



FACT SHEET

Martin Luther: Art and the Reformation

October 30, 2016 – January 15, 2017

Target Gallery

Curator: Tom Rassieur

ACKNOWLEDGMENT

Organized in cooperation with the Minneapolis Institute of Art; Luther Memorials Foundation of Saxony-Anhalt, Wittenberg; Deutsches Historisches Museum, Berlin; Foundation Schloss Friedenstien Gotha; under the Leadership of the State Museum of Prehistory, Halle (Saale). Its realization has been made possible due to the support of the Foreign Office of the Federal Republic of Germany within the framework of the Luther Decade.

Presented by: Thrivent Financial

Lead Sponsors: John and Nancy Lindahl, The Hognander Foundation, K.A.H.R. Foundation, Bradbury and Janet Anderson Family Foundation, Jim and Carmen Campbell, Thomson Reuters

Major Sponsors: Delta Air Lines, National Endowment for the Arts

Media Partner: Star Tribune

Community Partners: Mount Olivet Lutheran Church of South Minneapolis, Augsburg College, Concordia University w Saint Paul, The Richard W. & Phyllis B. Duesenberg Foundation, and John and Shirley Nilsen

ADMISSION

Adults - \$20

My Mia members and guests - \$16; free for My Mia members at Investor level and above (number of free passes according to member level)

Children under 18 - free

Active Military - \$10

Ticketing Logistics

- online on Mia Website: Homepage>Tickets>Get Tickets>Martin Luther
- by phone: 612-870-3000
- in person at Visitor Service desks at 3rd Avenue entrance and 24th Street desk
- **Target Gallery desk will only sell Audio Guides**

Rush Ticket Logistics

- 3rd Ave entrance and upper lobby will open at 9:30 a.m. for access to rush tickets, Agriculture Cafe, and Museum Store.
- Morning rush tickets will be available to purchase day of and in person for 10 a.m. entrance time starting at 9:30am at the lobby. **These tickets will be priced normally.** Visitors with these tickets may leave the upper lobby to enter Target Gallery at 10 a.m.

- Evening rush tickets will be available to purchase day of and in person all day with entry time starting at 3:45 p.m. (Tues, Wed, Sat, Sun) and 7:45 p.m. (Thurs, Fri) at the 3rd Ave lobby and 24th Street desks. **These tickets will be \$10.**

Audio Guide

Audio Guides will be available for rent at the Target Gallery, or you can download the tour on your own device from the App store for \$2.99 before your visit.

Rental fees:

Visitors: \$5

My Mia Members \$4

Patrons', Director's, and Chairman's Circle members receive a VIP exhibition pass allowing complimentary admission for 4 people at any time.

Free for Investor Level and higher

My Mia members receive free admission on the following Free My Mia Days:

My Mia Preview Day- October 29

Family Days- November 13, December 11, January 8

Third Thursdays- November 17, December 15

Additional Free My Mia Days- November 8, December 6, January 10.

CATALOGUE

The exhibition is accompanied by a hardcover book, *Martin Luther: Treasures of the Reformation* retailing for \$39.00. A volume of essays titled *Martin Luther and the Reformation*, retailing for \$39.00, and a boxed set including both volumes in a slipcase is also available for \$69.00. These are available at The Store at Mia and can be ordered online at <http://www.artbook.com/mia.html> or by calling (612) 870-3100.

COMMUNICATIONS PLAN

Goals: Raise widespread awareness for once-in-a-lifetime special exhibition examining the rise and lasting impact of the German Reformation in Europe and beyond; attract a broad audience through traditional communications methods (100K), while also attracting niche audiences (described below) through strategic grassroots channels

Attendance goal: 100,000+

Target audiences: "Experience-seekers" (i.e. people who enjoy checking activities off their bucket list); core audience (My Mia members); Lutherans; religious non-Lutherans; history buffs, Thrivent Financial members and constituents.

Opportunities:

- Drive interest and enthusiasm around the 500th anniversary of a pivotal moment in history (this "once in a lifetime opportunity" widely appeals to both broad and niche audiences)
- MN has the largest population of Lutherans in the United States; grassroots outreach for group tour and single ticket bookings to these audiences will begin several months prior to the opening of the show
- Archeologically significant objects in the collection will appeal to history buffs as well as Lutherans

Key Messages:

- Martin Luther (1483-1546) was a German friar who singlehandedly reshaped Europe by creating a powerful counterpoint to the dominant culture -- he was a seminal figure in the Protestant Reformation which has had a lasting effect on world history.
- The exhibition marks the beginning (or the eve) of the 500th anniversary of Martin Luther's posting of his 95 theses, which occurred on October 31, 1517.
- This is a once-in-a-lifetime opportunity to see relics of the Reformation, including objects actually owned by Luther, and the pulpit from which he delivered his last sermon. It also features rarely seen masterpieces from the heart of Germany, including extraordinary paintings, embroideries, and objects wrought in silver and gold. Objects from both Protestant and Catholic contexts draw the sharp distinction between the opulence of the wealthy church leaders and the plain, rough-spun habit chosen by Luther.
- The exhibition examines his life and influence through the lens of artistic creation and highlights the role of art in the service of spiritual and earthly power.
- Luther took a stand in open opposition to the most powerful people of his age. In our own contemporary age, we challenge ideas and the status quo; Luther put into motion a freedom of inquiry that set the stage for our modern world.
- Unprecedented in scope, this show includes incredible objects that have never before traveled to America.

