

Web Copywriting Communications

AAMAA

Alternative Arts Museum/
Musée des arts alternatifs

Contents

Blog Post

Email

About Us Page

Product Descriptions

Facebook Posts

Instagram Posts

Twitter Posts

Blog Post

With Headline, CTA,
and SEO Keywords



13 OCTOBER 2021

Surprises Are in the Making at the Alternative Arts Museum's Exhibition *Art is for Everyone!*

Have you ever admired the amazing artistry of your friend's painted fingernails? Are you curious to know what "yarn-bombing" or "guerrilla knitting" is all about? Are you interested in the creative potential of old plastic shopping bags, used wax candles, or rubber tires? Then pay a visit to the new **Alternative Arts Museum**/Musée des arts alternatifs (AAMAA) between 20 October 2021 and 20 February 2022 to see the museum's first annual exhibition of **alternative art**, *Art is for Everyone*.

And bring the kids, too! The works on display cover a wide range of types of creativity: everything from Lego® sculpture, insect taxidermy, flower arrangements, and innovative social media displays to multi-media culinary works, toe paintings, and Post-it® note installations.

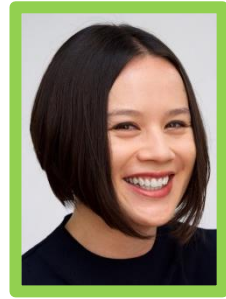
Many of the works are interactive, and makers will be on hand to talk about their creations.



Take a break in the café and browse the gift shop, where makers will also be selling some of their works—perfect gifts for the holidays!

A Special Invitation from Head Curator Andrea Smalls:

We're really excited to welcome you to this **new exhibition**, which will be the first of many! It will showcase work by makers from Toronto and the Greater Toronto Area (GTA). So it's an amazing opportunity for creative people **in** and around **Toronto**, and a great chance for visitors to learn about the **diversity** of the **arts in** this region.



Our mission at the **Alternative Arts Museum** is to expand the boundaries of traditional definitions of art, and to provide an inclusive space for creative expression in all its forms—and by lots of different people. This is the first museum of its kind in Canada, and we're really excited to see the response of visitors and the kinds of conversations the exhibition will spark.

You can also browse the full **exhibition online** [here](#). We'd love to hear your thoughts, so please feel free to leave a comment in the [survey](#), under the "What do you think?" tab on the exhibition site.

This is a museum experience unlike anything you've had before—we can't wait to see you there, in person or online!



A Chat with One of the Exhibition's Makers:

Mike Quill is just one of the thirty-five **makers** from **in** and around **Toronto** who'll be on hand at the exhibition to speak with visitors about their work.

For Mike, that includes an amazing topiary elephant, on display in the museum's grounds. "I never thought I'd see my topiaries in a museum," says Mike, a maker from Mississauga who started making topiaries on request as part of his landscaping business about ten years ago. Now he's "branched" into animals, portraits, and even movie and video game characters. It's really nice to have your work recognized this way, and be able to share it with so many people."

He'll be selling miniature versions of his most popular topiary characters in the museum shop, part of the proceeds from the sale going back to supporting the museum.

Where to find out more:

Visit the exhibition's [website](#) for a schedule of maker participation dates and times. To book your free timed-entry tickets, click the green button below:

**Get your free
exhibition tickets!**

For complete museum and visitor information, please see the [Alternative Arts Museum's website](#). Here you'll find a complete list of upcoming **exhibitions** (both in-person and **online**), events, and educational workshops. There's also information about how to participate in future exhibitions and where to submit your own work.

To get in touch with Head Curator Andrea Smalls, please write to andrea.smalls@aamaa.ca.

To find out more about Mike Quill's topiary sculpture, please visit topicaltopiary.ca.

Context, Author, Audience: a blog post written by the Communications Officer of the new Alternative Arts Museum in Toronto, to be posted on the museum's blog. The post promotes the museum's inaugural annual exhibition—*Art is for Everyone*—and will be posted a week before the exhibition's opening. It's addressed to a diverse, primarily adult audience of prospective visitors to the museum from within Toronto and the Greater Toronto Area.

