



**THE
BUTTERFLY
PROJECT**

2016-2017

The Butterfly Project Taking Flight Sponsorship Proposal

Since 1995, HMH has sponsored "The Butterfly Project." With the support of school children all over the world, approximately 1.5 million handmade butterflies have been created and sent to Holocaust Museum Houston to commemorate the 1.5 million children who perished during the Holocaust.

Our project was inspired by the poem written by Pavel Friedman in 1942 (below) when he was a prisoner in the notorious Terezin Concentration Camp in the former Czechoslovakia. More than 12,000 children passed through the Terezin Concentration Camp between 1942 and 1944, with over 90% murdered there.

Pavel's poem, "The Butterfly" appears in the book edited by Hana Volavkova, *I Never Saw Another Butterfly: Children's Drawings and Poems from Terezin Concentration Camp 1942 - 1944*.

The Butterfly

The last, the very last,
So richly, brightly, dazzlingly yellow.
Perhaps if the sun's tears would sing
against a white stone...

Such, such a yellow
Is carried lightly 'way up high.
It went away I'm sure because it wished to
kiss the world goodbye.

For seven weeks I've lived in here,
Penned up inside this ghetto
But I have found my people here.
The dandelions call to me
And the white chestnut candles in the court.
Only I never saw another butterfly.

That butterfly was the last one.
Butterflies don't live in here,
In the ghetto.

Pavel Friedmann 4.6.1942
Pavel Friedman was born 1/7/21 in Prague and deported to Terezin on 4/26/42. He died in Auschwitz on 9/29/44.

"I never
saw another
butterfly."

#STANDWITHHOPE

@ButterflyPJCT
butterflies.hmh.org

History and Summary of the Butterfly Project

During this project, students that followed the Holocaust Museum Houston curriculum learned about the experiences of young children during the Holocaust through a study of the poems and pictures drawn by those imprisoned in Theresienstadt. They created handmade butterflies that represented the children who were imprisoned and perished. Every child that participated in the Butterfly Project was encouraged to be creative and make whatever butterfly they felt comfortable making.

Students reviewed the newspapers and magazines created by children in Theresienstadt, examples that showed their perception of what was happening around them. From the children's point of view, students read stories of how they dealt with daily life in the ghetto, including how they related to each other, themselves, their parents and their caretakers.

Students also learned of their daily concerns of hunger, transports and saying goodbye to friends and family. Some classes chose to create a class newspaper that detailed the events of the Holocaust over a period of time using materials they found in their classrooms.

Through this curriculum, students authored journal entries about the butterfly they created, explained why they chose the decorations they did, what the poem meant to them and how this poem related to one child's experience during the Holocaust.

The curriculum designed by HMH included a set of activities that demonstrated to children that very few children survived in Terezin. The butterflies had been assigned the names of children prisoners. The butterflies had first been hung in the classrooms suspended from the ceilings. Teachers were then instructed to provide the students with the actual fate of each child represented by their butterfly. Those butterflies assigned with the names of children that perished were then cut down. Children were shocked and disappointed when they learned the fate of their butterfly. Few butterflies remained hanging from the classroom ceilings by the end of the class period.

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Students and teachers were encouraged to send the butterflies they created to Holocaust Museum Houston. Holocaust Museum Houston is sharing this exceptional exhibit with our community and beyond. The signage and curriculum is available in English and Spanish.

Today

During The Butterfly Project's 20-year history, humanity has faced new challenges and new ways of connecting have emerged. We are closer today than ever, thanks to the rise of social networking and ever-growing ways to connect with others regardless of geographic location. Yet, we are also further apart. Cyberbullying, trolls, open letters shaming others and open letters shaming the shamed—the internet has given people a way to both express themselves and to create new factions of “us” vs. “them.” Negativity makes a lot more noise than positivity. The gap between us is more apparent than the bridge that connects us.

