

EXHIBITION POLICY AND PROCEDURES

Rationale for Exhibition Guidelines and Policies

The Reece Museum seeks to maintain a consistent set of standards for all exhibitions and displays within the museum. In general, all exhibitions in the Reece Museum should address some aspect of the museum's mission.

Mission Statement

The Reece Museum at East Tennessee State University provides an understanding of Appalachian culture and its importance in civilization by celebrating the people and places of Appalachia through the permanent collection, exhibits, and public service programming.

Audience

The Reece Museum serves the students, staff, and faculty at East Tennessee State University, along with the local community and the region of Appalachia. The Reece Museum strives to be a good neighbor in its geographic area by offering opportunities for diverse populations, and education is at the center of that public service. The Reece Museum is not only committed to serving the local and regional community but also collaborating and consulting with the community by conducting field research and oral history interviews when necessary and possible.

EXHIBITION POLICY

Commitments

- The Reece Museum is committed to hosting exhibitions that represent and serve a broad range of audiences and cultures.
- The Reece Museum is committed to giving the public a broad spectrum of art forms and traditions.
- The Reece Museum is committed to providing various perspectives of history in relation to the region.

Resources

- The Reece Museum will develop exhibitions utilizing the museum's permanent collection.
- The Reece Museum will secure exhibitions by collaborating with other museums and institutions.
- The Reece Museum will secure exhibitions by publicizing a "call for exhibitions."

Qualifications

- Groups, organizations, and individuals not affiliated with the Reece Museum or ETSU may submit exhibition proposals.
- ETSU Master of Arts, Master of Fine Arts, and Master of Arts in Liberal Studies (MA/MFA/MALS) candidates may submit exhibition proposals.
- MA/MFA/MALS graduate classes seeking to fulfill thesis requirements may submit exhibition proposals.
- ETSU faculty and academic professionals wishing to benefit or enhance their area of study, particular medium, or other academic interests may submit exhibition proposals.

Exhibition Stipulations

- All exhibitions that represent various artists must undergo a juried process to ensure the quality and integrity of the exhibition. Details of the jury process may be discussed with the Reece Museum Director.
- The exhibitor, sponsor, or others responsible for an exhibition should be clearly indicated and displayed in some way, (i.e. an acknowledgments panel). All exhibitors not affiliated with the Reece Museum must include a disclaimer (prominently displayed) that states: *Neither the Reece Museum nor East Tennessee State University endorses the content, beliefs, viewpoints or topics of this exhibition, and all content is the responsibility of [the exhibitor].*
- The Reece Museum will not approve exhibitions
 - a. used solely to promote the sale of art or other materials by an individual or group of artists;
 - b. used solely for commercial purposes, or for promotion of events, persons, products, etc.;
 - c. used solely for promoting political candidates or political parties; or
 - d. used solely for promoting religious denominations and doctrines.
- Exhibitions at the Reece Museum must present accurate and appropriate content.
- All art work should be appropriately framed or mounted unless the form or structure calls for alternative display methods.
- Exhibitions should be fully articulated, and explanatory text must be included unless there is a compelling artistic or curatorial reason for not doing so.
- Label content for an exhibition should be clear and easy to read. In general, copies or other facsimiles of actual documents or graphics should be of high quality.
- Exhibition materials must not present a hazard.
- Audio, visuals, etc., must not disrupt the integrity of other exhibitions.
- Although there is limited security inside the Reece Museum, the safety of all items is the responsibility of the exhibitor. The Reece Museum accepts no responsibility for their security, including damage or theft.
- The Reece Museum is not responsible for maintaining structural components of objects or works of art (i.e. if pieces or materials detach from the main object, Reece Museum staff will not conserve or repair the object).
- The Reece Museum reserves the right to reject and/or remove an object from the exhibition based on unstable structure.
- Museum lights are somewhat irreplaceable; museum staff will assist in this part of the exhibit installation.
- The Reece Museum has plaster and lathe walls. Weight is always a consideration. The ceiling contains asbestos and is not to be disturbed with any type of installation or hanging devices.
- The use of organic matter in exhibitions is discouraged to prevent pest infestation. Use of organic matter is subject to the approval of the Reece Museum Director.

