



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES



PRESS RELEASE

FOR IMMEDIATE RELEASE
January 10, 2023

CONTACT: Rose Eason, Executive Director, GallupARTS
505-488-2136
executivedirector@galluparts.org

GALLUPARTS RECEIVES \$400,000 DIGITAL PROJECTS FOR THE PUBLIC GRANT FROM NEH

Grant will support production and distribution of the Gallup New Deal Art Virtual Museum.

Gallup, NM: GallupARTS, a 501(c)3 nonprofit arts council serving Gallup and McKinley County, is the recipient of a \$400,000 Digital Projects for the Public “Production” grant from the National Endowment for the Humanities (NEH) to build, launch and market its Gallup New Deal Art (GNDA) Virtual Museum—a highly interactive website researching, showcasing, and interpreting Gallup’s expansive and impressive collection of New Deal art. This grant will fund the third phase of GallupARTS’ GNDA project initiated by a 2018 NEH Digital Projects for the Public \$30K “Discovery” grant and developed through a 2020 NEH Digital Projects for the Public \$100K “Prototyping” grant.

Award Announcement

GallupARTS’ award is one of 204 totaling \$28.1 million announced today by NEH Chair Shelly C. Lowe (Navajo), with GallupARTS’ project highlighted in the NEH’s [press release](#).

“The range, diversity, and creativity of these new projects speak to the wealth of humanities ideas and deep engagement of humanities practitioners across our country,” said Chair Lowe. “From Tulsa, Oklahoma, to Hilo, Hawai’i, NEH funding reaches thousands of towns and communities, supporting local organizations, fostering creative projects, and providing access to high-quality humanities for all Americans.”

“GallupARTS is deeply honored to receive this award,” said GallupARTS Executive Director Rose Eason. “The level of support this project and our community continues to receive from NEH is truly game-changing. With this award, we will be able to open the doors of the GNDA Virtual Museum to the public, so to speak, and bring to life a trailblazing project that preserves an important historical and cultural legacy and brings it into the 21st century as an educational resource, community building tool, and economic development asset.”

GallupARTS Board Secretary Carol Sarath explains: “Over the years the New Deal art in our community has sat mostly inaccessible and unnoticed in public school buildings, the public library, and the county courthouse. The buildings and furniture from the period have also gone under-appreciated simply because we as a community have not realized the history, that the pieces all fit together as a collection and the significance of that fact. This third major award from the NEH represents years of hard work that GallupARTS has done in collaboration with many scholars and experts to identify and understand Gallup and McKinley County’s New Deal legacy. This is very exciting for everyone who has been involved, and special recognition goes to local scholar Carolyn Milligan who recognized the importance of this collection early on.”

GallupARTS is the first organization in New Mexico to receive a Digital Projects for the Public Production grant, and one of 15 organizations nationwide to receive a 2023 Digital Projects for the Public grant.

Grant Project Information

Gallup was one of four New Deal Federal Art Centers in New Mexico. The legacy of the New Deal lives on today in Gallup in the form of a collection of 156 objects that includes paintings, prints, murals, furniture and decorative arts, as well as architecture made in a variety of styles and by a diverse group of artists. The challenge is that the collection is currently split between six locations across town and is under the purview of three separate entities. Its dispersal and overall inaccessibility means the collection is not optimally fulfilling its intended purpose as a community resource. The GNDA project aims to remedy this situation—to unify the collection in a virtual space, to make it fully accessible online, and to increase the community’s appreciation

of it both as an important piece of history and as a present-day asset so that it will be conserved and, more importantly, so that the community will reap its many benefits.

“Ultimately, the goal of this project is to fulfill the New Deal’s mandate of creating public art for public purpose,” said Ms. Eason. “The GNDA Virtual Museum is designed to do the work of community building, creating a multi-dimensional, inclusive, and participatory interpretive online art museum experience that excavates the past in order to create pathways of understanding in the present and that creates space for communal reflection and dialogue.”

The production stage of the project will involve continued development of website content and design, the national release of the GNDA Virtual Museum, and programming support through the first year of the “live” website. The target date for the Virtual Museum opening is March 2025. More information about the GNDA project can be found at www.galluparts.org/newdeal.

About the National Endowment for the Humanities

Created in 1965 as an independent federal agency, the National Endowment for the Humanities supports research and learning in history, literature, philosophy, and other areas of the humanities by funding selected, peer-reviewed proposals from around the nation. Additional information about the National Endowment for the Humanities and its grant programs is available at: www.neh.gov.

About GallupARTS

gallupARTS is a 501(c)3 nonprofit serving Gallup and McKinley County. It is also Gallup’s State-recognized local arts council. As the primary arts presenter in Northwest New Mexico, GallupARTS’ mission is “to foster creativity, culture, commerce and quality of life in Gallup and McKinley County through the arts.” GallupARTS executes its mission through a two-pronged approach delivered through more than a dozen different community-based programs. It works to grow the Gallup area’s arts-based economy by creating opportunities for hundreds of local artists to show and sell their work. By the same token, it provides opportunities for people of all ages, backgrounds and abilities to engage with the arts. Since 2016, GallupARTS has generated over \$1M for the regional creative economy. Its programs, projects and events benefit 1 in 5 McKinley County residents.

###



The historic McKinley County Courthouse is a New Deal project and houses a large portion of Gallup’s New Deal art collection.