

## Exhibit Information

### Mission

- 1) To educate the American public about the varied and expanding role that goats are playing in American culture and agriculture today.
- 2) To inform the general public about the many wonderful goat products that are available locally and nationally.
- 3) To raise awareness of sustainable agriculture, heritage livestock, Slow Food, and other issues that are important to goat owners.

### Background: The Year of the Goat Project

In August of 2003, Karl Schatz and Margaret Hathaway embarked on a year-long exploration of the goat industry in America. Schatz, a photographer, and Hathaway, a writer, documented in words, photographs and sound, the vast number of farmers, ranchers, cheese makers, chefs, vets, butchers, circus trainers, and enthusiasts who make up this unusual slice of America. You can find out more about The Year of the Goat project at [www.yearofthegoat.net](http://www.yearofthegoat.net).

### An Educational Photographic Exhibit

An exhibit centered around Schatz's photography is a unique opportunity to educate the general public not only about the role of goats in American agriculture today, but also about many other important topics related to sustainable agriculture.

### Exhibit Contents

The exhibit will feature 20-40 color photographs, depending on the venue, which will give the viewer a window into the colorful world of goats. Each photograph will be accompanied by wall text with background and contextual information that will inform and educate, and speak to the importance of goats in global agriculture and the history of food, religion, art, language and popular culture.

### Expanded Exhibit With Goat Products

Some venues may only be able to display a smaller selection of photographs and wall text. Others, such as large public libraries and state fair exhibition halls, may have the space to display a more comprehensive exhibit that will include goat products and equipment. A second, more expansive version of the exhibit will feature various items and artifacts from the goat world. This tactile and three dimensional experience might include a milking machine, raw goat fiber (cashmere and mohair), a goat packing saddle and bags, a collection of goat cheese labels from around the country, goat milk soaps and other goat products, as well as a selection of goat books and publications.

### Exhibit Budget

We are in the process of raising several thousand dollars to finance the initial mounting of the exhibit and to cover the costs of scanning, printing, framing and shipping materials. We then hope to raise several thousand more to help subsidize the shipping and handling costs of bringing the exhibition to communities all over the country. We are applying for grants and arts and agricultural education funding. We also hope to find corporate and organizational underwriters who will be willing to help get the exhibition on the road. We are planning an online benefit auction in conjunction with Khimaira Web Hosting to raise money for the exhibition.

### Audio-Visual Valued Added

Schatz and Hathaway have put together a 15 minute video of goat photographs with a soundtrack of people from all over the country describing what they love about goats. This can be made available for display at the location or for special screenings in conjunction with the exhibition. Schatz and Hathaway are also available for presentations and talks about the goat industry and their experiences in the goat world.

### Contact Information

For more information about the American Goat exhibit or The Year of the Goat project please contact:

Karl Schatz & Margaret Hathaway Schatz

37 Deering St. #1

Portland, ME 04101

email: [info@yearofthegoat.net](mailto:info@yearofthegoat.net)

## Exhibit Contents

### Different Venues, Different Exhibits

Due to size and display limitations of some venues, there will be two basic versions of the exhibition that will be available for mounting. **Exhibit A** will contain only items that can be hung or displayed on walls. This includes photographs, wall texts, a collage of goat cheese labels and/or smaller pictures of other goat products. **Exhibit B** will contain everything that Exhibit A contains plus additional items and artifacts from the world of goats that will give the visitor a broad and interactive goat experience.

### Opening Reception and Celebration of Goat Products

An opening reception featuring local goat cheeses and other products will be a great opportunity to raise community awareness of local producers.

### EXHIBIT A

The exhibit will contain between 20-40 photographs depending on the venue and will be roughly composed as follows:

- 75% of the photographs approximately 16 x 20 inches in size
- 25% of the photographs approximately 20 x 20 inches in size

The final presentation of the photographs, matting and framing is still to be determined.

The prints will be limited edition archival light-jet digital prints and will be available for sale through [www.americangoat.com](http://www.americangoat.com)

We are looking into several possibilities for presentation taking into account costs of production and ease of transport.

### Educational Wall Texts:

- The history of goats
- The role of the goat in the history of food
- Goats and the English language
- Goats in religion, art, and culture
- Goat breeds in America

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### EXHIBIT B

This version of the exhibit will contain all of the elements of Exhibit A, plus any number of the following:

### Potential Goat items & artifacts for display:

- Goat cheese labels from around the country
- Goat milk soaps & lotions
- Goat milk & yogurt cartons
- Goat figurines & other goat curiosities
- Milking stand (approx 60 in. x 24 in. x 45 in.)
- Milking machine (approx. 18 in x 18 in x 30 in)
- Saddle & panniers for packing (approx 18 in x 12 in x 12 in)
- Samples of goat fiber: mohair & cashmere product samples
- Goat clippers for shearing and for trimming hooves

### Potential Periodicals & Newsletters for display:

- The Dairy Goat Journal
- Wild Fibers Magazine
- The Homesteader's Connection
- Meat Goat Monthly
- United Caprine News
- Proceedings of the Annual Goat Field Day from Langston University
- Program from the American Dairy Goat Association National Convention
- Mail order Catalog from Caprine Supply, Desoto, KS

