



*enter a colour-full
world celebrating our
local natural dye
plants and all they
have to offer 🌿*



nature's glamour

multi-sensory art installation

made by ash alberg in collaboration with
choreographer/dancer yosuke mino and chef owen campbell

ash alberg 🌿

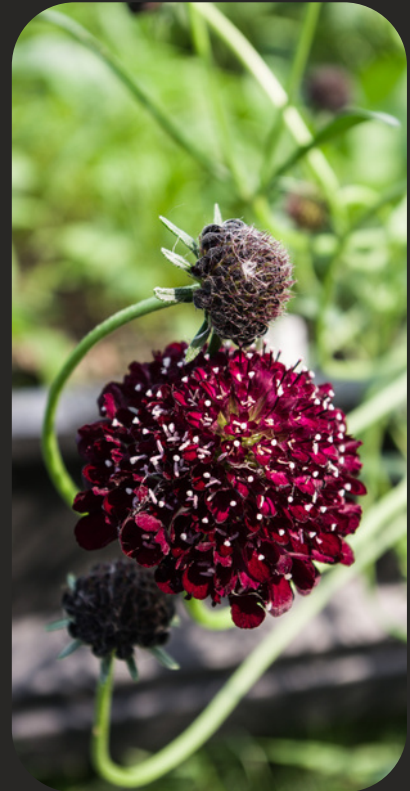


ash alberg



introduction

this latest large-scale art installation from artist and natural dyer ash alberg features an interactive and multi-sensory experience built with and around a natural northern colour palette. featuring home-grown and foraged natural dye plants, ash is building a unique world for the audience to walk through, using all their senses as they experience multiple ways of engaging with these plants. drawing on their extensive theatre background and 10 years of textile design including the creation of over a dozen complete collections, this new immersive world brings the general public into direct relationship with the sensory experience of natural dyeing and plant inter-relationship.



revel in the plants and see the work from its raw and earliest stages of research to the final production, all in one place.

*see / taste / touch /
smell / listen to what
the plants have to offer...*

made in collaboration with
choreographer/dancer yosuke mino and chef
owen campbell.





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“in a display case, a thing becomes only a facsimile of itself, like the drum hung on the gallery wall. a drum becomes authentic when human hand meets wood and hide. only then do they fulfill its intention.”

**-gathering moss,
robin wall
kimmerer**

nature's glamour is a multi-sensory art installation made from natural dye plants in the form of a large labyrinth, with different spaces for audiences to discover as they go deeper. audiences will be able to enter and move through it via multiple paths, allowing them to engage with the work in a “choose your own adventure” type of way.

the choreography from yosuke mino will be developed with this haphazard movement in mind, and will follow a fragmented story known by the dancers but unknown by the audience, who will hear a field soundscape and see dancers moving through pieces of story in different sections of the labyrinth (live dancers at the opening reception, and projected film recordings throughout the remaining exhibition dates).

at the centre of the labyrinth will be the interior “home” space; in other areas of the labyrinth, audience members will encounter smaller displays of different stages of the work's creation as well as different stages of the plants themselves - vials of seeds, flowers pressed flat immediately after picking, the dried skeletons of other plants, piles of post-dyeing compost (dried safely and reassembled, not left to mold). in some areas of the labyrinth, projectors will clearly display images and video against plain backdrops; in other areas, pieces of projection will make their way through the plant “walls” to create an incomplete fragment of the story. artist journals, swatches, and sketches will provide further insights into the stories that built up the final world that the audience finds themselves inside. the ritual and artisanship of traditional handcraft techniques will be positioned inside an unreal/entirely natural world. it will be domestic and wild, deeply disciplined and perpetually a little out-of-reach.

the installation



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design



owen campbell

chef



yosuke mino

choreographer/dancer

ash (they/them) is a multidisciplinary artist specializing in textiles and trained in both classical and devised physical theatre. they are a storyteller and maker of worlds, taking frequent inspiration from folklore and fairy tales.

