



Tattoos, Drag Queens, and Botanic Gardens, Oh My!

Elin Filbey

Director of Programs and Community Engagement
Allen Centennial Gardens, Madison Wisconsin

Kirsten Swartz

Manager of Exhibitions and Events
Tower Hill Botanic Garden, Boylston Massachusetts



Overview

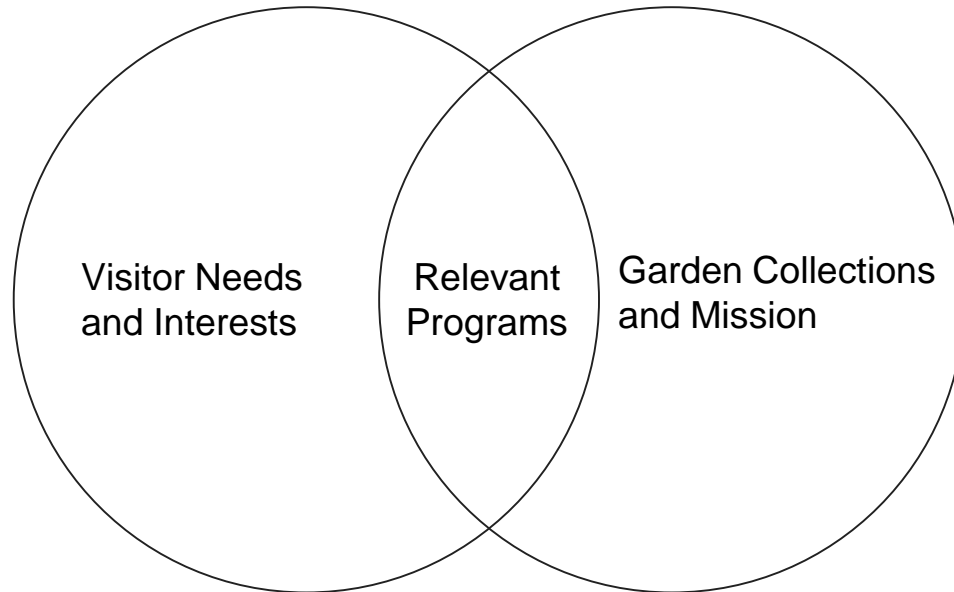
1. Intro to People-First Approach
2. Drag Queens and Daylilies at Allen Centennial Gardens
3. Botanical Tattoo Weekend at Tower Hill Botanic Garden
4. Breakout Session
5. Question and Answer



People-First Approach

Public gardens don't exist without people; the ways people engage with our space and our collections should guide what we do

People-First Approach





Plant Blindness

"The inability to see or notice the plants in one's own environment," which leads **"to the inability to recognize the importance of plants in the biosphere and in human affairs."** Plant blindness also comprises an "inability to appreciate the aesthetic and unique biological features" of plants and "the misguided, anthropocentric **ranking of plants as inferior to animals, leading to the erroneous conclusion that they are unworthy of human consideration.**" In addition "Plant Blindness is a factor in the ongoing declines in university botany programs, herbaria, and other plant science facilities."

- James Wandersee and Elisabeth Schussler



Sustainability

Creating positive, memorable experiences is essential to fulfilling the mission and ensuring **sustainability** for the garden. These experiences come from personal connections with the garden.

Drag Queens and Daylilies



Drag Queens and Daylilies



Drag Queens and Daylilies



Drag Queens and Daylilies



Drag Queens and Daylilies



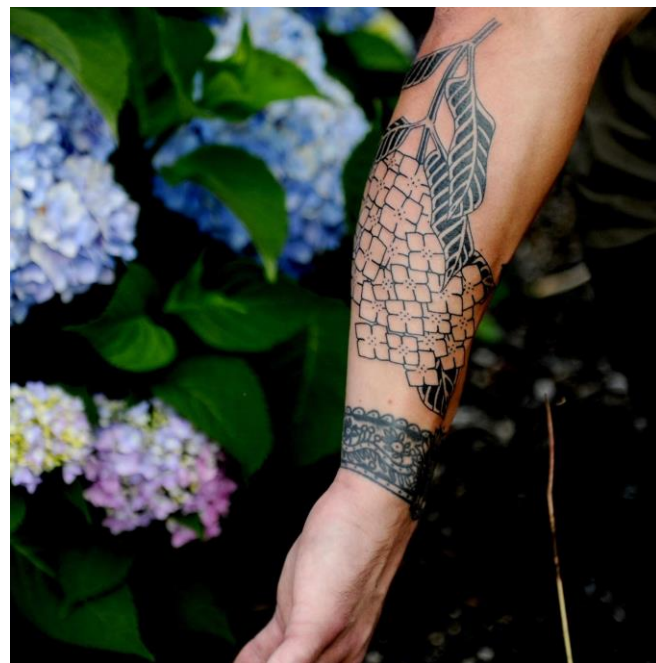
Drag Queens and Daylilies



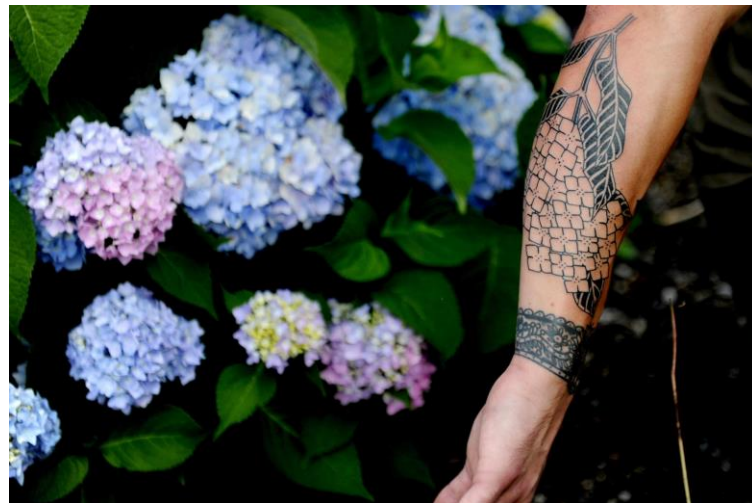
Botanical Tattoo Weekend



Botanical Tattoo Weekend



Botanical Tattoo Weekend



Botanical Tattoo Weekend



Botanical Tattoo Weekend





Breakout Session

- Whole group brainstorm (5 minutes)
- Small group planning (20 minutes)
- Sharing out (5 minutes)



Breakout Session

Brainstorm trends to capitalize on for a program

Google Doc: <https://urlzs.com/9eepN>



Breakout Session

In Small Groups: Identify Goals (10 minutes)

- **Who is your audience?**
- What trend or theme will you work with for your program?
- What is the scale of this program? (desired attendance)
- How are you going to engage in co-creating with the audience?
- How do you want people to engage with your collection through this program?



Breakout Session

In Small Groups: Design a Program (10 minutes)

- Outline a potential program with desired outcomes
- Identify potential barriers to executing this program and brainstorm solutions
- Identify opportunities for follow-up with participants
- If there is more time, brainstorm an additional program that connects with this trend



Breakout Session

Whole Group Sharing

Google Doc: <https://urlzs.com/9eepN>



Any Questions?

Elin Fibley: efilbey@wisc.edu

Kirsten Swartz: kswartz@towerhillbg.org

Google Doc: <https://urlzs.com/9eepN>