

12 August 2014

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Kia ora Perry

**RE: Shadows of Shoah: exhibition evaluation**

I am writing to thank you for, and report on, the exhibition *Shadows of Shoah* displayed in Gallery 12 here at Waikato Museum Te Whare Taonga o Waikato, for the season 19 June – 31 July 2014 (42 days). Visitors, and staff enjoyed the show and it was well received by local media. The exhibition looked amazing in the gallery; this was due to the stark and eerie quality of the simple lines and contrast of a black circular room in an otherwise empty white square gallery. The exhibition brought a tear to the eye of many of our visitors.

We had 14,807 visitors to *Shadows of Shoah*. This works out at an average of 353 visitor's per day. We had a 16.4% decrease in museum visitation compared to the same period last year, of 17,717. However we had a bumper school holidays in July last year and the *World of WearableArt* was on. Our visitor make up is approximately 60% locals from Waikato, 31% visitors from the rest of New Zealand and 9% International tourists.

Education Report: We put an age restriction on this exhibition for schools group visits – Intermediate School age and above (Years 7/8). The content of both the show and the education programme required maturity and we preferred that Teachers worked closely with us and their students. As a package/concept the exhibition was very moving. The music was particularly memorable.

We had 3 teachers preview the exhibition and work with us on their visit. We have published a Teachers Resource booklet – this was developed with the approval of the Trotters. Five Schools worked with us (groups = 14, 23, 26, and 69). Our activities programme was very well received. We found the difficulties with the exhibition were its short run, the sensitivity of the content and the unstable situation in Gaza.

We were very impressed with the freighting and packing of the exhibition. It was particularly delightful how quickly and easily the exhibition was installed and de-installed. The only issues we encountered were in relation to a monitor and a PC breaking down. We appreciated your swift response and resolution of these technical issues.

We did not have an exhibition opening, but we did host a private event for the Waikato Jewish Association on Wednesday 25 June.

There was no official merchandise. We brought in some Anne Frank Diaries, but unfortunately did not sell any to the public.

We did not have any specific written feedback about the exhibition, via either our customer feedback forms or the museum's general email.

Please find with this letter a CD-ROM containing the installation photographs of the exhibition at Waikato Museum.

#### Marketing/Communications

*Shadows of Shoah* was promoted in the following:

- What's On brochure April – June and July – September issues. Print run 6,000 and distribution via i-Sites, hotels/motels, libraries, tourism outlets, galleries and Waikato Museum and ArtsPost .
- Listed twice in What's On press ads in the Hamilton Press. Readership 82,000, distribution free to all Hamilton homes.
- Waikato Museum's website
- Shared on Facebook and Twitter
- Media advisories to key arts media and local reporters distributed in May, June and July
- Light box at Waikato Museum entranceway

#### Media coverage

- Radio interview on Freefm 7 July
- Listed in Waikato Times arts diary Thursday 5 June and 3 July.

#### Public programmes:

- In the July school holiday programme 'A day in the Life of Anne Frank', children aged 7-14 explored the exhibition *Shadows of Shoah* before spending an afternoon crafting a handmade diary. Attended by 9 children.
- *Shadows of Shoah* Floor Talk: 26 June 2014, 1pm-2pm: Perry and Sheree Trotter shared the *Shadows of Shoah* back story. This Free event covered the artistic aspects of the work, technical descriptions, and interview and image details. It was attended by 23 people.

Thank you once again for making available this striking exhibition for the people of Waikato.

With kind regards

Nga mihi nui

Stephen Pennruscoe  
Collections and Exhibitions Manager