owen (he/him) is the creative culinary genius behind the delectable flavours at FortWhyte Farms. as a dedicated chef and culinary instructor, campbell brings a wealth of experience and knowledge to the kitchen.

yosuke (he/him) is a former soloist with the Royal Winnipeg Ballet and is now a choreographer. his current full-length work, *Kimiko's Pearl*, will debut at Bravo Niagara! Festival of the Arts in june 2024.



meet
the
team



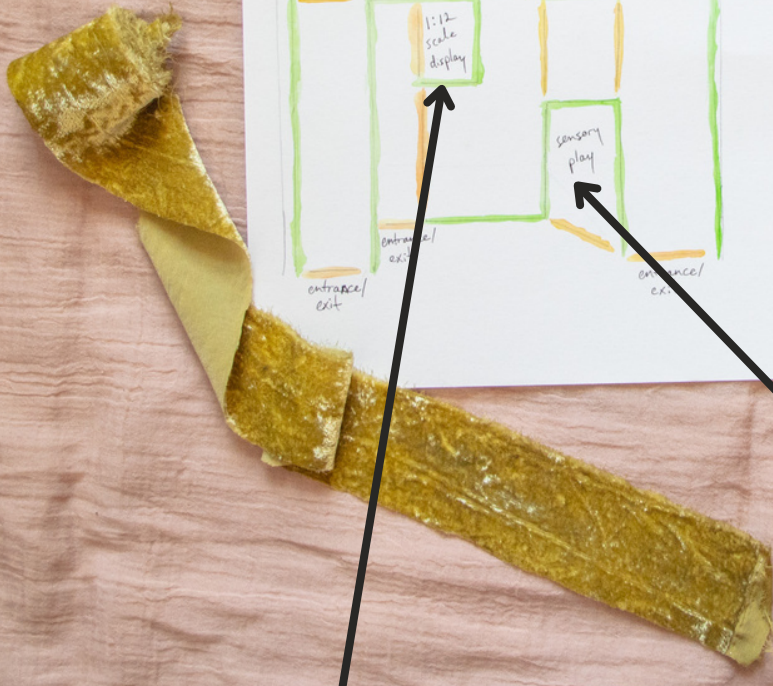
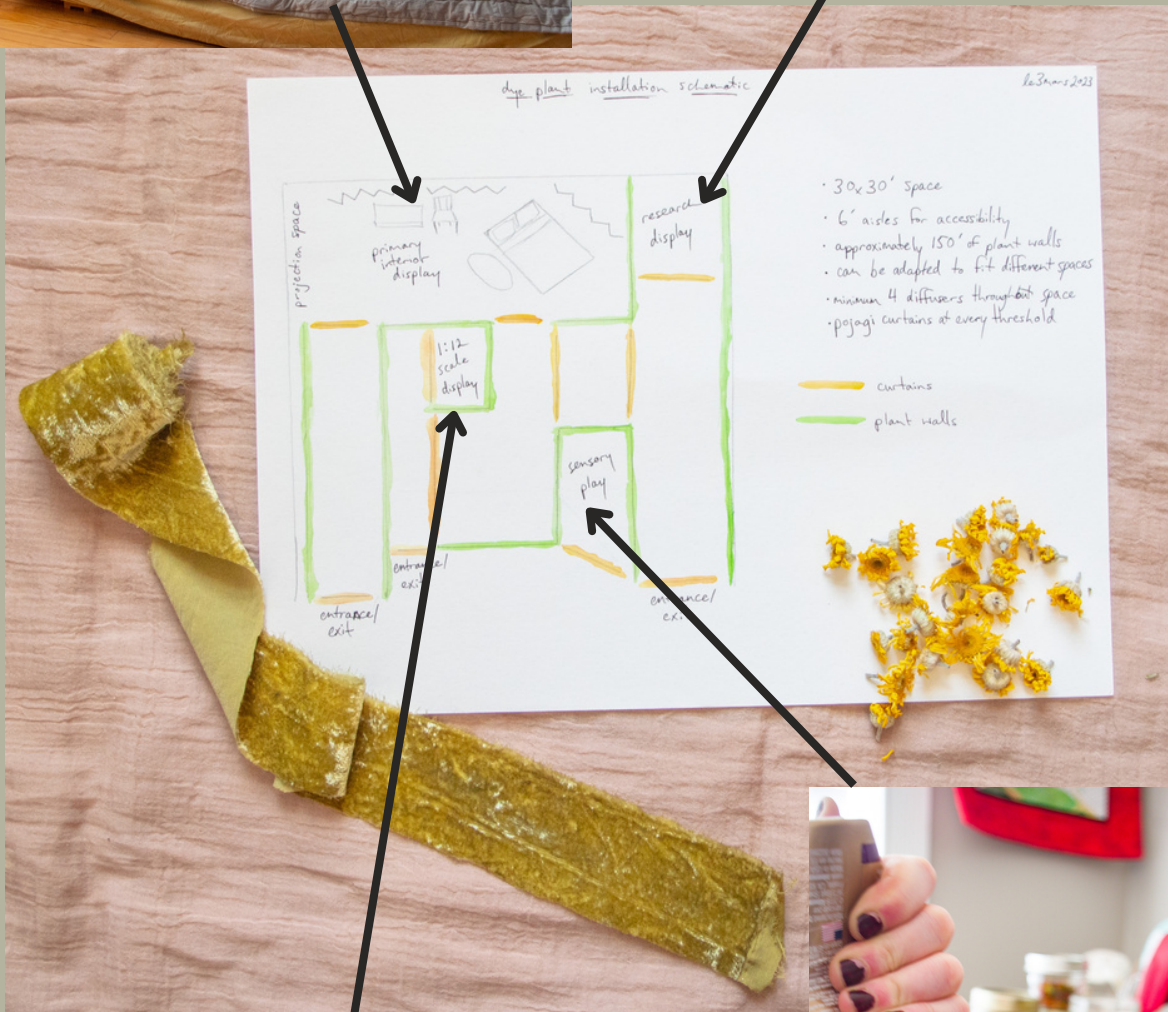



