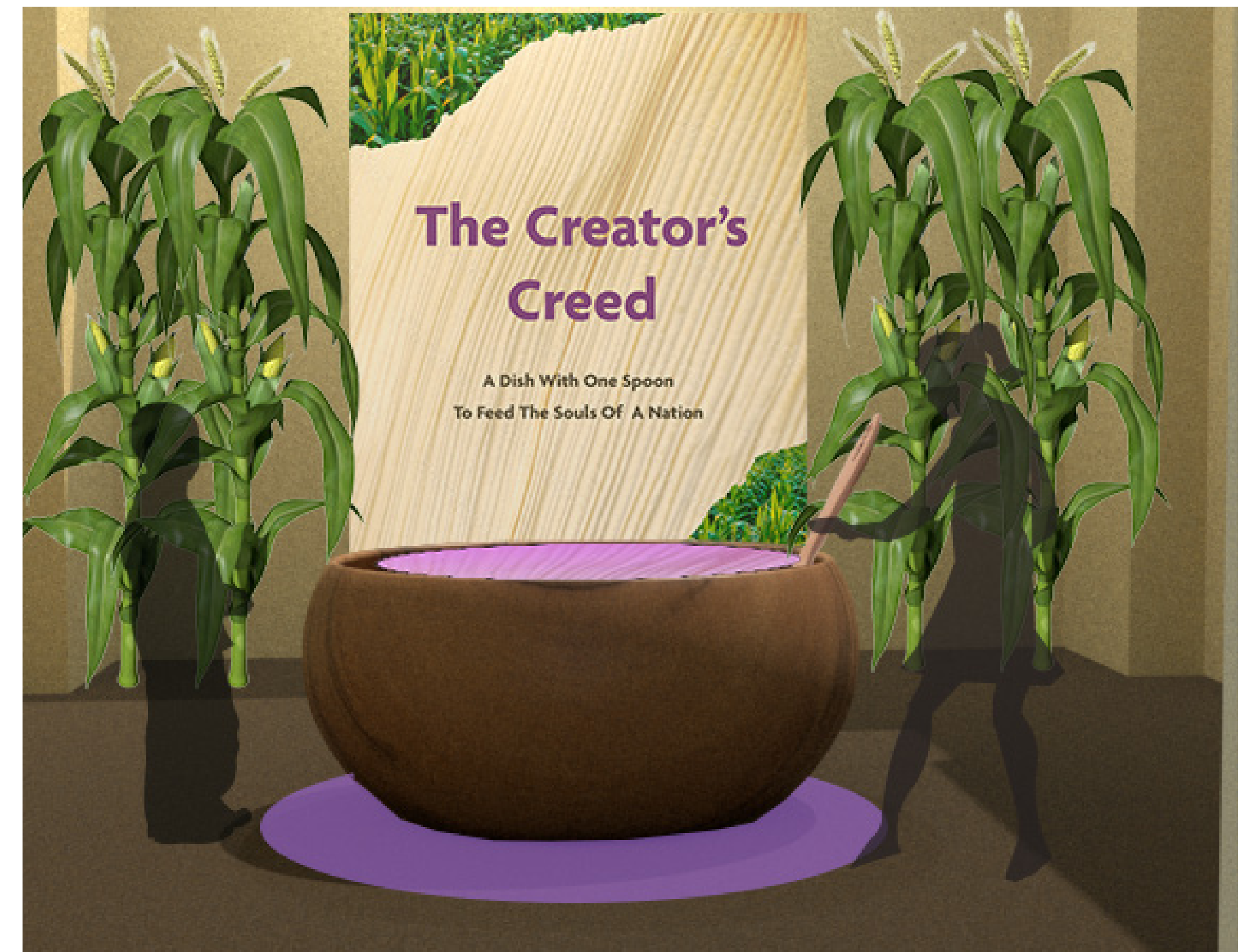
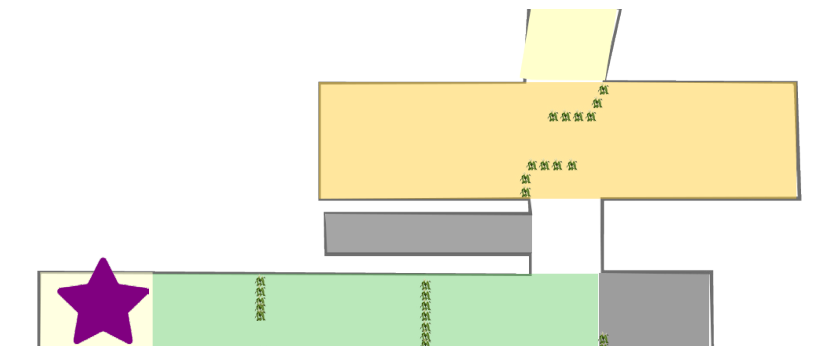
- Work as a team (or alone) to **pass the spoon** handle all the way around the edge of the dish to activate video
- **Watch** video content and **engage** with screen when prompted