Sub messages:

(RE: Luther's anti-Semitic and anti-Islamic writings)

Mia is committed to presenting art objectively within its historical context; it is important to examine the beliefs of culturally significant figures to understand how their actions reverberated through history. By critically examining the past, humankind is better equipped to affect positive change in the present and future.

Big Idea:

Through the lens of art, this exhibition explores Martin Luther's ideas and actions that challenged the theological, social, and political conventions of Europe in ways that continue to reverberate 500 years later.

Visitor Learning Outcomes:

- Archaeological artifacts, historical objects, and artwork inform our understanding of the life and work of Martin Luther.
- Art played a powerful role in expressing/making visual the social and political ideology of the Reformation.
- Art changed dramatically as a result of the Reformation.
- One man took a stand and played a part in changing the course of history.

EVENTS DURING OPENING WEEKEND

My Mia Preview Day, Saturday, October 29, 10am - 5pm

1-2pm Markus Berger performing in lobby

Private Opening Event, Saturday, October 29

6pm, Exhibition preview and cocktail reception

Target Galleries and Marvin and Betty Borman Gallery, second floor

7pm, Seated dinner and remarks, featuring Michael Roth, German Minister of State for Europe,
MP Reception Hall, Target Wing, third floor

Opening Day Talk – Sunday, October 30, 2 pm, Pillsbury Auditorium

Learning about Martin Luther: How Archaeology changed the picture of the reformer

Harald Meller, organizing curator

Music Performances by “Spiritual Standards” (part of German Delegation)

Saturday, October 29, 1-2 pm and Sunday, October 30, 1-1:45pm (before opening day lecture),

Museum Lobby

Free, open to the public

EXHIBITION PUBLIC DATES, GALLERY AND HOURS

October 30, 2016 – January 15, 2017, second floor, Target Gallery

Tuesday, Wednesday, Saturday: 10 a.m. – 5 p.m.

Thursday, Friday: 10 a.m. – 9 p.m.

Sunday: 11 a.m. – 5 p.m.

Mia is closed on Mondays.

FOOD SERVICE

Agra Culture Restaurant open Tuesday-Sunday 11:00 – 2:30 during the exhibition

Agra Culture Coffee Shop and Café open regular hours:

Tuesday-Friday 8:30 – close

Saturday 9:30 – close

Sunday 10:30 – close

MY MIA MEMBERS

All My Mia members receive free admission on the following My Mia Member Days:

Member Preview Day - Saturday, October 29

Family Days - November 13, December 11, January 8

Third Thursdays - November 17, December 15

Additional Free My Mia Member Days - November 8, December 6, January 10.

PATRONS' DIRECTOR'S AND CHAIRMAN'S CIRCLE

Private Opening Event, Saturday, October 29 (see above under Opening Weekend Events)

Curator-led tours for Major Donors (Patrons', Director's, and Chairman's Circle):

Wednesday, November 2, at 10am

Thursday, November 10, at 6pm

Thursday, December 1, at 6pm

Wednesday, January 11, at 3pm

Circle members receive VIP passes for 4 guests for unlimited visits

PHOTOGRAPHY

Photography is not allowed in the exhibition.

PROGRAMMING

TALKS

Learning about Martin Luther – How Archaeology changed the picture of the reformer

Harald Meller, organizing curator, Sunday, October 30, 2 pm, Pillsbury Auditorium

It was once believed that almost everything relevant about Martin Luther could be found in his writings and those of his associates. Excavations at his parent's home in Mansfeld (Saxony-Anhalt, Germany) and in Wittenberg, which contained a substantial collection of personal belongings, tell a different story about him.

\$10; \$5 My Mia members, free for Prints & Drawings & Paintings Affinity Group members.

To register, call 612.870.6323 or reserve online.

Martin Luther: Art and the Reformation

Tom Rassieur, Mia collaborating curator, Thursday, November 3, 6:30 pm, Pillsbury Auditorium

How have the greatest treasures of the Reformation come from Germany to Mia—and only Mia? What are the highlights and the back stories? Where do these cultural monuments normally stand? Why are they so significant? Tom Rassieur will take you behind the scenes and introduce the themes that tie together this incredible array of paintings, textiles, sculpture, prints, goldsmithery, furniture, archeological finds, illustrated books, and documents. Luther provoked radical changes in religion, society, politics, and art. This talk will help you appreciate the challenges faced by those who lived in the time and how Mia's exhibition reveals their struggles.

\$10; \$5 My Mia members, free for Prints & Drawings & Paintings Affinity Group members.

To register, call 612.870.6323 or reserve online.