SEO keywords: (indicated in **red**, within the post)

1. Alternative Arts Museum (/ alternative art)
2. new exhibition in Toronto
3. makers in Toronto
4. online exhibition in Toronto
5. is there diversity in the arts in Toronto?

Links embedded within the post:

Exhibition: www.aamaa.ca/newtorontoexhibition/artisforeveryone

AAMAA's website: www.aamaa.ca

Survey: www.aamaa.ca/artisforeveryone/survey

Email

Ready to learn something new in 2022?



The Alternative Arts Museum's **Spring Workshop Series** starts January 10, 2022! There's a class for everyone, no matter your age, ability, or skill level—everything from wood working, radical ceramics, and yarn bombing to creative welding, Lego® craft, new techniques in digital media, and miniature topiary. Start fresh and learn a new skill, or ramp up your know-how and move to the next level. Find out what's on offer and get information about our COVID-19 protocols at www.aamaa.ca/education-programming. **We can't wait to start learning with you!**

SIGN ME UP!

Want to leave our email list? Click [here](#) to unsubscribe.

Email recipients: museum members; subscribers to the museum's e-newsletter; prior workshop and education programming students

Author: the museum's Education Programming Director

Subject: an invitation to enroll in the upcoming cycle of makers' workshops (part of the museum's education programming)

Subject line: Hi Joelle! We'd be thrilled to welcome you back to our Spring Workshop Series.



About Us Page

We believe creativity has no boundaries!

No matter who you are we want you to know that your ideas and talents have value. Our three key principles are representation, opportunity, and inclusivity. These underpin the friendship shared by the AAMAA's two founders, John and Marla—a maker and a curator who saw a big gap in the museum world. In 2017 they invited other makers to get together and come up with an exciting, new kind of museum: a space to showcase makers and their work to Toronto and the rest of the world. From that small start grew a vibrant and highly collaborative community of 55 staff members—curators, administrators, workshop instructors, conservators, and salespeople. We also rely on the generous funding of private donors, without whom we wouldn't exist.

Representation

Like other museums, we provide a home for objects and ideas—whether that's for 25 years or just a few days. We are a site for display and preservation. Our permanent collection houses more than 25,000 objects, installation works, and multi-media creations. Our rotating series of short-term special exhibitions gives visitors the rare chance to engage with the work of visiting makers from all over the world. Our online site is our home-away-from-home, where a boundary-free mode of display, conversation, and engagement is made possible by a rich web of interactive online experiences.

Inclusivity

With both a physical venue in Toronto and a vibrant online site, we act as a hub for both local and global communities of makers: creative people whose work—whether that's a technique, material, or subject matter—falls outside the traditional definitions and contexts of art. Our collection is as diverse as the people who create and care for it. We celebrate difference and divergence from the norm.

We want to learn more about you! Get in touch—we'd love to hear from you:

getintouch@aamaa.ca
www.aamaa.ca
1-416-255-6000

1500 Bloor Street West
Toronto, Ontario
M6P 1A3



about us?
we're all
about you!

Opportunity

Our museum is unlike any other. It supports makers in many of the same ways that more traditional museums do, but we do much more than just that. We give makers a space to develop and grow. Through our in-house Alternative Arts Collective (AAC)—a network for makers seeking a like-minded community, resources, professional development, and financial support—we help makers forge valuable maker-to-maker connections. Our shop provides a space for makers to sell their work, with a small portion of the proceeds going back to the museum. Our broad education programs give makers tangible opportunities to share their knowledge, giving people of all ages and abilities the chance to learn something new.

Product Descriptions

Come see what's in store for you at the AAMAA Shop!

**DIY Turtle
Topiary Kit**
\$29.99



Bring a smile to everyone's face with this easy-to-use Do-it-Yourself Turtle Topiary Kit!