LEARN

- Haudenosaunee **principles, beliefs and tenets** about food and agriculture
- The **spiritual and cultural** tie to land and food

EXPERIENCE

- The **smell of food**
- **Personal connection** to the content through physical participation
- Create **empathy** by being placed within the story



20. GRAPHIC APPROACH

TYPEFACE

Agenda

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

1234567890

!@#\$%^&*()_



Creator's Creed
Moodboard & Color Palette



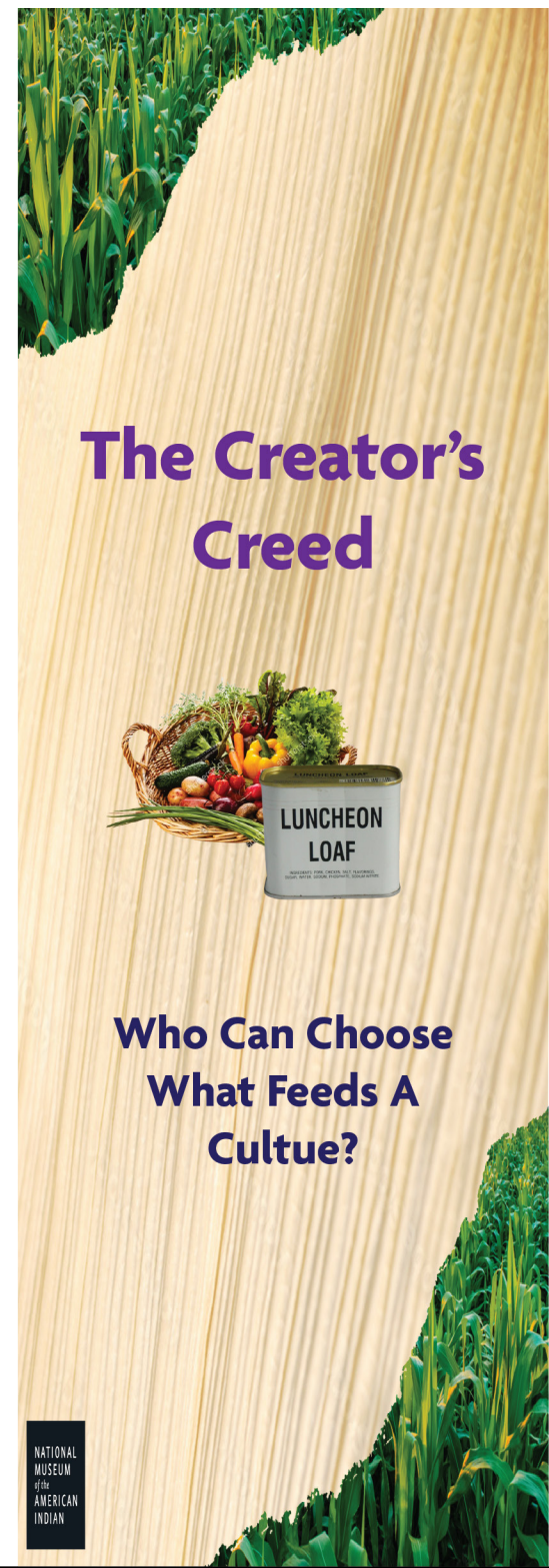
Hunger & Pain
Moodboard & Color Palette



Seeds of Resilience
Moodboard & Color Palette



21. GRAPHIC APPROACH



Flag Banner & Subway Ad

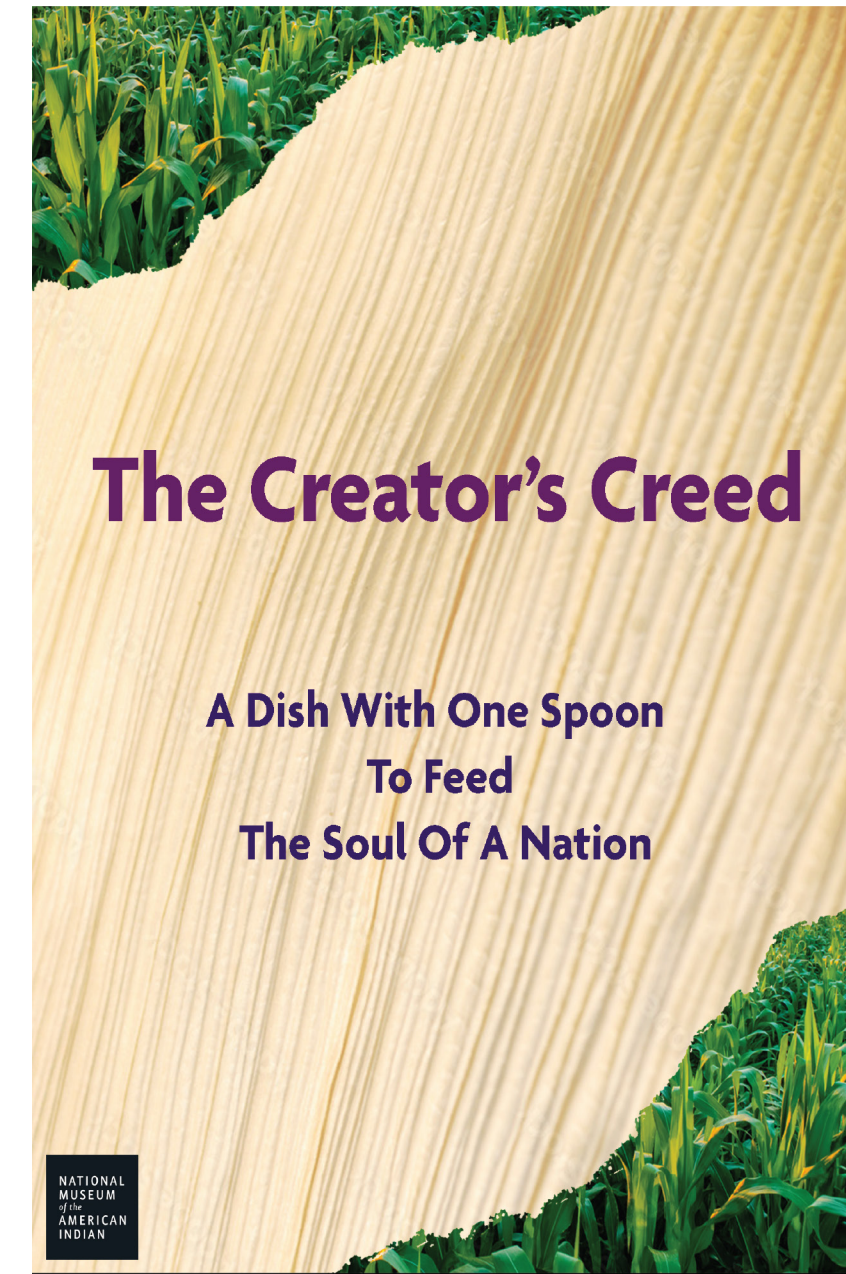
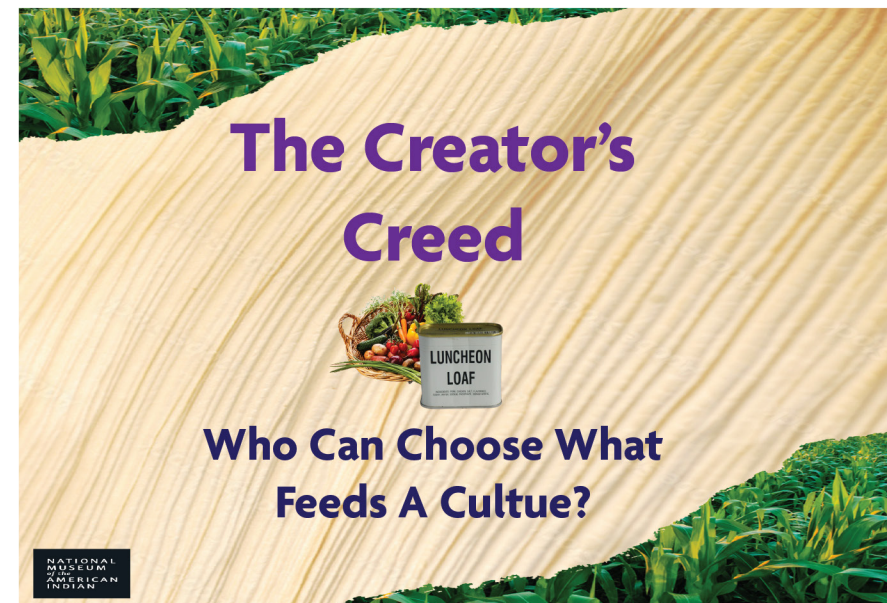