Today, The Butterfly Project seeks to disrupt this negativity. Using hope as the flashpoint, the Project wants to create a global conversation about what it means to be human and how we can use our common humanity to build a better world.

The Butterfly Project aims to inspire people to use hope as a vehicle for social change, using the lessons learned in the Holocaust. Through social outreach, grassroots advocacy and personal connection, the Project is a lens through which to view the future using the past as a guide. The Butterfly Project illustrates how our small actions today can become something so much bigger. It shows how individual action can change people's hearts and, with that, the future. #StandWithHope

Partner: Neiman Marcus Houston Galleria

Holocaust Museum Houston partnered with Neiman Marcus to display the butterfly exhibit in two main store windows which face the outdoor valet area during March 2016. These windows provided a vehicle to showcase these delicate works of art and to teach the lessons of the Holocaust – responsibility, tolerance, hope, respect, courage, compassion, personal and collective morality, among various subjects. Script panels, curated by professional HMM staff, were created in order to provide the necessary narrative for guests of all ages.

Traveling Bonnet Exhibits and Inaugural Exhibit and Opening Reception

Six (6) beautifully designed Butterfly Bonnet cases have been created and will travel throughout the City. Through the generosity of sponsors, they will be individually seen in highly visible places such as Allen Center, Bush Intercontinental Airport, Williams Tower, Brazoria County Historical Museum and private schools throughout the City. Neiman Marcus hosted a beautiful and memorable opening reception for the exhibit within their Houston Galleria store.

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Houston Arts Alliance Initiative

In late 2015, a competition in collaboration with the Houston Arts Alliance was held. Local artists submitted plans to design the windows at Neiman Marcus and the exhibit at Holocaust Museum Houston. Artist Syd Moen, native Houstonian, was chosen to create the Neiman Marcus windows and the Central Gallery Butterfly Exhibit. The Neiman Marcus and Central Gallery Exhibit celebrated our 20th anniversary March 2016. Syd's art was featured in a special exhibit at the Museum from February 11, 2016 through July 1, 2016. Since then, her exhibit has been permanently moved to the Mincberg Gallery.

REQUEST FOR SUPPORT

In order to meet the rising costs of specialty programming, world class exhibitions and overall Museum upkeep, the Museum turns to the community for support. Holocaust Museum Houston respectfully requests donations of \$10,000 per Bonnet to provide Butterfly Bonnets for two-month periods in public locations. Sponsors receive recognition on signage at each display.

Support of this exhibition will:

The exhibit honored the 1.5 million children who perished during the Holocaust. The hands-on art projects allowed each student and the general public to express themselves artistically as they learned about their individual responsibility to society – to stand up against injustice and not be an indifferent bystander. From the website they were able to draw their own butterflies and join the virtual wishing wall. The wall was a lovely depository of wishes for the betterment of humanity. This program educated hundreds of at-risk youth about the dangers of discrimination and prejudice. HMH was able to provide world-class programming, speakers and exhibits to help our audiences learn about the past so they can impact the future. Finally, the project raised public awareness of genocides in our world today and will influence children to work to end them.

Benefits

Your sponsorship will generously allow Butterfly Bonnets to be exhibited at public locations. All donors will be recognized on the interactive Butterfly Project website.

The Holocaust Museum Houston Department of Education will assist our participating educational partners create awareness around the topics of Social Cruelty and teaching the lessons of the Holocaust.

The locations of the Bonnets will be tracked by our interactive website www.hmh.org/butterflies. Visitors and Students will be able to track each

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Butterfly Bonnet placement for the entire year. From the website they will be able to draw their own butterflies and join the virtual wishing wall. The wall will be a depository of wishes for the betterment of humanity.

The original Butterfly curriculum went world-wide over 20 years ago. Butterflies have been sent to Houston from every continent in the world except Antarctica. Today, social media will be networking the positive wishes of thousands of children and adults internationally, building relationships for a mutual understanding for hope.

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