about the plants



nature's glamour is entirely inspired by and built around our local prairie colour palette. natural dye plants are explored in as many ways as possible, both in textile technique and application as well as non-dye uses (culinary, medicinal, aromatic, cultural, etc.). we are using a mix of native, naturalized, invasive, and cultivated dye plants as well as a limited amount of common food waste.

plants have been/will be sourced from ash's home gardens, family and friends' properties, big oak farms, awaken herbs farm, riding mountain national park (from parks canada staff), urban and rural foraging trips around southern manitoba, hearts & roots farm, fellow pembina fibreshed members, fortwhyte farms, and masagana flower farm, among others.



labyrinth map 

core themes

art is in the eye of the beholder, and we would never presume to know what any audience member experiences through their journey through our labyrinth. that being said, there are some core themes that will be present throughout the artwork in explicit and implicit ways.



play

with handmade toys, food, and a direct invitation to engage in the sensory play area by making their own plant masks, audiences will be encouraged to find the joy throughout.



glamour

glamour is explored through multiple avenues - glamour magic's art of deception and mischief, queer theory of femme identity and adornment politics, and fashion.



practical craft & fine art

with traditional craft presented in a gallery setting in both practical ways (the interior space) and more formal "fine art" displays, audiences will be asked how they value craft.



research

ongoing research is at the heart of ash's dyeing practice, as is sharing resources and documenting process. these stages of development will be displayed to provide deeper context.



contemplation

plant inter-relationship with humans and the ritual of meditation and contemplation via labyrinth paths will be present for every audience member's journey.

highlight: 2022 harvest bed

ash harvested and dyed with approximately 40 different plants and 2 types of mushrooms from the 2022 growing season. they made a series of dye journals recording the colour results on white and grey wool yarn, silk, and linen/cotton fabric.

