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## The Way We Worked

### The Gogebic Range Opportunity

The Smithsonian's *The Way We Worked* exhibition is the centerpiece of a 58 day festival of history and heritage on the Gogebic Range.

The Smithsonian Institution and state humanities councils invite hundreds of small museums, in towns with populations of 500 to 10,000, to participate in a national exhibition program.

Communities are asked to create their own educational programs, cultural activities and exhibitions centering on local heritage.

### Gogebic Range Participation

The Smithsonian requests:

- The Downtown Art Place (DAP) commit to carry out the project
- Our community create complimentary public historical and heritage programs and exhibitions on related themes
- The Downtown Art Place coordinate local venues, exhibitions, fundraising and publicity efforts
- Our community contribute their local "story" to the national project

### The Gogebic Range Difference

- Anyone on the Range can tell their story, display their collection, create an exhibition
- Anyplace can be a venue, host a discussion, display their heritage, host an exhibition
- Team Smith at the Downtown Art Place will assist communities to match up and prepare venues and exhibitors
- Team Smith will advertise and market venues who partner with the Downtown Art Place

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## The Way We Worked

### How to Participate on the Gogebic Range

- Develop your story: write it down, record it or prepare to discuss, exhibit, perform your story
- Host an exhibition: window displays, in shop displays, invite an exhibitor to your property
- Create an event (The DAP can't charge for the exhibition, but you can charge for your events.)
- Sponsor area school's field trips, exhibitions, volunteers, the visitor's center, marketing

### Contact Team Smith @ Downtown Art Place

Team Smith Directors:

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Venue & Exhibitor Coordinators:

- Janie Williams
- Carol Erickson  
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### Downtown Art Place

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(906) 285-7300

[www.downtownartplace.com](http://www.downtownartplace.com)

Facebook: Gogebic Range TWWW

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# Smithsonian

A Gogebic Range Opportunity  
With Gogebic Range Participation



Ironwood, Michigan  
April 4 to May 31, 2015

*"I've lived my entire life with the desire to go to the Smithsonian. Now it's coming to me!"*

-Myrene Peterson, Enderlin, ND

The *Way We Worked*, an exhibition created by the National Archives, is part of Museum on Main Street, a collaboration between the Smithsonian Institution and the Michigan Humanities Council.



Smithsonian  
Institution



NATIONAL  
ARCHIVES



## The Way We Worked

The name of this exhibit and one of five themes

- American workers are
  - Heroic
  - Innovative
  - Productive
  - Diverse
- Work takes place nearly everywhere
- Work is a central element in American society



## Imagine the Potential

In Kaplan, LA (population **5,000**) **8,192** people visited the exhibition. Typically their museum is “usually lucky to have 500 visitors a year.”

Burley, ID (population **9,174**) noted a total attendance of **16,340** during the exhibition.

Approximately **1500** room nights were booked in Galena, IL due to local programming. Economic impact to the destination of **\$225,000**.

In Vicksburg, MS, the host organization not only broke attendance records, but also raised **\$55,000** from people impressed that “their museum could host such high quality programs”

## Where We Worked

- Americans work nearly everywhere
  - On farms, in mines
  - In offices, factories, homes
  - In our communities
  - In service abroad
- During the 20th century, more and more Americans moved to indoor work
- As workplaces changed, some jobs became obsolete, but new jobs appeared



## How We Worked

- From farms to mills and manufacturing plants
- Rise of mechanized processes and tools
- Technology made work easier, faster, more productive
- Workers organize to form unions and fight for better working conditions and wages

## Who Works

- Workforce diversity a key part of our nation’s story
- Migrants came to find opportunity and we move for new opportunities
- We work hard no matter age or station in life
- Women struggled for the right to work and challenged stereotypes

## Why We Work

- Americans work for a wide variety of reasons
  - To pay the bills
  - A personal “calling”
  - Climbing to the top ... and many more
- Work conveys identity to workers and communities
- Clothing symbolizes what we do and, to many, who we are



## Increased visibility for small venues and businesses

*“The idea of a Smithsonian Exhibit just a few turns down the road brought many visitors here and then when they got here they were awed by both the national and local displays.”*

– Gail Hyer, Marlinton, WV

## Gogebic Range Benefits

- Training opportunities
- New partnerships and collaborations — locally, statewide and nationally
- Strengthened fundraising efforts for this project and future endeavors
- Increased visibility, visitors and recognition