

by

Approved by the Department of Museum Studies

Chairperson

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of
Master of Arts

Approved by the

Page bearing signature is kept on file in the Graduate School.

ABSTRACT

A Summer of Quiet:
Marketing, Collections, and Compassion at the Crow Collection of Asian Art

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Mentor: Eric Ames, M.A.

During the summer of 2016, I spent ten weeks interning at the Trammell and Margaret Crow Collection of Asian Art in Dallas with my work split evenly between the Marketing and Collections Departments. While working in Collections, I cataloged a bequest of over 600 objects, inventoried the museum's permanent collection, and created higher levels consistency throughout PastPerfect records. During my time with the Marketing Department, I worked extensively in the cloud-based CRM platform PatronManager maintaining membership records, building tickets, pulling reports, and researching and building campaigns. I also participated in the development and copyediting of fall membership materials, spearheaded a project to review and debug the institution's newly launched website, and researched and wrote text for missing exhibition pages. Throughout the internship, I completed "other duties as assigned," including de-installing exhibits, changing light bulbs in the galleries, and sitting on a committee to reevaluate the institution's internship program, among other tasks. The internship provided insight into the operations of a rapidly growing midsize museum approaching the accreditation process and working to serve as a center of community in a large city.



A SUMMER OF QUIET:
MARKETING, COLLECTIONS, AND COMPASSION AT
THE CROW COLLECTION OF ASIAN ART



Bottom left image courtesy of the Crow Collection of Asian Art





COLLECTIONS

DARUMA BEQUEST

CATALOG

Compile collector's filing system, curator notes, and object photography into single catalog.

RECONCILE

Resolve issues in regard to object naming system, missing objects, and potentially mislabeled objects.

BLOG

A joint project between Marketing and Collections, compose a blog related to Daruma project.



DARUMA PROJECT

1	A Object ID	B Photo	C Description	D Dimension	E Purchase Date	F Purchase Location	G
306			Large sumi-e painting of Daruma mounted on gold brocade. Artist: Yoshida Keido, chief priest of Kozen-ji, Kamitonda-machi, Wakayama-ken	32 5/8 x 81 1/2 in.	April 28, 1985	Gift from Yoshida Keido	
307			Small white ceramic salt shaker in the shape of an okiagari Daruma.	2 in.	April 29, 1985	Ceramics shop near Kiyomizudera, Kyoto	
308			Daruma Bell. Small ceramic bell, brown and white with Daruma countenance stroked in black. Inscription on back: "oideyasu, Kyoto, Kiyomizu-dera"	2 5/8 in.	April 29, 1985	Ceramics shop on road to Kiyomizu-dera, Kyoto	
309			Ceramic Daruma statue. Bizen ware. Stamp on back: Bizenyaki.	10 3/4 in.	April 30, 1985	Hasedera, Nara	
310			Goshiki Daruma. Set of five miniature clay Daruma figures affixed to a fabric covered base.	Figures: 17/16 in. Base: 3 9/16 in.	April 30, 1985	Hasedera, Nara	
							

COLLECTION INVENTORY

- Remove, examine, and relabel objects
- Reconcile problematic objects
- Update PastPerfect records
- Object photography



INVENTORY ISSUES

Inventory Issues											
Resolved											
ID #	Photo		Description	Cabinet	Shelf	Container	Notes	Resolved			
			White jade vase without ID #								
			Two bases without ID #								Leave as
			Two bases without ID #								Leave as
			Textile without ID								
			Textile without ID								

OTHER DUTIES



AS ASSIGNED



MARKETING

MARKETING PROJECTS

PATRONMANAGER

- ▶ Gain familiarity with CRM database
- ▶ Update contact information for targeted marketing
- ▶ Pull reports and develop campaigns