the fabric and yarn were both used to make a harvest quilt and woven cushion. the quilt was made during the riding mountain artist residency with the support of manitoba arts council and parks canada and took 80 hours to sew. the cushion was woven in december 2023 at ash's home studio. the cushion took 24 hours to weave.



virtual tour

we hosted a limited preview showing of some of the works-in-progress in early january 2024. you can take a virtual tour of that at ashalberg.com/art/natures-glamour.

media coverage

ash has been connecting with traditional press about various stages of progress and public showings since summer 2023. they have been in print media (winnipeg free press), on radio (cbc), and on tv (ctv news). you can find links to media at ashalberg.com/musings.



key development phases



dyeing yarns & fabrics

a total estimated time of 550 hours



knitting, weaving, & sewing

a total estimated time of 1,575 hours, averaging 20-275 hours per object (20 for small items like small woven cushions, 275 for knitted blankets, with most averaging 40-60 hours)



choreography

dependent on the number of final dancers. an average of 1 hour of development per 1 minute of choreography is standard, followed by rehearsals. currently budgeting for 60 hours total.



videography & editing

ash has been documenting video, photo, and audio records of the pieces in development and will be making 15-60 minute videos for projection during the installation. we have also added recording & projection of dancers to the final installation, which will be finalized once we confirm our total number of dancers and pieces of choreography.

beyond these key phases, we also budget a 30% addition of hours for creative exploration and research (like the R&D stages of development in science or tech).

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event schedule



10 feb

FUNDRAISING DINNER & PREVIEW

we are hosting an intimate fundraising dinner and preview of all the current artwork. features a multi-course dinner by chef owen and live dance by yosuke.

Location : FortWhyte Farms, Winnipeg



late
2024

OPENING

our current timeline has the work ready for display as of fall 2024. we currently have applications in to several venues and are waiting on a confirmed gallery for opening.

Location : TBD





what's been made



50%

WARDROBE

ash is designing and making 12 different outfits for this installation, ranging from simple everyday wear to gowns and suits. 6/12 outfits have been completed.



50%

PRIMARY INTERIOR

the largest defined space in the labyrinth is a black box-style "interior home" set featuring complete furnishings. the bedroom pieces are complete.



100%

MINIATURES

originally designed as a maquette of the installation to share with donors and partners in advance of the exhibition as a visual support. now an element of play.



what's to be made



DANCE

yosuke will be choreographing first pieces for our february preview dinner. our goal is to work with 2-4 dancers for the final installation. this will be determined based on funding.



LABYRINTH WALLS

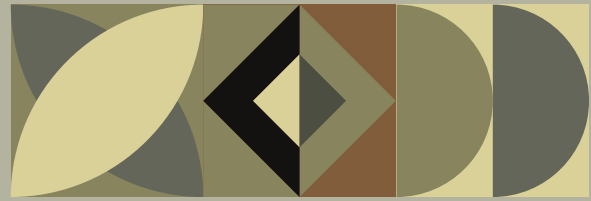
the installation's various spaces and paths are separated by suspended "walls" of dyed yarn, fabric, and dried plants, as well as curtains. these will be finalized once we confirm our venue.



WARDROBE & INTERIOR

these elements make up the core of ash's creative and practical work, and about half of each still remains. if we have more time and/or support, they will be further expanded beyond this.

BUDGET - EXPENSES



expense category	amount (\$)
artist fees*	\$148,500
supplies (cloth, dyes, yarn, mordants/tannins, scouring agents, bottles for pigment)	\$15,000
research & development	\$1,500
total budget	\$165,000