Exhibit Entrance Banner

22. GRAPHIC APPROACH



Informational/Donation Signage



Label Copy



23. PRELIMINARY SOCIAL ACTION APPROACH

The Creator's Creed exhibition aims to not only educate and shift visitor's perspectives about Native food sovereignty, but to create real and lasting change outside the walls of the museum.

For this reason, visitors will be provided two opportunities to extend the experience beyond the exhibition. The first will be an opportunity for immediate action in the form of donation to an important organization in the Native food sovereignty movement such as NAFSA, NAAF, or the Intertribal Agriculture Council.

The second opportunity will come in the form of a call to future action by providing visitors with easily accessible information and resources about appropriate and respectful ways to support and be involved in the movement without infringing upon spaces that are not intended for them.

The result of these opportunities for action will be increased visibility and support for the Native food sovereignty movement that leads to real and quantifiable change and support for an incredibly worthy cause.

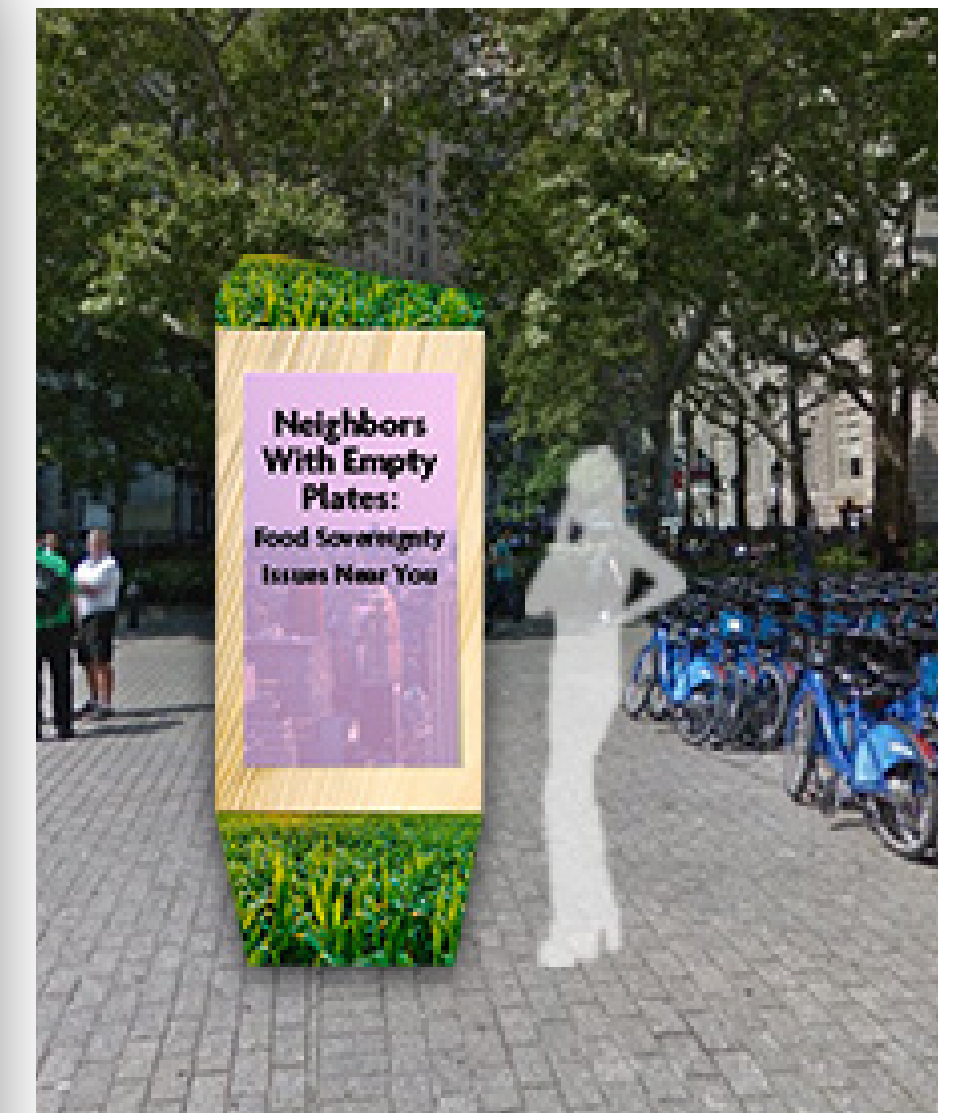
STREET ACTVATION

While food sovereignty is a serious issue affecting Native and Indigenous communities, sadly there are many other communities in NYC who are suffering in similar ways. This presents NMAI with an opportunity to extend the exhibition into the community and function as an advocate for these underrepresented local community members.

Small stands will be placed around the surrounding neighborhoods that provide passersby with first hand accounts of how food insecurity and loss of food sovereignty has affected so many of our friends and neighbors from all different walks of life.

These stands will also provide people with information and opportunities to become involved with their local food pantry and support their neighbors who make use of it.

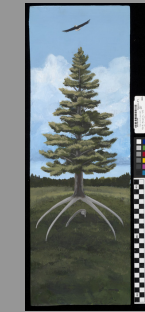
The result of these street activations will be a more holistic and intersectional understanding of issues regarding food sovereignty and insecurity. This understanding will serve to debunk many harmful stereotypes about people who need to take advantage of these services and ultimately foster increased empathy and kindness wherever possible.