An Artist During Times of Change: Lucas Cranach between Court, Church, and Reform

Armin Kunz, publisher, Sunday, November 20, 2 pm, Pillsbury Auditorium

Agnes Lynch Anderson and Roger Anderson Lecture

He was employed by Elector Frederick III, a deeply devout prince; he was a close friend of Martin Luther; and he oversaw the production of a monumental painting cycle for Cardinal Albrecht von Brandenburg, one of Luther's fiercest enemies. As the versatile master of a highly productive workshop, Lucas Cranach the Elder is, apart from Dürer, arguably one of the most influential German artists of the early sixteenth century. The talk will examine the multiple roles and the various strategies that enabled Cranach to first establish and later reposition his workshop as a center for visual culture in the dramatically changing cultural landscape of the German Reformation period.

\$10; \$5 My Mia members, free to Paintings Affinity Group members.

To register, call 612.870.6323 or reserve online.

Art Illuminating Human Rights: Muslim in Minnesota

Thursday, December 1, 6:30 p.m., Pillsbury Auditorium

As explored in the "Martin Luther: Art and the Reformation" exhibition, religion has long been, and continues to be, a source for both polemics and artistic expression. However, the rhetoric around religion at the current moment feels particularly divisive. Art and artistic expression therefore take on an important role, and become a powerful vehicle in bringing people together, exchanging perspectives, and reaching a shared understanding. A panel of multidisciplinary artists will share

their stories, music, poetry, and dance, exploring complex identities and ideas about what it means to be Muslim in Minnesota.

Program is free; advance reservation required. To register, call 612.870.6323 or reserve online.

Martin Luther's Reformation Impact on Nordic Europe: Finland and its Evolution to Independence in 1917

Pirjo Markkola, professor of history, Saturday, January 14, 2017, 2 pm, Pillsbury Auditorium
Approaching the 100th anniversary of Finland's Independence, Pirjo Markkola will explore the impact of the Reformation on the creation of a Finnish people's identity, culminating in 1917 in the establishment of Finland as a nation state.

Program is free, advance reservation required. To register, call 612.870.6323 or reserve online.
Support for this talk is provided by the Government of Finland/David and Nancy Speer Visiting Professorship of Finnish Studies, University of Minnesota.

Friends Lecture

Political satire in the age of Martin Luther and today

KAL & Christiane Andersson, Thursday, December 8, 11 am, Pillsbury Auditorium

Free, tickets required

RELATED PROGRAMMING/NON-LUTHER SPECIFIC

Teen Workshop: Radical Seeds

October 21: 6-7:30 pm

October 22 and 23: 11 am-4 pm

Join artist/activists Junauda Petrus and Jordan Hamilton for a three-day intensive workshop exploring how creative expression—particularly writing, theater works, and visual art—can be powerful tools to fight oppression.

Registration limited to 15. Participants must be ages 14-18.

Family Day: Language of Art

Sunday, November 13

In partnership with Concordia Language Villages, take part in a day dedicated to the many languages of Mia. Engage in some wordplay with artists and educators from around the globe, sing a song in a new language, and play games that expand your vocabulary.

TOURS

Public member tours, aka Docent-led My Mia Tours

Tours offered for My Mia members, Tues-Sun at 2 pm; Thursday and Friday evenings at 7 p.m.

Meet in Fountain Court, 2nd floor

Ask Me docents are not scheduled for this exhibition

Private tours

School groups (K-12) meet in Target Wing, 1st floor atrium

Adult and University groups meet in Fountain Court, 2nd floor

Group Tours

Size: 60 individuals can begin guided tours at each start time.

One docent assigned for every 15 group members. A minimum of 9 students or youths plus 1 chaperone/faculty member attending at the same time constitutes a group.

School Tours K-12:

Weekday (Tuesday-Friday)

Guided Tours: 10:00, 10:30, 11:15, 12:00

Self-guided Tour: 10:15, 10:45, 11:30, 12:15

University/Adult Groups:

Weekday (Tuesday-Friday)

Guided Tour: 12:30, 1:30, 2:30, 3:00

Self-Guided Tour: 12:45, 1:45, 2:45, 3:15

Thursday and Friday Evenings:

Guided Tour: 6:00, 6:30

Self-Guided Tour: 6:15, 6:45

Weekends:

Guided Tour: 11:00, 12:00, 1:30, 3:00

Self-Guided Tour: 11:15, 12:15, 1:45, 3:15

All tours (school, university and adults) are scheduled through the Tour Office. To request docent-led tours call 612-870-3140. General/individual ticket sales are handled through the ticketing office/VMS.

DOCENT TRAINING

Lectures:

September 22, 1:30-3:30 pm - exhibition lecture #1, Pillsbury Auditorium

September 29, 6:30-8:30 pm - Interfaith panel discussion, Target Reception Hall

October 20, 1:30-3:30 pm - exhibition lecture #2, Pillsbury Auditorium

Walk-through:

October 28, 10 am-noon or 1-3 pm - exhibition walk-through **limited to those touring**, Target Gallery