

REVIEW OF **2021**

BUTTER



THE BUTTER MUSEUM

SUMMARY

The pandemic continues to impact on the activities of the Museum. We did not open to the public until May. Visitor numbers remain a fraction of the pre-pandemic figures. That being said, there are some encouraging signs. Unlike the situation in 2020, the Museum, once open, remained open for the remainder of the year. Visitor numbers are substantially up on the comparable period for 2020 and the rate of improvement increased as the year went on.

Similarly, an improvement in the proportion of overseas visitors is also apparent. Tours have resumed. An improvement in visitor numbers in 2022 can reasonably be expected, but the rate of improvement remains to be seen.

There have been improvements to the exhibition, most significantly, the installation of Fiona Kelly's piece "Land" in the upstairs corridor, made possible by the support of the Department of Tourism, Culture Arts, Gaeltacht, Sport and Media and Cork

City Council. The Museum's 2019 partial refurbishment has been nominated for prestigious EUMies European Architectural Award.

Digital activity, including the making of short films and developing a Twitter presence, continues. This programme allows the Museum to participate in events such as Culture Nights and Cruinniú and to project our content beyond the physical confines of our premises.

The Playful Cork initiative was a worthwhile exercise in co-operative marketing among visitor attractions and developing a local, family audience.

Connecting with the educational community remains challenging, but, in general, the Museum is in a good place to take advantage of the recovery. We have used the pandemic to enhance our skill set and look forward to continuing development of the Butter Museum.

Directors Ms M. Cashman , Prof. C. Synnott, Dr. C. Rynne, Ms M. Moran, P. O'Flynn, John O'Sullivan, **Secretary:** P. Foynes.

Reg. Office: The Butter Museum, O'Connell Square, Cork.

The Cork Butter Museum CLG, trading as The Butter Museum, is a Company Limited by Guarantee.

Company No 243980 Charity No CHY14079

Mr David Bird and Mr Michael Dowling both resigned from the Board of the company this year. Both are ex-chairpersons of the Butter Museum and their contribution to the development of the Butter Museum has been immense.



An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media



EU Mies Nomination

The 2019 refurbishment of the ground floor exhibition area has been nominated for the EUMies award, the prestigious European architectural award. This is a signal distinction, particularly for a project of modest scale. The works shortlisted from the nominations will be announced in January 2022.

A photographic record of the refurbishment, done by Jack Lehane, received Honorable Mention at the Irish Photographic Awards 2021.

Below is the text from the award site

“The Butter Museum is part of a distinctive urban arrangement in Shandon, Cork, Ireland. Designed by Datum Architecture Studio + Stephen Foley Architects, the exhibition space within it erodes existing boundaries and alters spatial limits. Encouraging new juxtapositions and readings between objects and viewers, whitewashed birch plywood skins and untreated mild steel walls line interface points while cabinet-like elements mediate the artefacts themselves.”



Postcard made to mark the EUMies nomination

Visitor Numbers

	2019	2020	2021	% of 2019
January	0	209	0	
February	0	368	0	
March	1218	250	0	
April	1605	0	0	
May	1980	0	169	8.54
June	2529	0	398	15.74
July	2822	413	576	20.41
August	3188	536	990	31.05
September	1963	791	791	40.30
October	1357	33	725	53.43
November	609	0	429	70.44
December	172	0	145	84.30
Totals	17443	2600	4223	
May Sep	14620	1773	4223	

Visitor numbers for the year showed an improvement on 2020. The Museum opened in June in line with government guidelines. We had 2,600 visitors in 2020 and 4,223 visitors in 2021, a 62% increase. Like on like (July – Sep) there were 1,740 visitors in 2020 and

2,357 visitors in 2021, a 35% increase. The other significant indicator is the monthly comparison between 2019 and 2021. They show an ongoing comparative improvement

though the difference in absolute numbers must not be forgotten. Nonetheless it is a positive rate.





Senator Mark Daly, Cathaoirleach of the Senate with Ms Michelle Cashman, chairperson Designate at the Museum in December 2021

We had a number of tours in last quarter, the first since the onset of the pandemic. Two groups of Transition Year students from a local secondary school; two groups of Culinary Arts students, one from Limerick and one from Cork, the Museum Studies class from UCC and one adult group from Cork.

Senator Mark Daly, Cathaoirleach of the Seanad, visited the Museum in December, accompanied with a number of family members. The Senator's great-grandfather supplied butter to the Cork market in the late c19th. The chairperson designate, Ms Michelle Cashman, welcomed the senator and his party.

