

# Berkshiremuseum



## NEWS from the Berkshire Museum and Hancock Shaker Village

For Immediate Release: May 28, 2015

Media contacts: Lesley Ann Beck, Berkshire Museum Director of Communications

413.443.7171 ext. 320; lbeck@berkshitemuseum.org

Shawn Hartley Hancock, HSV Director of Marketing and Communications

413.443.0188 ext. 221; shancock@hancockshakervillage.org

### **Berkshire Museum and Hancock Shaker Village To Collaborate on New Programming**

[PITTSFIELD, MA] – Following an extensive grant-funded study to explore strategic partnership options between the Berkshire Museum and Hancock Shaker Village, the two organizations announced that they will be pursuing programming collaborations. The conclusion of the study was announced by Bill Hines, President of the Berkshire Museum Board of Trustees, and Dan Cain, Chair of the Hancock Shaker Village Board of Trustees. The consultant-led process revealed significant strengths at the two museums and opportunities for program partnerships.

Among program ideas already being developed is a possible two-site exhibition that would include outdoor sculpture at the Village and paintings, drawings, and sculpture at the Museum. Such cooperative programs would allow the two museums to share audience, themes, and complementary spaces.

“Engaging in this process was extremely valuable,” said Hines. “While a formal merger will not be pursued, collaborative programs, especially in the areas of exhibitions and education, will now be explored.”

The decision for the two museums to discuss collaborations is based on shared goals and mission, according to Cain. “The study provided a wonderful opportunity for each of our organizations to reach a better understanding of our own strengths, as well as to learn about the other institution. We identified a variety of ways we might work together going forward.”

In their regular board meetings this month, the trustees of each institution endorsed the development of selected shared programs and asked the staff of the two institutions to work together to explore opportunities. Both museums are committed to serving the community with educational offerings for audiences of all ages. The two museums have already shared collaborative efforts such as joint ticketing and object loans as well as marketing and advocacy.

Funding from the Dyson Foundation allowed the institutions to engage Boston-based consulting firm TDC to lead a Joint Committee of the Boards and senior staff through the study process. “TDC did a superb job of leading members of the Joint Committee in discussion and analysis and in canvassing a cross section of our stakeholders to educate them and get their feedback,” says Cain.

### **About the Berkshire Museum**

Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m. Monday through Saturday, and noon to 5 p.m. on Sunday. Admission is \$13 adult, \$6 child; Museum members and children age 3 and under enjoy free admission. For more information, visit [www.berkshitemuseum.org](http://www.berkshitemuseum.org) or call 413.443.7171.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation.

Established by Zenas Crane in 1903, Berkshire Museum integrates art, history, and natural science in a wide range of programs and exhibitions that inspire educational connections between the disciplines.

***Immortal Present: Art and East Asia*** is on view through September 7, 2015. ***Objectify: A Look into the***

*Permanent Collection* is currently on view. Little Cinema is open year-round. Spark!Lab, Feigenbaum Hall of Innovation, Worlds in Miniature, Aquarium, and other exhibits are ongoing.

### **About Hancock Shaker Village**

From 1784 until 1959, Hancock Shaker Village was home to hundreds of Believers in Christ's Second Appearing, a close-knit sect of Protestants originally from England. They were commonly called Shakers because of the whirling, quaking and "shaking" they exhibited during their religious services.

Since 1960, Hancock Shaker Village has been open to the public as an outdoor-history museum preserving the Shaker legacy. While only a few Shakers are still living (all at Sabbathday Lake in Maine; none live at Hancock), the Shakers are best-known today for their simple and elegant furniture, many ingenious inventions, communal living and deep spirituality. "Hands to work and heart to God," an axiom attributed to Shaker founder Mother Ann Lee, sums up their belief that all work was a form of prayer or devotion to God.

Located on 750 acres in the Berkshires of Massachusetts, Hancock Shaker Village features a museum collection of more than 20,000 authentic Shaker artifacts and 20 historic buildings (including the majestic Round Stone Barn) in a preserved and walkable village, as well as a working farm with heritage-breed livestock and extensive gardens of heirloom vegetables, flowers and herbs. Visitors enjoy a rotating schedule of exhibits, programs and workshops in the historic Village and in the modern Visitor Center, as well as individual and group tours, a mile-long hiking trail, and indoor and outdoor picnic areas.

Hancock Shaker Village is open seven days a week, including holidays, from 10 a.m. to 4 p.m. through June 28; from June 29 through the end of the season on November 1, hours are 10 am to 5 pm daily. The Village Harvest Café, serving lunch and snacks, and the Village Store (also online) are both open daily during visitor hours. Adult admission is \$20 (many discounts apply), youth admission (ages 13 to 18) is \$8, and children age 12 and under are always free on family visits. Scout troops, churches, school field trips and other groups enjoy reduced group rates. For more information visit [hancockshakervillage.org](http://hancockshakervillage.org).

###