North Dakota Museum of Art

Rural Arts Initiative
Funded by the State of North Dakota
2021 - 2023 Season

Uff-Da: The Folk Art of Emily Lunde

Collection of the North Dakota Museum of Art
Emily Wilhelmina Dufke Lunde was born in northern Minnesota and, as she says, "with a handle like that you had to have a sense of humor." Laurel Reuter says of this North Dakota folk artist: "Were the people of North Dakota to name their treasures, Emily Lunde would certainly be among them. She is one of the state’s eminent folk artists and unofficial cultural historian." As both artist and author, Mrs. Lunde has recorded the life of Scandinavian immigrants settling the prairies and small towns of the Red River Valley during the early 20th century.

Emily Lunde was born in rural Minnesota in 1914. Her father died when she was five years old, and Emily and her two sisters were raised by her immigrant grandparents on a farm. Memories of those days are the inspiration for much of her work. Emily left home at the age of 18 and went to work as a maid in Grand Forks, North Dakota. Although always interested in art and painting, Emily married and raised four children before beginning to paint seriously in 1974.

Mrs. Lunde’s work is included in a number of important private and public collections in the United States. Paintings by Emily Lunde can be found in U.S. Embassies around the world under the Friends of Art and Preservation in Embassies Project. Dr. Robert Bishop, the late Director of the Folk Art Museum in New York City, has included Mrs. Lunde and her work in his book on American folk art and painters. Dr. Bishop also donated over forty of her paintings to the Art in Embassies Project. The Museum holds over 30 of her paintings in our collection.

In addition to her painting, Mrs. Lunde has authored and illustrated two books. “Uff-Da” and “Skal, American Folk Art Album” are both lighthearted yet insightful looks back on life in this area almost a century ago. These books are available for viewing at ndmoa.com.
Milking outside was a common practice when herds were small. Later they became modern and used the barn. They balanced on a three-legged stool at the same time keeping their eye on “Della” the ram that was the comic in the farmyard. He kept an evil eye on everyone and waited for an unguarded posterior that he would dispatch with an abrupt encounter leaving the victim sprawled in the dirt. They spent a lot of time walking backwards so as to keep as eye on him.

— Emily Lunde
The threshers meal allowed the women to outsmart the neighbors with their culinary skills. The only fresh meat available at that time of year was chicken. After a long threshing session, they were happy with milk mush. The young people had a chance to meet the new hired help. The world was twenty miles wide when they had to rely on horses. Many families had many unmarried people due to transportation. The oldest generally took the team and the rest stayed home. The model T. Ford helped some but was not adequate.

— Emily Lunde
“Farewell and God go with you” was heard often when the immigrants left for America leaving their ageing parents for what they thought was a chance to make a fortune and soon return. The children clung to mormor and morfar, not wanting to leave their grandparents behind. They were consoled when told they would soon come home and get them. For most it never happened, and they were so homesick. The brochures had great promises.

— Emily Lunde
The peddler came twice a year and knew all the needs and weaknesses of the rural folks. There were long Johns for the men and large pink unmentionables for the ladies. He joked while he flaunted them in the air while the ladies blushed. At least they were remembered.

— Emily Lunde
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What is the Rural Arts Initiative?
In the fall of 2004, the North Dakota Museum of Art launched an educational outreach program to encourage and empower rural school children and their teachers, their families, and their communities to actively participate in learning through the arts.

All schools within a fifty-mile radius of the exhibition site are invited to bring their students. These schools are reimbursed for mileage, bus drivers, and substitute teachers as necessary. The North Dakota State Legislature first funded the program with $25,000 for a pilot project and continues to generously support the Rural Initiative in its biannual budget.

The Museum curates the exhibitions; writes and produces the labels, wall text, and occasional videos; develops online lesson plans; delivers and installs the artwork; trains volunteers; attends the opening events; and returns to repack the exhibition and move it to the next venue. Due to the size and quality of the artwork, the Museum rents trucks and sends two Rural Arts staff to each site.

The Museum organizes and tours a series of exhibitions throughout the state. The official State Art Gallery, the North Dakota Museum of Art, is located in Grand Forks, so it is difficult for most schools to plan day-trips to the Museum. Therefore NDMOA takes the exhibitions to towns throughout the state.