24. ARTIFACT SCHEDULE



Beginning of the Great Peace, Oneida
25/9451



Great Law of Peace
Panel 4
Mohawk
26/5785



Great Tree of Peace,
Mohawk
21/9097



Hiawatha Belt,
Haudenosaunee
26/9056

THE CREATOR'S KITCHEN & FIELD



Stirring Paddle,
Onondaga,
8/7846



Burden strap,
Haudenosaunee
19/4550



Mortar, Seneca
13/6650



Husking tool, Seneca
16/9242



Husking peg, Onondaga
24/3941



Basket sieve, Onondaga
21/7321



Pestle, Onondaga
24/7210



Bowl/Dish, Seneca
1/9534

HUNGER & PAIN



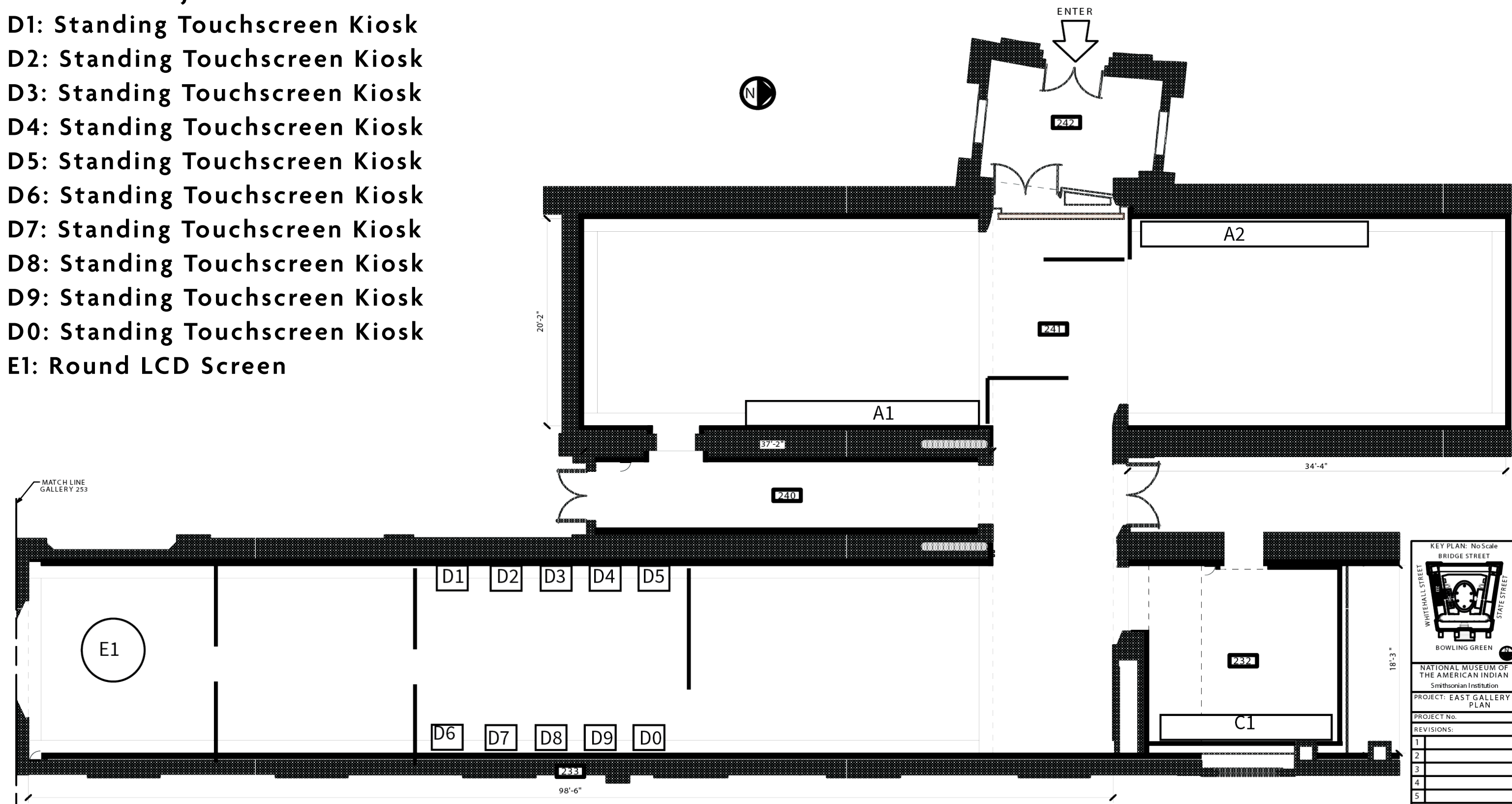
Field photographs from
Seneca Nation Reservations
in Pennsylvania and
New York
David Sinclair
N21785-N21806



Thomas Indian School
Glass plate negatives
N49022-N49106

25. MEDIA LOCATION PLAN

- A1: Pedestal Touchscreen Kiosk & Video Projection
- A2: Pedestal Touchscreen Kiosk & Video Projection