### Potential Books for Display:

- "Paula Sandburgs' Chikaming Herd," The National Park Service
- "La Chevre," edited by David & Micki Colfax, Mountain House Press, Philo, CA
- "The Pack Goat," John Mionczynski, Pruett Publishing Co., Boulder, CO
- "Storey's Guide to Raising Dairy Goats," Jerry Belanfer, Storey Books, N. Adams, MA
- "The Little Goat on the Roof," Jody Littler, Skandisk, Inc., Minneapolis, MN
- "G is for Goat," Patricia Polacco, Philomel Books, NY, NY
- "The Goat in the Rug," Charles Blood & Martin Link, Simon & Schuster, NY, NY

## Artist's Statement

For thousands of years, animals were an integral part of our daily lives. It is only in the past two hundred years or so that we have moved farther away from our agrarian origins. As we have become increasingly disconnected from the land, its creatures, and its fruit, many of the values and much of the wisdom that comes from a personal relationship with the earth has been lost.

The Year of the Goat project was a reaction to this growing disconnect. It was an attempt by two people to throw off the sterile synthetic shackles of city life, where we forget that meat, faceless and wrapped in cellophane, ever came from a living animal, and that fruit and vegetables don't grow on grocery shelves or in sidewalk bins.

Goats, as versatile an animal as has ever lived, open the world of agriculture to us. Valued for their meat, milk, fiber, companionship, land clearing and fertilizing capabilities, goats offer a leap into all of these aspects of agriculture and more. People who raise goats are passionate about their animals, and have held onto or reclaimed the ideals of earlier generations. The fact that goats exist on the fringe of mainstream livestock and agriculture and are more often than not raised on a relatively small scale enables us, as observers, to get closer to these people and their animals, and allows us to absorb a little bit of their wisdom.

Goats are found in every corner of this country, and as we travel to those corners to find them, the country reveals itself to us. What begins as a journey into the world of agriculture evolves into a discovery of America through the lens of the goat: from organic cheese makers in rural Washington state to the fromagier of a four star restaurant in New York City, from a cavernous mohair warehouse in the heart of Texas to cottage industry spinners in central Maine. Along the way we find the goat at the center of cultural intersections taking place between local producers and growing immigrant populations, creating interactions and fostering understanding where before there was no common ground.

My work draws inspiration from the great photographers of the Farm Security Administration photographic unit, Dorothea Lange and Walker Evans, and profound influence from *The Americans* by Robert Frank. Garry Winogrand's amazing photographs from New York City zoos and aquariums set the standard for studying the distance between urban man and the animal kingdom, and inspired me to make photographs that achieve the opposite result.

The decision to shoot in color was made to remind the viewer that the people and places depicted are not examples from history books of what was, but living examples of what is and what can be. Shooting in two formats, 35 mm digital SLR, and two and a quarter color negative, generated visual variety in my shooting style and allowed me to speed up or slow down the photographic process as the situation demanded. Additionally, shooting digital facilitated one of the other goals of the project, which was to promote the goat and educate the general public through our website, [www.YearoftheGoat.net](http://www.YearoftheGoat.net).

I bring to my work a curiosity for the world around me, and my enduring belief in the power of photography to inform, engage, and truly shape this world. I hope that people will leave this exhibit thinking about their own connection to the land and the plants and the animals that they share it with. Beyond that, I hope that through the versatility of the goat, each person might find some inspiration to go out and make a connection in deed as well as thought.

## About the Artist

Karl Schatz is a photographer, picture editor, web designer, and journalist. He is currently the Production Manager for the Aurora Photo Agency in Portland, Maine. Before embarking on this great goat adventure, he was the online picture editor for Time Magazine. He received his BA in Soviet and Eastern European studies from Tufts University, and his MA in Communications from the S.I. Newhouse School at Syracuse University. From 1992-1993 he lived in Moscow and worked on the documentary project, *A Culture Rekindled: Jewish Traditions Return To Russia*, while shooting for clients such as Reuters, The Montreal Gazette, The Moscow Times, and The American Embassy. In 1994 he traveled to Poland to document the creation of Warsaw's first Jewish day school in 45 years. Born and raised in Maine, he is a member of the National Press Photographers Association, The American Livestock Breeds Conservancy, The Maine Organic Farmers and Gardeners Association, Slow Food and Red Sox Nation. When not chasing goats, he lives in Portland, Maine with his wife, Margaret, and their dog, Godfrey. They are currently looking for a farm.

## How to Help

### **Bring the Exhibit to Your Community**

We need help identifying galleries, libraries, museums or other institutions that would be interested in hosting or sponsoring an the American Goat exhibit showing in your community. If you know of an institution that would be interested, please let us know by emailing us at info@yearofthegoat.net.

### **Gathering Goat Products**

We are looking for goat products to include in the exhibit. We are collecting products such as:

Goat cheese labels

Goat soaps and lotions

Items made from mohair or cashmere

Any other product produced by or derived from goats

Please send all cheese labels or a photograph and description of your goat product to:

American Goat Exhibit  
C/O Karl Schatz  
37 Deering St. #1  
Portland, ME 04101

Other than cheese labels, please do not send any actual products at this time.

### **Participate in our Benefit Auction**

We will soon be announcing an online benefit auction to raise money to fund the exhibition and help bring it to as many communities around the country as possible. Please donate or bid on an auction item and support this effort to promote goats and goat products in America. Visit [www.americangoat.com](http://www.americangoat.com) for news and updates about the auction.