



FACT SHEET

GUILLERMO DEL TORO: AT HOME WITH MONSTERS

March 5 - May 28, 2016

Target Gallery

Curator: Gabriel Ritter

ACKNOWLEDGMENT

This exhibition was organized by the Los Angeles County Museum of Art, Minneapolis Institute of Art, and Art Gallery of Ontario.

[Delta Logo]

[Legacy Logo] This activity is made possible by the voters of Minnesota through a Minnesota State Arts Board Operating Support grant, thanks to a legislative appropriation from the arts and cultural heritage fund.

Sponsors: Delta Airlines and Minnesota State Arts Board/Legacy Amendment

ADMISSION

Admission

Adults - \$20, Children under 18 – free, Active Military - \$10, My Mia members and guests - \$16; free for My Mia members at Investor level and above (number of free passes according to member level- Patrons', Director's, and Chairman's Circle receive a VIP exhibition pass allowing complimentary admission for 4 people at any time.)

Ticketing Logistics

- Visitors can buy tickets online on Mia's Website or over the phone by calling 612-870-3000
- Visitors can buy tickets in person at the Visitor Service desks at the 3rd Ave and outside the Target Galleries
- Target Gallery will be staffed starting approximately 15 minutes before the museum opens.

Rush Ticket Logistics

- Morning rush tickets will be available to purchase day of and in person starting at 9:45am for a 10 a.m. entrance time at the lobby. **These tickets will be priced normally.**
- 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) **These tickets will be \$10.**

My Mia Tour Ticket Logistics

- My Mia tours happen Tuesday, Thursday and Sunday at 2 and Thursday evenings at 7 pm.
- 30 tickets are available for each My Mia timeslot.
- To join you must be a My Mia member and purchase a My Mia Tour Ticket.
- Regular exhibition tickets will not apply for the My Mia tours.

Mia is closed on Mondays.

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

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

Sunday, March 12th, Thursday, March 16th, Tuesday, March 28th

Sunday, April 9th, Thursday, April 20th, Tuesday, April 25th

Tuesday, May 9th, Sunday, May 14th, and Thursday, May 18th

CATALOGUE

The exhibition is accompanied by a hardcover book, *Guillermo Del Toro: At Home With Monsters* retailing for \$29.00. It is available at The Store at Mia and can be ordered online at <http://www.artbook.com/mia.html> or by calling (612) 870-3100. Members receive 20% off.

COMMUNICATIONS PLAN

Goal: Raise awareness for unique exhibition; activate influencers to maximize buzz; drive attendance by niche audiences, meet/exceed attendance goal

Target audiences: New audiences for Mia: “Superfans”, film buffs, pop culture enthusiasts, comic book aficionados, horror and pulp genre enthusiasts

Opportunities: This unique exhibition is only showing in three cities, and buzz built by the LACMA showing has already carried into the midwest market, generating interest and WOM among target audiences. Because of the opportunity to reach new audiences, it is important for Mia to activate non-traditional marketing channels.

Key Messages:

- Guillermo Del Toro is one of the most inventive and creative filmmakers of his generation (*Pan’s Labyrinth, Hellboy, Crimson Peak*).
- Taking inspiration from del Toro’s extraordinary imagination, *At Home with Monsters* reveals the creative process behind the artist’s singular vision, through paintings, drawings, maquettes, artifacts, and concept film art, drawn from his private collection at Bleak House and spanning his entire career.
- Del Toro is the antithesis of a creative genius. Instead, born with an insatiable curiosity that drives his artist process, he works daily at being creative. He believes that careful study of art, literature, and film of the past are essential in the creation of contemporary works. Every single one of the objects in this show are a nod to the past with an eye toward the future.
- *At Home with Monsters* is the latest in a series of innovative exhibitions at Mia exploring the themes of process and inspiration as the cornerstones of human creativity (*Leonardo’s Codex (2015), Mark Mothersbaugh: Myopia (2015), and Ferran Adria: Notes on Creativity (2015)*).
- This unprecedented exhibition is organized by the Los Angeles County Museum of Art, the Minneapolis Institute of Art, and the Art Gallery of Ontario, and will only be shown in those cities. Unique to Mia: del Toro will personally select objects from Mia’s collection to include in the exhibition

