

# Museum of Motherhood

## *Executive Summary*



**Martha Joy Rose**

The Museum of Motherhood (MoM) is an international museum and teaching facility located in St. Petersburg, FL. We are devoted to the art, science, and history of women, m/others and families inclusive of all reproductive identities.

## Motherhood problem

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Art, science, and history are not always kind to mothers.

Dominant narratives have sidelined women's voices. Impossible standards have little connection to reality. The struggles and stories of those invested in birth, care-work, family, and women's own relationship to themselves have been misunderstood and kept invisible. Rightful legacies have been denied. Whether it's the frequency with which mothers are relegated to supporting roles, or neglected within social safety nets, women have suffered as much as they have celebrated. They continue to be an afterthought to progress and potential, even in today's society.

## MoM's solution

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The Museum of Motherhood redefines how we talk about motherhood -- from the perspective of mothers.

Through exhibitions and education, we tackle the ubiquitous nature of reproductive identity, birth, and parenting by examining the social, psychological, and economic realities embedded in these experiences and by turning the lens squarely on the people at the center of these endeavors. We highlight research in this area and share mother-made art through exhibitions online and in person offering opportunities for dissemination that have not previously existed. We challenge limiting ideologies and encourage more compassionate connections by drawing attention to individual stories, empowering women's articulations, and by confronting isolation through our creative and inclusive community. Through this lens women take their rightful place in history and the whole human family benefits.



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# Museum of Motherhood

A Community Collaborator  
An International Destination

## History of MoM

The idea for the Museum of Motherhood was conceived by Martha Joy Rose in 2003. Exhibits were located in a storefront in Westchester NY and expanded into university classes and exhibitions. An invitation to Seneca Falls, NY - home of the Suffragists - resulted in the key to the city being presented to Rose. In 2011, she opened a 3-year pop up museum in Manhattan, working with key sponsors and supporters. During this time 40,000 people visited and attended events. MoM is organized and activated by students, scholars, artists, and volunteers who are invested in interdisciplinary perspectives.

Subsequent pop ups have included multiple universities consecutively. Over the last twenty years, the field of mother studies has grown exponentially. MoM has consistently championed this growth, organizing traveling exhibits, arts exchanges, cooperative curatorial activities, while presenting academic conferences, in collaboration with the MaMaPaLooZa Festival reaching millions. In 2019 MoM moved to St. Petersburg, Florida, establishing the MOM Art Annex nonprofit 501c3 with a mission to build a permanent facility for the museum. We are currently located in Gallery Row at The Factory.



## Why MoM, why now?

**First, Local, Herstoric**

MoM is a legacy production with a mission to put motherhood on the map in perpetuity.

Starting two-hundred years ago, with the first wave of feminist history, American mothers pushed back at the boundaries of gendered performance by creating a sociology made by women. Then, through medical advances, legal maneuverings, activism, and the evolution of family, women enjoyed freedoms herto unknown. More recently, gender, sexuality, matriesence, m/otherhood, fatherhood, and family have become dynamic topics of investigation. Despite a wide range of circumstances and lived experiences, these subjects offer opportunities for all kinds of exploration; artistic, academic, and social. We believe engagement with these subjects increases awe, offers healing, incites illumination, and develops tolerance. Together, in a safe space for inquiry, we dismantle stereotypes, offer hope, and transform lives..



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# Global

Top of the world - Global rooftop gatherings-envisioning a better, brighter world. Our focus on women, mothers, and families results in equity, support, positive health outcomes, and empowerment for marginalized mothers. We gather to learn and grow at these media, music, and culture inspired events with speaker presentations and international visitors.

# Herstory

Fourth-floor Herstory emulates the four waves of women's progress in America. With marble museums, mustard museums, and car museums, MoM's exclusive focus on the domestic sphere and the growth and impact of feminism, industry, and policy lends itself to a more complete understanding of women's evolution in the home and workplace. Exhibits focus on the last 250 years of hearth and home with kitchen, cleaning, fashion, and childcare examples demonstrated through displays and interactive exhibits.

# Science

Third-floor pregnancy, birth, and reproductive identity, shape our past and our future. How have women reproduced throughout the ages, and how has medicine and technology affected outcomes in contemporary society. With surrogacy, uterus transplants, birthing humans, and bio-pods are humans evolving? Exhibits include a birthing mannequin, antique incubators, forceps, birthing stool, reproductive models, nursing information, examples of hospital and non-medicated deliveries with displays, interactive exhibits and up to date population and maternal morbidity statistics.

# Art

The art of motherhood and mothers making art about their experiences has increased exponentially over the last fifty years. From the feminist art movements of the nineteen seventies through the two-thousands-- hundreds of books, pieces of art, theater, music, and other mediums, have expanded to include the perspectives of women and mothers. MoM works with artists from around the world to exhibit contemporary works, while sharing art from our permanent collection.



## Our Vision

# Retail

MoM's vital marketplace of original art, clothing, textiles, prints, jewelry, and other fair trade objects raises funds for our ongoing exhibitions while promoting the work of American (and other artists) as we serve to increase the visibility of women in the arts and mother-made fine art, objects, and performing arts.



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# Museum of Motherhood

We Put Motherhood on the Map!



## Sustainability Initiative

**A museum about women, here in St. Pete!** Join our team as we see our dream for a permanent home for MoM realized in Pinellas County. Please contact Mary Havlock; Fundraising, Deborah Gelch; Strategic Advisor, Tracey Wiseman; Special Consultant, or Martha Joy Rose, Director.

## First, Local, Herstoric

Our Team of academics, artists, curators, volunteers, and community community ensure our ongoing success as we work with a global team of friends who believe in putting motherhood on the map.

## A Legacy Production

Our vision includes immediate unprecedented growth serving our local community while acting as an international global destination. The MOM Art Annex 501c3 non-profit is tasked with the ongoing development of the Museum of Motherhood project in St. Petersburg.

Serving the public as a free and open resource  
Community commitments and development  
Focused on individual activation & personal empowerment  
Meaningful education & exhibitions  
We are focused on fiscal solvency for this legacy production:

- Endowments
- Grants
- Donations
- Partnerships
- Collaborations
- Naming rights

Introducing: Paid Activity Experience at MoM 2024-25

- MoM Escape Womb Activity Onsite 200 people per month x \$16.50 = \$33k Rent



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# Museum of Motherhood

## Our Values

### Connecting Communities

1. Offer free & open, interactive exhibitions that inspire and educate
2. Encourage activities that focus on personal empowerment
3. Employ students & create service-learning opportunities that result in college and job placement
4. Teach Women's History
5. Create high visibility programming with local artists in Tampa Bay (and beyond)
6. Emphasize reproductive health awareness through events and activities
7. Host community meetings (AEHK artists of Kenwood) and other events monthly at no cost
8. Connect visitors to resources both online and in-person
9. Encourage tourism through our annual international conference welcoming artists, activists and scholars from around the world
10. Serve as the first and only Museum of Motherhood in the world



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# Peek Inside!

## MOM Art Annex 501c3



Exhibits MOM Art Annex 2022-23 in Kenwood