

Missoula Art Museum Exhibition Development Guidelines

Missoula Art Museum Mission Statement

“The Missoula Art Museum educates challenges and inspires the community through contemporary art. The Museum preserves our emerging cultural heritage through the development and conservation of its art collection.”

Adopted Board of Directors, September 2005

MAM produces approximately 20-25 exhibitions each year. In considering the majority of exhibitions the staff works as a team and the Director, Curators and Registrar hold monthly exhibition program meetings to review all slides and exhibition proposals submitted by both artists and organizations. MAM reviews both solicited and unsolicited proposals. When possible Curators also respond to studio visit invitations where they review artist's current work. The MAM collection also rotates within the exhibition schedule.

As a singular source of art museum exhibitions for its public, MAM recognizes the need to develop a broad landscape of exhibitions over a several year period and strives to represent a diversity of media and avoid redundancy in genre, theme and presentation technique. Also considered in the selection process are appropriateness to the mission statement, how the museum's audiences will be served and the feasibility of mounting the exhibition given available facilities, budget and personnel. The Curators and Registrar then make recommendations to the Director for a final decision.

MAM has a long history of partnering with outside community groups. Because the exhibitions are intricately tied to our educational mission partnering with artists, outside scholars, focus groups of experts and community institutions is more often the practice than the exception.

Acceptable for submission:

- 1) 35mm slides include SASE.
- 2) An appointment by artist with portfolio for review.
- 3) Photo-documentation of works (Photographs, VHS, DVD, CD-ROMs and websites with images labeled) include SASE.
- 4) Studio visits

Unacceptable for submission:

- 1) Submissions lacking contact and background information.
- 2) Original work dropped off unannounced.
- 3) Submitting unlabeled and undocumented work with no background information.
- 4) Submissions including or relying upon outdated technology such as 8, 16 mm film, and 8 track tapes.

Missoula Art Museum Contact Information:

Missoula Art Museum Exhibition Review
Attn: Stephen Glueckert, Curator , stevegl@missoulaartmuseum.org
335 North Pattee, Missoula, Mt. 59802, 406-728-0447

Tips for submission:

- 1) Remember, walk-ins and drop-ins are hit and miss, and it is best to call ahead and request an appointment with the Curator.
- 2) Give it your best shot! When submitting include all essential information, clear images and concise written materials.
- 3) Provide and include written support materials such as resume, artist statement, previous reviews, news coverage, and critical essays discussing the artists work.
- 4) Artists may submit entirely on-line as a matter of introduction, or keep the museum abreast of current work through exhibition announcements, but remember there is no substitute for direct personal contact.
- 5) If you are invited to submit, or receive a positive response to your submission, follow through immediately.

The relationship of marketing to museums.

- 1-Museums should not be looked upon as commercial galleries for promoting individual artist's commercial success.
- 2 -Museums pay close attention to avoid ethical conflicts. Taking care to avoid the role of marketing an artists work, or allowing the commercial success of an artist's career to influence exhibition decision-making.
- 3 -Having a work accessioned into a museum collection draws attention to an artists career and can establish and enhance the value of an artists work.
- 4 - Museums can frame the importance and legacy of an artist in ways commercial venues do not.
- 5 - Museums indirectly affect values of work and the marketplace through increasing visibility and drawing attention to the significance of work.
- 6 - Museum exhibitions often develop scholarly writing independent of self-generated press.
- 7 - A museum exhibition is more often than not seen as an important step in an artist's career.
- 8 - Museum exhibitions usually attract independent reviews and critical dialogue about a body of work...
- 9 – Museum's provide marketing avenues for artists often through educational support materials such as books, postcards and basic educational support materials.

Other common sense suggestions

- 1 -Communicate through the most appropriate channels. Be direct and do not communicate about exhibitions with board members, the mayor, the county commissioners, and politicians everyone significant in the community except who you need to communicate with.
- 2 -When submitting your own work, do not be derogatory toward other artists or artwork as a way of drawing attention to the success of yourself.
- 3 - In addition to the merit of your own work, museum curators want to work with artists who are grunted, not disgruntled. Complaining or playing a victim because a gallery or institution has ignored you will not help you in the long run. Talking to others and not directly to the curator or gallery director is an immediate turn off. What curator wants to work with a whiner?
- 4 - If you are interested in feedback or a critical review of your work, ask for one.
- 5 - Curators want to work with someone that is capable of completing a body of work. Be on time, be responsive, is there life in the Petrie dish??
- 6 - If you have something specific in mind related to timing or collaboration, communicate that.
- 7 – Realizing that submitting a body of work that has been recently exhibited in the region, depending on the mission of the institution, and can be problematic. For example BFA or MFA exhibition work.