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# BE THE MUSEUM FRAMEWORK

Be The Museum is a framework of Artists Daria Dorosh and Yvonne Shortt. The goal of the framework is to disrupt the scarcity mindset and patriarchal selection systems commonly encountered in the art world. . This framework empowers the artist, gives the artist autonomy over their artwork, builds a sustainable practice, builds confidence, helps the artist be introduced to collectors they might not have met otherwise, helps the artist explore their own objectives for their practice, and ultimately gives the artist a way to work toward their goals on their own terms.

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# The Framework

The "Be the Museum" framework focuses on empowering artists and their creative processes, with the belief that each artist is their own museum. By embracing this concept, artists take ownership of their artistic journey and create their own space to showcase their work.

In doing so, they become the embodiment of the museum itself, bringing their unique vision and voice to the world. This empowers them to move from a scarcity mindset, in which they feel limited by the traditional art world, to an abundance mindset, in which they celebrate the abundance of creativity and opportunities. Because the artist now understands the power of selection is no longer in the hands of a select few people, the artist is free to move from scarcity to abundance..

# Implementation Prototype

1. Artist Yvonne Shortt decided to be a museum
2. She created a logo and made two signs: One sign to show the logo and another sign to explain what the museum is about.
3. A website was created to RSVP to visit and learn more about the project
4. The museum location became public through a Google map entry
5. A staff ID card was created to test reciprocal access at other museums
6. A stewardship program and gift shop were established

# 1. Decision to be a museum

- As a way to break from a scarcity mindset, Yvonne Shortt selected her own space to exhibit her work. Having decided a space and determined how her work would be viewed meant that her museum was bound by her own terms, rules, and timelines. Ms. Shortt focuses on process. When people come over they go in the creek, sometimes harvest clay, have a meal, play with the art, and engage in conversation.



## 2. Created a logo and sign

- Every institution has a brand and a recognizable mark that identifies it to the public. Yvonne decided for her museum she would create a logo so those visiting would know where they were. The logo was printed along with a description for visitors to learn about the museum and what it meant to her.



## 3. Put up a sign and website

- With a visible sign and a website link, the museum was almost ready.

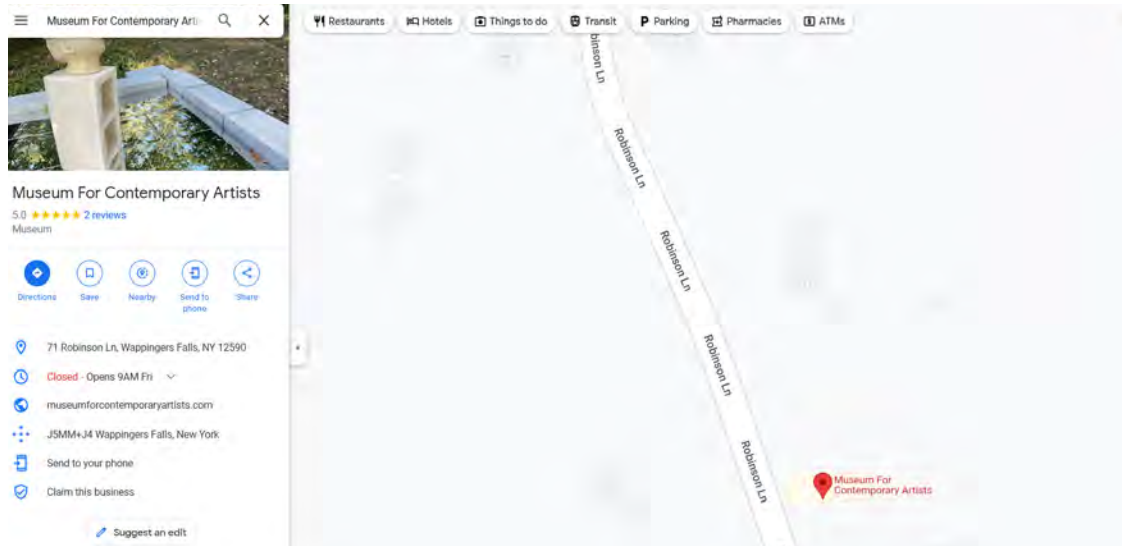


### Who We Are

Museum for Contemporary Artists is focused on artist & process with the belief each artist is their own museum. Each of us embodies the spirit of the museum because we create the art. The Museum for Contemporary Artists isn't just one museum. It

## 4. Made the museum location public

- To make the museum accessible to visitors, they need to know how to find it. A few clicks on google maps allows anyone to add a “missing place” and helps art seekers find The Museum for Contemporary Artists. A link on social media helps the public know of the new museum.





## 5. Created a staff ID card

- Every art museum has an ID card for their staff. Artist Yvonne Shortt created a staff card to test reciprocal access at other museums.





## 6. Created a lending program

- Artist Yvonne Shortt was approached by a non profit to purchase her head wear after seeing it at her Museum. The artist decided to create a stewardship program where the non profit became a steward of the artwork for twenty years. This stewardship program came with funding that will help the artist continue to grow her museum ideas and share what she learns with others..



## Concepts to Explore

- Decide the space.
- Decide what will be in your space.
- Will the space be indoors, outdoors, static, or changing?.
- Will the space be process based or offer workshops?
- What are your hours? Do people have to RSVP
- Will there be a collection that you lend out?
- Will you have a gift shop? Will you charge or give freely?
- Will you share a meal with your visitor?
- Will you upload your location to Google Maps?

## 7. And then there were two

- Artist Daria Dorosh created her museum based on the Be The Museum Project framework. Daria created her sign, invited other artists in to her museum, collaborates on the museum with her husband John Tomlinson, and is enjoying coming up with new ideas for her space. Her space is located in Barryville, NY.



Photo by Andre Smits