Exhibition Installation Guidelines and Tips

- Use fonts that are easy to read. Select font size appropriate for viewing distance.
 - 24 pts. - less than 3 feet avg.
 - 48 pts. - less than 39 feet avg.
 - 100 pts. - less than 78 feet avg.
 - 148 pts. - less than 118 feet avg.
- Use consistent letter spacing and word spacing.
- Justify text on the left margin and keep a ragged right margin.
- Use standard title case for titles of works of art and italicize: *Laughter of the Birds*.
- Do not italicize if the object name/title of a work of art is descriptive: Black-on-black pottery plate, Elephant figure.
- Use “ca” for “circa” and “c” for “century.” Use the BC/AD system (e.g., 55 BC or AD 1099) when writing dates. BC comes after the date; AD comes before, but follows the *word* century (e.g., 4th century AD). Use only in early dates when the era might be in doubt.
- Place labels in a consistent location throughout the exhibit.
- Place small items in the front of cases. Do not allow labels in cases to lie flat on case deck. Angle labels at 45 degrees to case deck.
- Make circulation routes within an exhibition accessible. Pathways must be 915 mm (36") wide for one-way traffic. A minimum of 1525 mm (60") is required for two-way routes.

Exhibition Label Template and Sample

Label Template for *Maker Known*

Name for object, date.
Made by [Artist's name] (artist's tribal affiliation or culture, life dates).
Country, region {in which work was created}.
Medium*
(accession number)

Sample Label for *Maker Known*

Black-on-white pottery jar, ca. 1969.
Made by Lucy Lewis (Acoma Pueblo, 1895-1992).
New Mexico
Clay
(1965.34.3)

*Media: Describe media in the simplest possible terms and in order of prominence of materials. Technique, if it must be mentioned, should be kept as simple as possible (e.g., Stoneware with red-brown slip and ash glaze).

EXHIBITION PROCEDURES

Exhibitors may submit proposals anytime during the year. To maintain a consistent exhibition calendar, exhibitors should submit proposals at least one year in advance of desired exhibition date. The Reece Museum Exhibition Committee will review proposals four times a year.

MA/MFA/MALS candidates are eligible to submit exhibition proposals only after consultation with the chair of their thesis committee. Candidates must be able to demonstrate to their committees sufficient progress toward completion of their studies and how their studies complement the Reece Museum's mission, to warrant scheduling the exhibit at the Reece Museum. An exhibit at the Reece Museum is contingent on the exhibit schedule of the museum and approval of the thesis committee, the Reece Museum Director, and the Reece Museum Exhibition Committee. MA/MFA/MALS students should submit requests at least six months in advance.

Exhibition Proposal Content

- Include an explanation of how the exhibit complements, enhances, and fulfills the Reece Museum's mission.
- Provide a list of the types of materials to be exhibited, i.e., photographs, illustrations, art or other visual graphics, documents, ephemera, three-dimensional objects. Please attach 5-10 samples (slides, digital photographs, other prints, or representative facsimile) of the work to be exhibited. *If you wish these items returned, please include appropriate self-addressed and stamped packaging for mailing.*
- Describe the theme, content, time and duration of proposed exhibition and desired exhibition location (gallery).
- List all educational activities and programs included in the exhibition.
- Provide a detailed budget and timeline including tasks and deadlines to be met by exhibitor.
- List any type of visual or media equipment to be used in the exhibit. Note how equipment will be secured and maintained for the exhibit.
- List monetary value of the work to be exhibited and information regarding any insurance policy covering the work or exhibition, if applicable.
- Provide a plan for publicity and media coverage.

