MEDIA RELEASE

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Crawford House Museum wins for Frock Club – life in clothes at the 2018 IMAGinE awards

Museums & Galleries of NSW has announced the winners of the 2018 IMAGinE awards.

Crawford House Museum won the award for *Frock Club – life in clothes* in the Engagement Programs category.

This innovative social inclusion and community engagement program was designed to bring together people who share a love and appreciation of fashion. It is also a conservation program where fragile garments from the collection are reproduced or re-engineered for educational purposes, helping bring fashion history to life. The project acts not only as a monthly social networking activity, but also delivers educational content in an innovative way. It delves into the Museum's dress archives to source and examine artefacts that inform our present day ideas about fashion.

Based on enthusiastic community response to past fashion exhibitions, the Museum made the bold decision to expand the museum experience through a fashion engagement program. The community was consulted through established networks including local retail, social and service clubs, schools, local councillors and museum membership.

Central to the project were volunteers who brought a unique combined set of skills from their experience in the fashion industry, higher education and training and public programming in metropolitan museums.

Successful outcomes have included increased program attendance and participation in social history, increased awareness of the Museum and the program, additional voluntee s and diversified income stream for the Museum. The IMAGinE awards promote and strengthen the NSW museum and gallery sector. They honour best practice education programs, outreach projects, exhibitions, collection management projects and achievements of individuals.

Recognising innovation and excellence in 500 museums, galleries and Aboriginal cultural centres across NSW, the IMAGinE awards acknowledge the outstanding achievements of over 8,000 paid and volunteer workers in fostering richer local communities and their contribution to the extraordinary diversity within the NSW museum and gallery sector.

This year saw 96 nominations, the most in the history of the awards, representing the best of regional and metropolitan NSW visual arts and cultural heritage experiences. These awards offer a unique opportunity for museums and galleries to promote their achievements and raise their profile within the community.

Michael Rolfe, CEO, Museums & Galleries of NSW commended all recipients across the categories of Exhibition Projects, Engagement, Sustainability and Individual Achievement in paid and volunteered staffed organisations and said,

> '*The judging panel was highly impressed by the quality and breadth of this years' IMAGinE Awards nominations. Among the nominations we saw many examples of inspiring exhibition design, innovative programming and deep audience engagement. There were a number of extremely timely exhibitions contributing to social, environmental and cultural dialogues across the State and it was fantastic to see not only familiar nominees who continue to excel each year but also new organisations and fresh faces'.*

A full list of winners and highly commended recipients can be found here:
https://mgnsw.org.au/sector/support/imagine/winners/winners-2018/

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