Place of Origin of Visitors

	Jul	Aug/Sept	2020
Ir	65	45	64
GB	3	9	4
Ger/ FR/ Sp/ It	11	21	10
Other Euro	6	11	8
North America	11	11	4
Other	3	3	8

As the year progressed the proportion of British visitors trebled and those of European almost doubled, with a concomitant adjustment in the proportion of Irish visitors. In comparison, the August/September proportions for 2020 showed a much greater dependence on the domestic market.

Things are still a long way off what had been the norm up to 2019, when the domestic market accounted for no more than 20% of the total visitor number.

We did not conduct a visitor survey in 2021.

PLAYFUL CORK

30 PLAYFUL THINGS TO DO IN CORK CITY

1. SCOOT DOWN THE MARINA
2. Explore with Coke Zero Bikes
3. Go offer spotting along the Lee
4. HAVE A PICNIC AT BELL'S FIELD
5. Can you find Bláthín the lizard?
6. Make a daisy chain at Nano Nagle Place
7. Find out your 'bog' age at The Butter Museum
8. Get locked up at Cork City Gaol
9. See underground at Triskel Christchurch
10. Get in the stocks at Elizabeth Fort
11. Find the medieval bowling ball at Cork Public Museum
12. Fire your imagination at the City Library
13. PLAY CHASE, OR FLY A KITE IN LEE FIELDS
14. Skim a stone across the Lee
15. FLOAT A PAPER BOAT ON THE LOUGH
16. Star gaze at Blackrock castle observatory
17. Find the centre of the labyrinth at Saint Fin Barre's Cathedral
18. Discover the playground at old Cork Waterworks
19. Pose like a sculpture at the Crawford Art Gallery
20. Find the right time on one of the 4 clock faces of Shandon
21. Play Poon Sticks at the Glen River Park
22. Make a wish on the Witches Wishing Steps at Blarney Castle
23. RUN OVER THE SHAKY BRIDGE
24. Balance on a silver ball at Fitzgerald's Park
25. Find the little boys on the rubble at St. Peter's
26. FIND THE SHINY TREE IN FITZGERALD'S PARK
27. Do the UCC art trail at the Glucksman
28. Find the cork town walls in Bishop Lucey Park
29. Hunt for medals at The Military Museum, Collins Barracks
30. Treat yourself to sweets in Lenihan's, Shandon



Did you know that Cork is a Playful City, a WHO Healthy City, a UNESCO Learning City and is working towards becoming a Child Friendly City? This play trail was brought to you in collaboration with all the museums, galleries and attractions in Cork City and these great project partners...



Brochure for the Playful Cork programme, which was run from the end of July to early September this year.

The Museum participated in the Playful Cork programme during the summer. This programme was designed to encourage local families to visit attractions in the city. It involved thirteen visitor attractions, in the city and was largely driven by the Nano Nagle Centre. Substantial financial support was provided by Cork City Council.

Each visiting child was given a bag and an activity sheet in each attraction. They can then take part in the various activities and then

move onto the next attraction. Given the wider context, it is difficult to evaluate the impact on visitor numbers but we did double the number of children visiting over the season. Perhaps as importantly, media coverage was extensive. The programme was successful creating a profile for visitor attractions in the city, both among the hospitality sector and the wider public, and a positive story for the city nationally.

Digital Activity

WEBSITE

As the table above shows, the number of visits to the website has increased dramatically over the 12 months but the number of returning visits remains low. This suggests that visitors come to the website to establish specific points of information and contact details.

VIMEO SITE

Vimeo is where the short films on aspects of the butter trade and other matters are housed. We added 482 followers to our Twitter account, giving a total of 1,092 Twitter followers.

Visits	Avg Daily Unique Visits	Avg Daily First Time	Avg Daily Return
Oct Dec 2020	26.9	25.2	1.7
Jan Mar 2021	35.2	32.4	2.8
Apr Jun 2021	46.9	43.4	3.5
Jul - Sep 2021	74.9	69.86	5
Oct -Dec 2021	84.8	64.9	3.7

Visits	Unique Views	Finishes
Oct Dec 2020	73	8
Jan Mar 2021	248	63
Apr Jun 2021	542	36
Jul - Sep 2021	1,000	37
Oct - Dec 2021	1,000	44



Screen shot from our Culture Night presentation; Don making butter with children and their parents. The piece had more than 2,000 views.

FILM PRODUCTION

Eight films, to a combined length of about 45 minutes, were produced this year and added to the Vimeo site. The short videos are tweeted and then warehoused on the Vimeo page. The film on Fiona Kelly's installation was retweeted by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM).