Nurture your very own creation and watch as it comes to life in only a few short weeks. The ideal craft for family fun over the holidays and a great project for a budding nature-lover.

Designed by Toronto topiary master Mike Quill, whose large-scale work is featured in the museum's grounds, the kit supports real turtles, too: 10% of the proceeds of every sale goes directly to supporting the Ontario Turtle Conservation Centre (www.ontarioturtle.ca). Kit comes with both moss and succulents, so you can stick with one or switch it up for a fresh new look. When properly cared for your creation will thrive for many years to come!

Each kit comes with everything you need:

- wired frame
- moss seeds
- 12 mini succulents
- detailed growing and care instructions

Product dimensions (without packaging):
10 x 8 x 6 cm (length, width, height)
Suitable for ages 6+
Store box out of direct sunlight

ADD TO CART

Controversial Character Crochet Kit \$34.99

Pictured (L to R):

Dr. Anthony Fauci

Supreme Court
Justice Ruth Bader
Ginsburg

Creepy Twins from
The Shining (1980)



You won't find these anywhere else!

Make a totally unique and personal statement by creating your very own controversial character—in crochet! The perfect stress-reliever and conversation starter. Show off your current-events savvy, make a political statement, or spark a cinephile's nostalgia **AND** learn a new skill at the same time.

Museum workshop instructor and crochet master Sarah Winter provides you with easy, step-by-step instructions along with a detailed YouTube video demonstration. Choose from 10 characters. Each one is numbered according to level of difficulty (A = Easy; B = Intermediate; C = Advanced) so you can pick one that best fits your crochet ambitions, whether you want to keep things simple or push your skills to the next level. For a full description of these skill levels, visit www.aamaa.ca/shop/crochet-kit-skill-levels.

Each kit comes with all the materials and instructions you need:

- coloured yarn (100% polyester)
- foam inserts
- crochet needles and hooks
- pattern
- detailed instructions (including link to YouTube video)

Characters vary in dimensions. Please click the links below to see the full product details for each kit.

Dr. Anthony Fauci: aamaa.ca/shop/crochet-kit-dr-fauci

Supreme Court Justice Ruth Bader Ginsburg: aamaa.ca/shop/crochet-kit-ruth-ginsburg

Creepy Twins from *The Shining* (1980): aamaa.ca/shop/crochet-kit-shining

Donald Trump: aamaa.ca/shop/crochet-kit-donald-trump

Kanye West: aamaa.ca/shop/crochet-kit-kanye-west

Pennywise from *It* (2017): aamaa.ca/shop/crochet-kit-it-clown

Borat Sagdiyev: aamaa.ca/shop/crochet-kit-borat

Britney Spears: aamaa.ca/shop/crochet-kit-britney

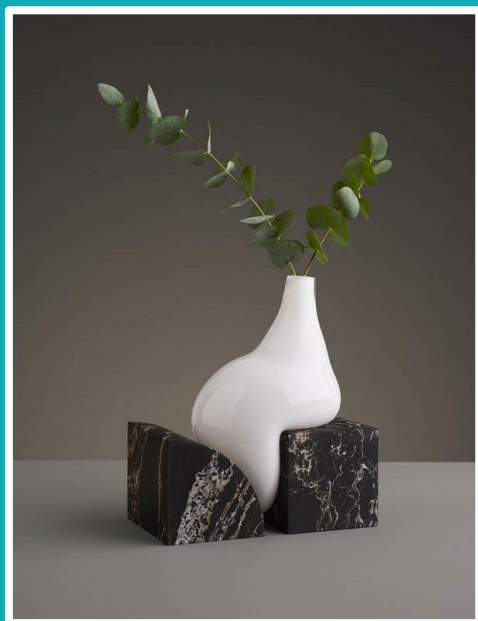
Dave Chappelle: aamaa.ca/shop/crochet-kit-dave-chappelle

Jar Jar Binks: aamaa.ca/shop/crochet-kit-jar-jar-binks

ADD TO CART

Melting Vase

\$79.99



Looking to spice up a room with that little extra something?