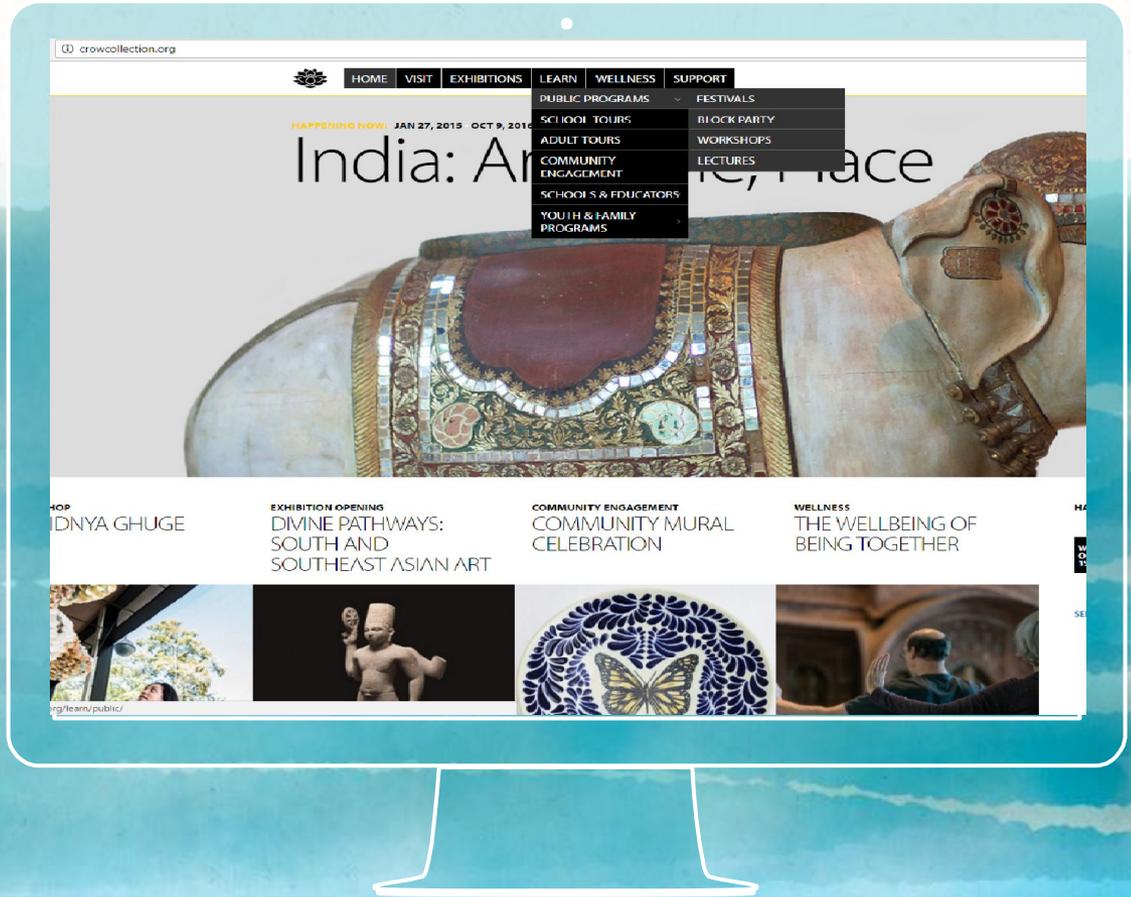
PRINT MATERIALS

- ▶ Interdepartmental planning meetings
- ▶ Content development
- ▶ Copy editing

WEBSITE DESIGN

- ▶ Review newly launched website
- ▶ Research past exhibitions
- ▶ Produce blog content
- ▶ Update online calendar and external web listings

WEBSITE DEVELOPMENT



1	Title	Dates	Website	Info Location	Notes
75	The CARU Collection of Chinese Snuff Bottles	02/08/2007-08/26/2007	Draft	P:\Museum Information\Exhibitions\2007	Object photography available Photos do not have Object ID
76	Female Buddhas: Women of Enlightenment in Himalayan Art	02/08/2007-08/26/2007	Draft	P:\Museum Information\Exhibitions\2007	Poor installation photography No info about object photography
77	Immortal Images: Chinese Jades from the Permanent Collection of Trammell and Margaret Crow	01/01/2007-03/31/2007	Draft	Not found	
78	Changing Identity: Recent Works by Women Artists from Vietnam	03/16/2007-05/28/2007	Yes	P:\Museum Information\Exhibitions\2007	
79	The Spinnaker Collection of Chinese Snuff Bottles	12/14/2006-04/15/2007	Draft	P:\Museum Information\Exhibitions\2006	Images not found
80	Doors of Angkor: Photography of Lekha Singh	11/29/2006-02/258/2007	No	P:\Museum Information\Exhibitions\2006	Images not found
81	Tibet: Mountains and Valleys, Castles and Tents	07/21/2006-09/10/2006	No	P:\Museum Information\Exhibitions\2006	Images not found
82	News from Abroad: Japanese Woodblock Prints from Yokohama, Japan	07/21/2006-09/11/2006	Yes	P:\Museum Information\Exhibitions\2006	
83	Touching the Mekong: A Southeast Asian Sojourn	04/14/2006-07/09/2006	Draft	P:\Museum Information\Exhibitions\2006	Images not found
84	Ancient Threads Newly Woven: Recent Art from China's Silk Road	03/01/2006-03/25/2006	Draft	P:\Museum Information\Exhibitions\2006	Installation photography available
85	True Words: Wood Sculpture Relief from Shandong China	09/21/2005-12/04/2006	Draft	P:\Museum Information\Exhibitions\2005	Press images available
86	Mala ke Manake: 108 Indian Drawings	08/31/2005-12/04/2005	No	Not found	Images not found
87	Magic, Myths and Minerals: Chinese Jades from the Arthur M. Sackler Gallery	02/23/2005-05/01/2005	No	P:\Museum Information\Exhibitions\2005	Photography available
88	Geisha to Diva: Kimonos and Prints	01/12/2005-05/15/2005	Draft	P:\Museum Information\Exhibitions\2005	Published 8/5/2016
89	Flying the Child's Hope: Chinese Children Drawings	09/01/2004-11/30/2004	No	Not found	Check physical files (warehouse)
90	Part II: Moroles: Earth and Heaven Dreamscapes	8/31/2004-12/05/2004	No	P:\Museum Information\Exhibitions\2004	Check physical files (warehouse)
91	Part I: Moroles: Earth and Heaven Dreamscapes	04/28/2004-12/05/2004	No	P:\Museum Information\Exhibitions\2004	Check physical files (warehouse)
92	From the Fire: Contemporary Korean Ceramics	02/25/2004-08/15/2004	No	Not found	Check physical files (warehouse)
93	Tsashi Dele: A Greeting from Tibet	11/15/2003-03/21/2004	No	Not found	Check physical files (warehouse)
94	Focus on Burma (Myanmar): Photographer's Treasures from the Collection of Marianne Howard	04/24/2003-08/17/2003	No	Not found	Check physical files (warehouse)