Exhibition Proposal Process

- Once a proposal is submitted, the Director of the Reece Museum may contact the exhibitor with questions or clarifications.
- The Reece Museum Exhibition Committee will meet on a quarterly basis, or as needed to review proposals.
- The exhibitor will be notified of a decision through written communication from the Director of the Reece Museum. *All decisions are final. Exhibitors should not contact Reece Museum staff regarding proposals that have not been selected. Proposals that have not been selected for exhibition may not be re-submitted.*
- The exhibitor and Director of the Reece Museum will meet and plan deadlines and details of the exhibition, if the proposal is accepted.
- The exhibitor will sign an Exhibitor Agreement form. *The Reece Museum reserves the right to alter, change the date, or cancel any exhibition if the Exhibitor Agreement is not adhered to.*

EXHIBITION PROPOSAL FORM

Please enter the following information and submit to the Director of the Reece Museum.

Name/Organization/Department:

Address:

Contact Person(s):

E-mail:

Telephone:

1. Desired Display Period:

1st Choice From _____ to _____

2nd Choice From _____ to _____

2. Exhibition Title:

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3. Include an explanation of how the exhibit complements, enhances, and fulfills the Reece Museum's mission.
4. Provide a list of the types of materials to be exhibited, i.e., photographs, illustrations, art or other visual graphics, documents, ephemera, three-dimensional objects. Attach 5-10 samples (slides, digital, or other prints, or representative facsimile) of the work to be exhibited. *If you wish these items returned, please include appropriate self-addressed and stamped packaging for mailing.*

5. Describe the theme, content, time and duration of proposed exhibition and desired exhibition location (gallery).
6. List all educational activities and programs included in the exhibition.
7. Provide a detailed budget and plan for the exhibition.
8. List any type of visual or media equipment to be used in the exhibit. Note how equipment will be secured and maintained for the exhibit.
9. List monetary value of the work to be exhibited and information regarding any insurance policy covering the work or exhibition, if applicable.
10. Provide a plan for publicity and media coverage.

MA/MFA/MALS Degree candidates, please complete the following agreement:

MA/MFA/MALS Committee Chair and Candidate Agreement

I, _____, MA/MFA/MALS Committee Chair, have consulted with Candidate, _____, and recommend his/her show for the Reece Museum. I certify that the content of the exhibition meets the goals of the Reece Museum and that the exhibition adheres to the above guidelines.

MA/MFA/MALS Committee Chair Signature

Date

MA/MFA/MALS Candidate

Date

Reece Museum Exhibition Committee Use Only

Approved _____

Not Approved _____

Reason: _____

Director

Date

EXHIBITOR AGREEMENT

I have read, understood and agree to abide by and uphold all the rules and policies of the Reece Museum and East Tennessee State University governing the use of the Reece Museum exhibition areas. I understand that failure to do so may result in the alteration of exhibit details, change in exhibit date, cancellation of exhibit, and/or loss of future use of exhibition areas.

I assert that the exhibit described does not include defaming material, material which could lead to a breach of peace, or material which advocates the violation of state or federal criminal laws.

I agree that the Reece Museum and its employees are not responsible for any theft of or damage to any or all of the exhibition or display described above.

Exhibitor Signature(s):

Date:

Name of Exhibitor(s) and/or Department:

Position:

Address:

Phone number:

E-mail:

All decisions on exhibition proposals are final. Candidates should not contact Reece Museum staff regarding proposals that have not been selected. Proposals that have not been selected for exhibition may not be re-submitted.

CHECK LIST OF RESPONSIBILITIES AND TASKS TO BE COMPLETED BY EXHIBITOR

Proposal

- D Review the Reece Museum's *Exhibition Policy and Procedures*.
- D Complete the *Exhibition Proposal* and turn in to the Reece Museum Director.
- D After approval, meet with the Reece Museum Director to discuss planning, responsibilities, and due dates for the exhibition.

Research, Text, and Graphics

- D Complete all research.
- D Obtain any copyrights or photo reproductions for exhibition purposes.