- C1: Video Projection
- D1: Standing Touchscreen Kiosk
- D2: Standing Touchscreen Kiosk
- D3: Standing Touchscreen Kiosk
- D4: Standing Touchscreen Kiosk
- D5: Standing Touchscreen Kiosk
- D6: Standing Touchscreen Kiosk
- D7: Standing Touchscreen Kiosk
- D8: Standing Touchscreen Kiosk
- D9: Standing Touchscreen Kiosk
- D0: Standing Touchscreen Kiosk
- E1: Round LCD Screen



EAST GALLERY
FLOOR PLAN
 GALLERIES 232, 233, 240, 241, 242
 4/23/20
 SCALE: 1:100

KEY PLAN: No Scale	
BRIDGE STREET	
WHITEHALL STREET	
STATES STREET	
BOWLING GREEN	
NATIONAL MUSEUM OF THE AMERICAN INDIAN Smithsonian Institution	
PROJECT: EAST GALLERY PLAN	
PROJECT No.:	
REVISIONS:	
1	
2	
3	
4	
5	
SHEET TITLE:	
PLAN EAST GALLERY	
SHEET 1.2	
DRAWN BY: G. BREEN	
DATE ISSUED: APRIL 23, 2020	
SCALE: 1:100	
PAGE 01 of 02	