For whom are the exhibitions designed?
The Rural Arts Initiative is meant to reach students, teachers, and community members alike. The Museum believes that every NDMOA traveling exhibition should become an experience. The exhibitions are not only fun but also educational. Labels are provided to give a more depth look at the artists and their work. Teachers and students will be provided accompanying on-line lesson plans adjustable for various grade levels. Schools within a fifty-mile radius of the venue are eligible to be reimbursed bussing costs.

Educational Focus
A major focus of the Museum’s Rural Arts Initiative is to provide a quality arts education for North Dakota students. With schools facing budget cuts, fine arts are the first to be cut. In order to assist schools that wish to visit the exhibition, the Museum will provide reimbursements of .80/mile, $10/hour, up to three hours, for bus drivers and up to $75 a day if a substitute teacher is needed to stay with students who may not be able to attend.

How much will it cost?
Absolutely nothing! All exhibitions touring North Dakota through the Museum’s Rural Arts Initiative are free-of-charge to host communities. Don’t wait to book the exhibits as touring schedules fill quickly. Space requirements and schedules are flexible and the Museum will work with communities to do everything possible to bring the exhibition to your area.

Can I host an art exhibition in my town?
As long as the space allows the Museum to securely install the shows, the Museum does not have many restrictions. (See obligations of host venue follow.) Exhibition bookings are available for two weeks to one month. Larger cities may host exhibitions but must bring in rural schools from the surrounding region.
Obligations of host organization:
1) Provide a secure, clean, and winter heat venue. Consider a community center, empty storefront, school classroom, or any other available space. The use of existing walls is preferred, but not mandatory as the Museum can provide temporary walls.
2) Provide one or two volunteers to help Museum staff unload and reload the exhibition materials.
3) Provide volunteers to act as exhibition hosts, security guards, and to give tours. Exhibits cannot be unattended while open to the public.
4) Provide at least one contact person from the community or sponsoring organization to assist in coordinating the event with the NDMOA staff.
5) Work with NDMOA staff to organize and coordinate school tours.
6) Host an opening or closing reception.
7) Distribute NDMOA generated press materials and posters before the exhibit opens.
8) Encourage visitors to sign a guest book. Keep attendance records and upon closing send an evaluation to the Museum.

Obligations of the Museum:
1) Deliver, install and take down the exhibition free of charge.
2) Invite rural schools and organizations within a fifty-mile radius to attend the show.
3) Collaborate with local coordinator on marketing the exhibition.
4) Train volunteers and participating teachers on exhibition content. Initial training by Museum staff will take place before the exhibition opens. The local staff will follow up with additional training as needed.
5) Develop curriculum-based teaching materials and make them available on NDMOA's website.
6) Reimburse rural schools for mileage, bus drivers and, if necessary, a substitute teacher, for travel to exhibition site (within fifty-mile radius of the exhibit location) if school is in session.

For booking information contact:
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The North Dakota Museum of Art

Mission
We, as inhabitants of the Northern Great Plains, struggle to ensure that the arts are nourished, and that they flourish, because we know that a vital cultural life is deeply essential to isolated people. We have concluded that to study the arts is to educate our minds, for through the arts we learn to make difficult decisions based upon abstract and ambiguous information. This is the ultimate goal of education. Furthermore, we have come to value the arts because they make our hearts wise—the highest of human goals. Therefore, in the most difficult of times, and in an environment that might be perceived as alien to the visual arts, we propose to build a world-class museum for the people of the Northern Plains.

Among the Museum’s exemplary programs are: The Museum’s exhibition program is its strongest asset. The Staff produce important exhibitions of universally significant art that places the lives of artists and audiences within the context of contemporary art and critical thought from around the world. Within this context, regional artists are celebrated and integrated into national and international exhibitions. The Museum functions as a laboratory for all forms of artistic, aesthetic, philosophical, and cultural inquiry. Programs include a Classical Concert Series, Summer Concerts in the Garden, Family Days, Summer Art Camps, Lectures, Workshops, Readings, and events of all kinds.