Announcement Card, Post Card, or Invitation

- D Design announcement card. Announcement card may require a TBR number, the Reece Museum's return address, phone number, e-mail, and website information (East Tennessee State University – Reece Museum – Box 70660 – Johnson City, TN 37614-1701 – 423.439.4392 – reecemus@etsu.edu - www.etsu.edu/reece/).
- D Announcement card design is approved by Reece Museum Director.
- D Announcement card is approved by ETSU University Press and has been assigned the state required TBR (Tennessee Board of Regents) number (ETSU Students do not need University Press approval or a TBR number).
- D Announcement card is printed.
- D Announcement card is mailed.

Publicity

- D Submit images of art work or exhibition material on CD to the Reece Museum. Images must be suitable for posting on the museum's website. These items should be submitted to the Reece Museum Director at least six months prior to opening. Images should be in jpg format.
- D Write a press release. Examples of press releases are available from the Reece Museum secretary.
- D Press release is approved by the Reece Museum Director.
- D Press release is submitted to and approved by University Relations. Submit press release to University Relations no later than three weeks prior to your scheduled opening.
- D Flyers related to the exhibit are approved by the Reece Museum Director.
- D Flyers related to the exhibit are approved by University Press and have been assigned the TBR number, if required.
- D Campus-wide e-mail announcements related to the exhibition are approved by the Reece Museum Director.
- D Campus-wide e-mail announcements related to the exhibition are approved by the Vice President of Academic Affairs Office. (The Administrative Assistant or Office Manager in the VP's office will then send the e-mail announcement to the Office of Information Technology for distribution).

Gallery/Museum Signage

- D Text for labels is written which adheres to Reece Museum exhibition installation guidelines and tips.

- D Labels are produced. *Please schedule time to work at the Reece Museum to produce labels, if necessary.*
- D Labels are installed.

Brochure (Not required)

- D Draft of brochure is completed and submitted to the Reece Museum Director for approval. *Brochures and handouts for visitors can be made available at the entrance of the exhibition or at the front desk. Brochures generally contain the artist's statement, price list (if applicable), exhibit title, and exhibit dates. Examples of past brochures are available from the Reece Museum secretary.*
- D Draft of brochure is submitted to University Press for proofing and assignment of the state required TBR number.
- D Brochure is printed and delivered to the museum.

Installation

- D Discuss installation standards and limitations with the Reece Museum Collections Manager. Large, heavy, non-traditional installation pieces should be discussed in the *Exhibition Proposal*. *The Reece Museum Director makes the final decision regarding whether pieces are suitable, safe, and secure enough to be displayed in the museum.*
- D Purchase all necessary framing and installation hardware.
- D Install exhibition.

Equipment and Maintenance

- D All media equipment and exhibition furniture are reserved.
- D Develop a plan for equipment maintenance that your exhibit may require.

Reception

- D Plan, implement, and pay for reception. *Use of Museum Space Request Form for all events is filled out and submitted to the Reece Museum Director. Use of Museum Space Request Forms are subject to approval by the Reece Museum Director. All events must take place during normal gallery operating hours. The Reece Museum is obligated to use the campus food service. Purchases from campus food services must be submitted two weeks prior to delivery date. (Use of campus food services is not required for student activities as long as ETSU funds are not being used to purchase food.)*
- D Clean-up after reception.

Public Programs and Education

- D Plan, publicize, implement, and pay for public and educational programming. *Use of Museum Space Request Form for all events is filled out and submitted to the Reece Museum Director. Use of Museum Space Request Forms are subject to approval by the Reece Museum Director. Events must take place during normal gallery operating hours.*

Post Exhibition

- D De-install exhibition.
- D Complete all repairs needed (i.e., spackling and painting walls).
- D Make arrangements for exhibition or object pick up. Arrange and pay for return transportation. *All objects and exhibition material should be picked up within two days of de-installation.*