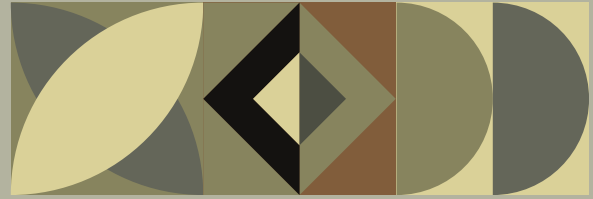
note:

the vast majority of the budget is in artist fees, because the vast majority of the installation's work is attached to the labour of making everything from scratch. ash's hourly fee is represented by their non-profit rate of \$50/hour; yosuke's choreographer fee is \$80/hour; owen's private chef fee is \$35/hour. as of january 2024, ash has already spent over 500 hours on creation (not including administrative time on grant applications, marketing, etc.) without compensation. the hours of labour remain high and staying on schedule requires continued unpaid (as of now) hours of labour, with the goal of backpaying some if not all hours by opening reception.

the core team are all skilled and trained artists with 15-30 years of experience in their given fields. while artists often work for flat fees or below living wages, and rarely in environments contributing to their health insurance or retirement, think of other industries - insurance, tech, engineering, civic government. what would you expect employees in those fields to be making as an average wage based on the same years of experience and training? these are the questions ash wants more people, artists and non-artists alike, to start asking themselves, and adjusting the rates of pay accordingly. there is a reasonable middle ground between poverty line wages and NHL contracts where artists can and should expect to be compensated.

**does not include the rates of additional dancers, to be paid at the canadian association of dance artists' minimum fee of \$30/hour (or more, depending on dancer's qualifications and experience).*

BUDGET - INCOME



income category	amount (\$)
grants (Manitoba Arts Council, Winnipeg Arts Council, Canada Council for the Arts)	\$85,000
crowdfunding	\$15,000
private & corporate donors	\$50,000
fundraising events	\$12,500
in-kind support	\$2,500
total budget	\$165,000

note:

some of these income sources are confirmed while others are pending or in progress. we are currently waiting on grant results from canada council for the arts (decision in february 2024; total pending \$60,000). we were unsuccessful with the october 2023 *create* grant from manitoba arts council and will be reapplying in february 2024 for a response by summer 2024. grants represent the longest lag times for us as far as decision announcements as well as the least control in the event of unsuccessful results requiring a pivot. the more we can offset our reliance on grants via other income sources, the more reliability that we will be able to stick to schedule.

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why sponsor the art



living artists deserve a living wage

dedicated arts funding in canada is much appreciated but very limited. if we received 100% of the grants we apply for (spoiler alert: that doesn't happen), we would cover only half of our budget and the artists would not receive a living wage. ash has spent the past 5+ years running a small creative business specifically because it's impossible to live above poverty line as an artist if you rely solely on grants. help us change the way both patrons and artists approach fair compensation, and enjoy some lovely perks while you're at it!

weigh in on the magic

we love the innovation that comes from collaboration. get access to early showings and previews, and then get in conversation with us about what else you'd love to see. maybe it'll end up in the final installation, maybe it'll turn into bespoke art just for you! get first access and see what creativity sparks.

support diversity & sustainability while enjoying perks!

our donors, partners, and supporters get access to special perks, including private early showings, delicious treats made by chef owen, herbal goodies from ash's studio, and have their names/businesses shared on our promotional content & channels! you will also be acknowledged on print and digital content related to the final exhibition.

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sponsorship options



SCABIOSA SUPPORT

money can't buy happiness, but it can pay our artists' mortgage bills while they work and pay our farmer partners for their labour too.

\$500-999 = SEED LEVEL

\$1000-2499 = SPROUT LEVEL

\$2500-4999 = ANNUAL LEVEL

\$5000-9999 = BIENNIAL LEVEL

\$10,000+ = PERENNIAL LEVEL

hot tip: why not combine both sponsorship options?



COSMOS COMRADERY

do you have supplies, products, or other in-kind supports to offer? the cosmos partnership might be a better fit for you!

FURNITURE FOR THE INTERIOR

INVASIVE PLANTS ON YOUR PROPERTY*

HEIRLOOM TEXTILES

VENUE CONTACTS

GOT ANOTHER IDEA? GET IN TOUCH!

**truly a win-win - we use your weeds, your begonias thrive!*

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thanks for visiting our world!
please stay in touch!

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