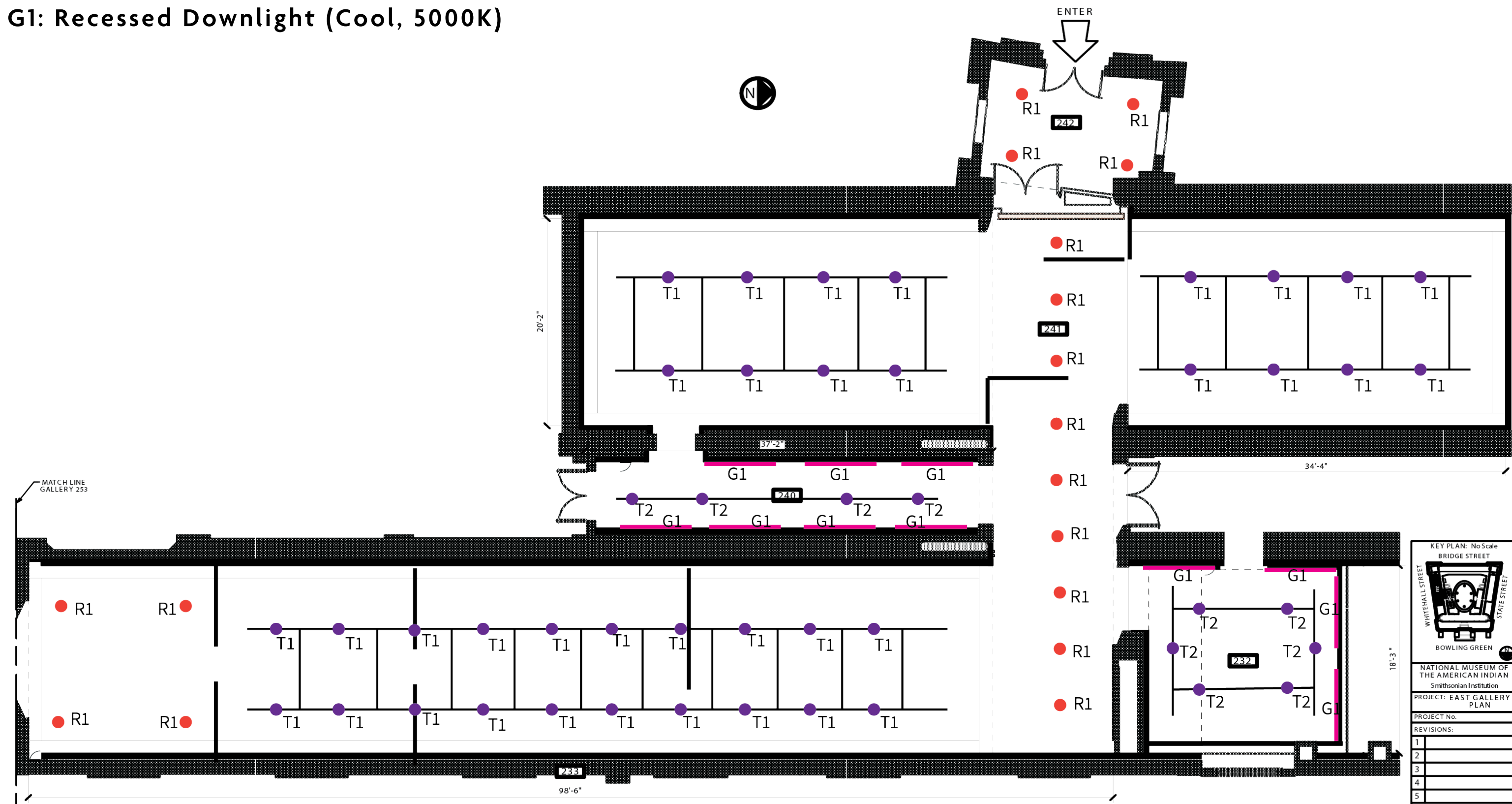
26. REFLECTED CEILING PLAN

T1: Swivel Head Track Lamp (Warm, 3000K)

R1: Recessed Downlight (Warm, 3000K)

R2: Recessed Downlight (Cool, 5000K)

G1: Recessed Downlight (Cool, 5000K)



EAST GALLERY
FLOOR PLAN
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 4/23/20
 SCALE: 1:100

KEY PLAN: No Scale	
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DRAWN BY: G. BREEN	
DATE ISSUED: APRIL 23, 2020	
SCALE: 1:100	
PAGE 01 of 02	

The Creator's Creed

A Dish With One Spoon
To Feed The Souls Of A Nation

THANK YOU