Asian Art 101: Islam and Art

THURSDAY, SEPTEMBER 1, 2016 FROM 6:30 PM – 8:00 PM



*Upper Floors of the Façade of a
Haveli or Private Palace
North India, Rajasthan, Mughal
period (1526-1756), 18th century
Red sandstone, carved with relief
panels and pierced stonework
(jali technique)
144 x 336 x 18 in.*

Dr. Melia Belli Bose, Assistant Professor of Asian Art History, University of Texas at Arlington

"What is Islamic art?" Despite this inherently sacred name, Islamic art includes secular masterpieces. As such, Islamic art is one of the most diverse artistic traditions in the world. Scholars continue to debate its name and classification. The Crow Collection has many objects from Mughal India (16th-19th c.), the art and architecture of which was shaped both by earlier Islamic cultures and those of pre-Islamic India.

Bio: Dr. Melia Belli Bose received her Ph.D. in Art History from the University of California, Los Angeles and is Assistant Professor of Asian Art History at the University of Texas at Arlington. Her work examines intersections of gender, memorization, and visual culture in early modern and contemporary South Asia. Dr. Belli Bose was recently in Dhaka and Chittagong conducting research on contemporary Bangladeshi art.



REGISTER TODAY AT crowcollection.org



CROW COLLECTION
of ASIAN ART

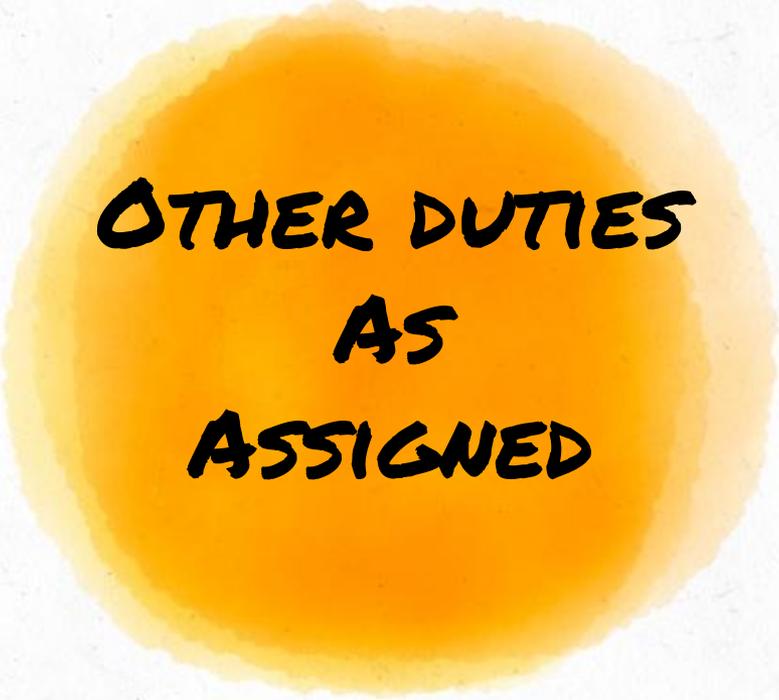
A month-long look at events at the Crow Collection
[View this email in your browser](#)

OCTOBER AT THE CROW COLLECTION OF ASIAN ART



FESTIVAL





**OTHER DUTIES
AS
ASSIGNED**

A SUMMER OF QUIET



CROW COLLECTION OF ASIAN ART



We considered how we can be mindful and present in the face of madness and fear. As a museum, we are a place of refuge: an oasis of calm and a place to be alone with your thoughts, yet alone with others.

- Executive Director Amy Hofland

A blue circular graphic with a white question mark and the text "ANY QUESTIONS?" inside. The graphic has a soft, glowing effect and is centered on a light blue background.

**ANY
QUESTIONS
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