Add some unexpected allure to your living space with a melting glass and marble vase, the innovative work of glass maker Michael Brown. Make decorating simple—while keeping nature close at hand—with a single flower stem or sprig of your favourite foliage. Indulge in a bold colour statement with a bright bulb. Or go *au naturel*—this vase has enough personality to brighten a bookshelf all on its own! Let your inner designer shine by playing around with different arrangements: the glass vase and heavy, 2-part marble base can be easily detached. Place the vase and base in different configurations to suit your preference or available space, or for a quick change-up when you're ready for a new look.

The vase is made of translucent white glass and rests on a solid white-veined black marble base.

Plant pictured is not included.

Product dimensions (including base): 25 x 12 x 26 cm (width, depth, height)

Product weight (including base): 6.8 kg

ADD TO CART



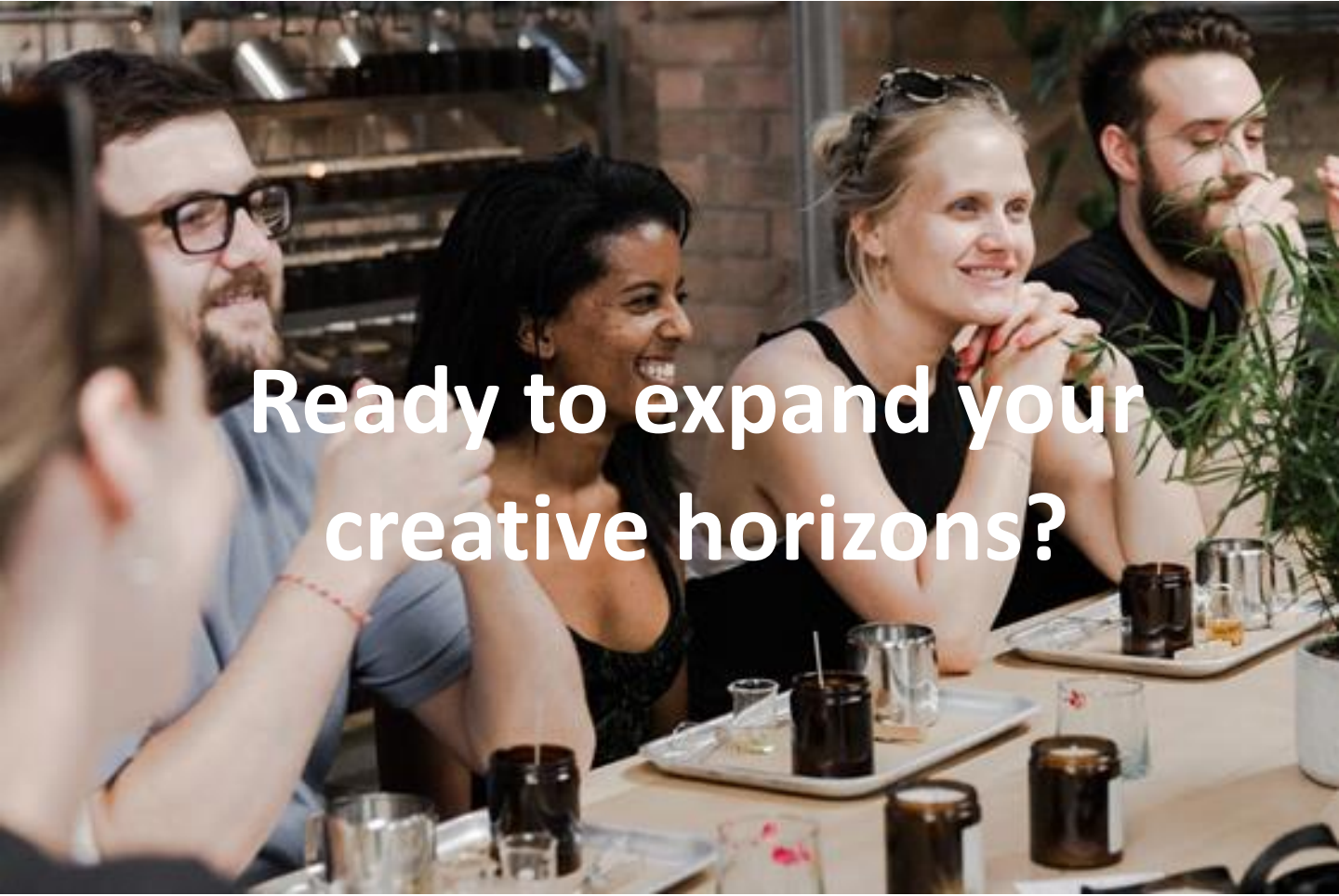
Facebook Posts



aamaa

November 30 · 

Looking to learn an exciting new skill? Want to find out more about how something’s made? The Alternative Arts Museum’s (AAMAA) Spring Workshop Series launches 15 January and runs to 30 April! There’s something for everyone, from wood-carving and candle-making to fingernail craft and radical knitting. Discover something new, or expand on what you already know. Programs for adults and children are taught by expert makers and creators from the Greater Toronto Area. Head to the AAMAA’s [Spring Workshop Series](#) page for a full list of courses, instructors, and enrolment info. We can’t wait to see what you’ll create!



Sarah M, John Wake and 83 others

26 Comments



Like



Comment



Share



aamaa

December 2 · 

SPREAD THE CREATIVE JOY THIS SEASON! Want to find that special something for a loved one and give to a worthy cause at the same time? Then head to the Alternative Arts Museum’s [Shop](#) for one-of-a-kind goodies like these festive bearded characters, knitted by wool maker [Sandra March](#). From 30 November to 24 December, 50% of proceeds from the sale of selected items will go to the Toronto Daily Food Bank. Shop online, or come in and browse the Shop at 1500 Bloor Street West, M6P 1A3. We look forward to helping you and the greater Toronto community!