Title	Subject	Duration
Butter Wrappers 1	On the Museum's wrapper collection	2.20
Butter Wrappers 2	On the Museum's wrapper collection	2.20
The Butter Roads	2.20	
The Land	a piece on Fiona Kelly's installation	2.20
Playful Cork	On the promotion of children's activities in Cork city cultural centres	2.20
Basher and Máire	For Cruinniú	9.24
Don and friends make Butter	For Culture Night	11.23
True North	Recording and edit of dance performance	14.37

The True North and Culture Night videos were substantial undertakings, requiring a good deal of post-recording editing, reflecting the increasing expertise that we are developing. Over the year we have acquired new lenses, lighting and ancillary photographic equipment. **Dominic Moore**, who deals with this aspect of the Museum's activities, received his Higher Diploma in Digital Humanities from UCC for which he received First Class Honours. He also completed an online course on 3D capture of objects.

Acquisition and Conservation

A number of items from our that had been with the National Museum for conservation were returned in the early part of the year. We also added to our collection of artefacts and documents over the year, itemised below.

Description	Source
Tall milk churn	Auction, Newcastle West, Co. Limerick
Maypole Dairy Crock	Private transaction, Co. Kildare
Maypole Dairy Crock	Private transaction, Roscrea, Co. Tipperary
Small Horizontal Barrel Churn	Victor Mee Auction
Butter Box modified as a commode	Donation, John O'Brien, Barryroe
Butter paddle	Victor Mee Auction
Pair of butter spades	Victor Mee Auction
Two milk skimmers	Victor Mee Auction
Two small butter stamps	Victor Mee Auction
Two blank butter stamps	Victor Mee Auction
Butter bowl	Victor Mee Auction
Vessel described as butter vessel	Victor Mee Auction
Electric Gerber machine	Donation, John O'Brien, Barryroe
Two ceramic crocks	Victor Mee Auction
Three cones from a modern milk separator	Donation, John O'Brien, Barryroe
Invoice from Aghadowney Co-op, 1911	Private Transaction
Barryroe, "Maid of Ibane" foil wrapper	Donation, John O'Brien, Barryroe
2 x Vol 3, The Practical Grocer, 1917	Private transaction
Pamphlet, "Simple Guide to Buttermaking"	Victor Mee Auction
Pamphlet; Polish language guide to a Diabolo mechanical separator	Private transaction



Above; Some of the wooden items acquired at auction. They await conservation treatment before they can go on display.



Left; cover of the Polish language Brochure for the Diabolo separator



Detail from the film *Golden Gallon* showing the late Noel Horgan as an Inspector for Bord Baine in London. He went on to become Chief Executive of Tipperary Co-operative.

We have, through the good offices of Ornu, acquired a copy of late 1960s film "Golden Gallon", which promoted the Irish dairy industry to an English audience. The film is an important snapshot of the position of the industry in what was then its most important market. The film has been added to our Vimeo page.



View of Fiona Kelly's installation, *Land* in the upstairs corridor.

Exhibition

A large piece by the artist, Fiona Kelly, was installed in the upstairs corridor. Thematically, the piece unites the content of the two upstairs rooms. Funding was provided by the Regional Museum Exhibition Scheme from the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (75%) and the Arts Office of Cork City Council (25%).

A new display of glass tabletop churns has been created, integrated with the panelwork in the 2019 refurbishment.

Item description labels now also include QR codes, where appropriate, which allow visitors

to access the relevant short film on the item using their smart phones.

TRUE NORTH

The Museum, in association with the Firkin Crane, commissioned a dance piece, created and performed by Sara Hernandez to mark the tri-centenary of the wreck of Cork ship *The Providence*, en route to Norway. The ship was owned by the Cork merchant family, the Lavitt's, and is the first instance of a named merchant exporting butter from the city.

The first performance was on the evening of Friday the 19th, which was attended by the deputy Lord Mayor, Cllr Tony Fitzgerald, and two more performances on Saturday afternoon. The Friday performance was streamed to the National Maritime Museum in Norway. *True North* was a more elaborate production than the dance performance of *IM-I AM* in 2019. The performances were well received, though the Covid situation complicated managing audience numbers. The event was a development in the complexity of performance and events in the museum.

THE BUTTER MUSEUM

In association with



Firkin Crane



The Butter Museum presents a specially commissioned dance performance inspired by the discovery of the 1721 shipwreck of the Providence, out of Cork to Norway.