Makers123, James Wild and 21 others

16 Comments



Like



Comment



Share



Instagram Posts



aamaacreativeoftheweek

AAMAA



Liked by [realmakers](#) and others

You'll SCREAM with delight when you see what's possible to create with LEGO! This amazing piece by brick artist [Nathan Sawaya](#), an expert in the LEGO medium, has more than 3000 LEGO bricks and took over 40 hours to complete. It's just one of the many unusual and unexpected works by makers and creators you'll discover in the [@alternativeartsmuseum](#)'s permanent collection. Come on by and check out Nathan's amazing creations!

#AAMAAmakersandcreators
#nathansawaya
#legoart
#munchscream
#alternativeartsmuseum



Add a comment...

Post



whatisawattheaamaa
AAMAA



A carpenter in the making? Literally! Here's 11-year-old Jason Hines, hard at work in the Makers Woodshop, one of the interactive displays in the [@alternativeartsmuseum's](#) Hands-On wing, where visitors of all ages can try out the different techniques used by the museum's makers and creators. Jason loved the hacksaw—sized just right for his small hands—and says he wants to build a car so he can drive to school!

#museumsforkids
#woodworkingforkids
#woodmakers
#alternativeartsmuseum
#familyfunToronto



Add a comment...

Post



Twitter Posts



Andrea Smalls
@alternativeartsmuseum

Attention all creators! Mark your calendars: #Global Maker Day is Friday 29 October. Bring your family and friends to check out the @Alternative Art Museum's current exhibition *Art is for Everyone* on this special day and receive 20% off the regular ticket price (29 October only). Visit www.aamaa.ca to learn more!



6



5



27



Promoted



Mike Waters
@alternativeartsmuseum

Tweets

Tweets & replies



Mike Waters @mikewaters · 9s



Which of these insects would you eat? (Spoiler alert: the last one isn't REALLY an insect!)

0% furry caterpillar

0% crunchy wasp

0% chocolate moth at the AAMAA cafe

0 votes • 23 hours left