TRUE NORTH

SATURDAY NOVEMBER 20 2021

THE BUTTER MUSEUM

O'Connell Square, Cork

4:30pm & 6:30pm

ADMISSION FREE but booking essential at info@thebuttermuseum.com

CHOREOGRAPHED

AND PERFORMED BY

Sara Hernandez

MUSIC

Ilse de Ziah

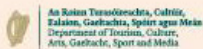
SOUND AND LIGHTING

Tim Feehily

CAMERA

Seamus Hegarty

The Butter Museum gratefully acknowledges the continuing support of



Marketing

With intercounty travel back on the cards and the whole country mad for a day out, museums and galleries could get a lot of love in the next few weeks.

With this in mind, we've taken a look at a selection of museums and galleries around the country that are well worth a visit. Many of these also have an agricultural theme.

Enjoy!

LIMERICK CITY GALLERY OF ART

A contemporary collection of art, Limerick City Gallery of Art is situated in the People's Park. Its permanent collection contains 831 works from 456 artists. It traces the development of modern Irish art in painting, sculpture, drawing, photography and new media. The gallery also displays the national collection of contemporary drawing and the Michael O'Connor poster collection, which comprises of 2,800 items of historical and cultural significance. There are a number of temporary exhibitions in the museum at present, among them, At Home on the Farm, which was previously featured on these pages. By artist Mary Burke, it's inspired by her trips to Co Limerick farms. It runs until the end of June. Admission is free.

Portumna Workhouse. | David Ruffles



THE IRISH WORKHOUSE CENTRE, GALWAY

Located in the town of Portumna, Co Galway, the Irish Workhouse Centre tells the story of the workhouse or poorhouse. The museum itself is housed in what was Portumna Workhouse, describing its history and heritage, as well as that of that workhouse institution as a whole. There were 163 workhouses in Ireland, which operated for 80 years, from 1840-1920. Known as a dreaded place to enter, people went there work in exchange for food when they couldn't support themselves. The exhibition tells of a very sad and stark chapter in Irish history. Pre-booking on 090 945 200 is advised. Guided tours are available. The cost for an adult is €7 or €15 for family of two adults and two children.

THE BUTTER MUSEUM, CORK

Housed in the former Cork Butter Market, The Butter Museum in Cork city is unique from others on this list in that it looks at a very specific entity. Two guesses what that is? The museum details Ireland's prolific butter trade, beginning with the central role dairy farming played and continues to play in Ireland. It charts the Butter Exchange in 19th century Cork, the craft traditional home butter making and the success of Kerrygold as a brand. The entire ground floor displays traditional butter making equipment. There's a video presentation on the Irish dairy industry from the 1960s to the current day and a gallery dedicated to the culture of cattle in early Ireland. The cost is €4 for an adult and €3 for a child.



LISMORE CASTLE ARTS, WATERFORD

Located on the grounds of Lismore Castle, Co Waterford, Lismore Castle Arts was set up as a not-for-profit initiative in 2005 to promote contemporary visual art in Ireland. Its permanent collection contains works by Rodger Hioms, Eilís O'Connell and Franz West. It hosts a wide range of exhibitions, from those of international significance and some much smaller. It has hosted works by leading artists including Matthew Barney, Gerard Byrne and Dorothy Cross. A second space was opened in the town of Lismore in 2011. St Carthage Hall is a former church and is used as an exhibition space. Tickets must be booked in advance on lismorecastlearts.ie. Entry for an adult is €8.50 and €6.50 for a child. €1.

With intercounty travel back on the cards and the whole country mad for a day out, museums and galleries could get a lot of love in the next few weeks

an adult and €4 for a child.

30 IRISH COUNTRY LIVING 22 MAY 2021

Promotion of the Museum in the Country Life section of the Farmer's Journal, 22nd May

In March we did a Zoom combined lecture and tour of the Museum on St Patrick's Day for a group in Miami. The piece is at https://us02web.zoom.us/rec/play/bBUisIG7Tp8bx8eiBXAtxXVt5NO3P63NscqmsC_O2MjtTEtp7J-mEYyRaf4y6xoOfJGUvaUZ0_EQO0zTz6.eo8EcUguMlt9zOT_

Another St Patrick's Day event in which we participated was an episode in a series on St Patrick's Day TV on the history of Irish food. It is the third episode ([https://](https://www.stpatricksfestival.ie/events/a-history-of-irish-food-with-tadgh-byrne-ep-3)

www.stpatricksfestival.ie/events/a-history-of-irish-food-with-tadgh-byrne-ep-3) from 0.40

to 6.09.

Jan 2022



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