Marketing Plan

Artsmia.org web treatment. MPR underwriting message, Landmark theaters: 30 trailer. Opportunity for slide/trailer at MSPIFF (April 13-29). Digital/banner ads. Mobile geo-fencing. Outdoor bulletins. Facebook ads. Social media organic posts. Snapchat filter - GDT themed. Mia email. Member guide. Highlights brochure. Onsite signage. Poster for grassroots distribution. Grassroots digital outreach Mia Stories: Kaywin - the “why Mia”, Chris Grap - superfan perspective (target audience), Barton Kestle - linking to other Mia content (“fueling curiosity”).

Advance ticket sales marketing plan

Pre-sale and 2016 Winter Beer Dabbler Sponsorship:

Grassroots digital outreach:

20 different organizations. For a full list and links see FAQ Document prepared by VMS.

PR Plan

Press Preview, Thursday, March 2

11am Gabriel Ritter, tour with local media

Selected Press Opportunity with Guillermo del Toro, Saturday, March 4
7:45 – 8:15 pm.

EVENTS DURING OPENING WEEKEND

Press Preview, Thursday, March 2
11am Tour with local media

Private Opening Event, Saturday, March 4, 6-8 pm
Patron cocktail hour before opening party

Selected Press Opportunity with Guillermo del Toro, Saturday, March 4
7:45 – 8:15 pm.

Public Opening Event, Saturday, March 4, 8-12 pm

Opening Day Talk

Creative Conversation: Guillermo del Toro

Sunday, March 5, 1:30 P.M., Pillsbury Auditorium

Explore the world of filmmaker Guillermo del Toro as he talks with Kaywin Feldman, Mia's Nivin and Duncan MacMillan Director and President, and Gabriel Ritter, Curator and Head of Contemporary Art, about his films, inspirations, and obsessions. Tickets are free for My Mia members.

Free, for My Mia members only; registration required. Tickets will be available to My Mia members on March 2, beginning at 10 a.m., online, or by calling 612-870-3000.

Capacity for the ticketed auditorium seating is limited. First come, first served overflow seating will be available in the museum's Reception Hall, where the conversation will be streamed live.

This event will be followed by a book signing with Guillermo del Toro. An additional registration is required for this very limited capacity event.

Guillermo del Toro: Book Signing

Sunday, March 5 at 3:30 pm, Fountain Court

After his Creative Conversation, Guillermo del Toro will sign catalogs, tee-shirts, posters, books, dvds, Blu-rays, or any other merchandise related to his special exhibition, for a limited time in the Fountain Court outside the Pillsbury Auditorium. **Merchandise to be signed must be purchased at The Store at Mia.**

Space in line is guaranteed to My Mia members who pre-registered for the book signing and have a receipt for their in-store purchase stapled to their book signing ticket. Each registration allows one person one spot in line to get one item signed.*

Registration for the signing opens on March 2 at 10 am. You must be a My Mia member to register.

Become a My Mia member online or by calling 612-870-3000. Membership is pay what you can—starting at free!

Capacity for the book signing is limited to 75 registrants. Register here starting at 10AM on March 2.

**Please, no groups, unless each person in the group has registered for the signing in advance as a My Mia member, purchased an item from The Store to be signed, and has the required receipt, as detailed above.*

EXHIBITION PUBLIC DATES, GALLERY AND HOURS

March 5th-May 28th

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 will be open Saturdays and Sundays from 11:00 am – 2:30 pm during the *Guillermo del Toro* exhibition. Some extended hours will be announced for Art in Bloom, April 25-30.

Agra Culture Coffee Shop and Café will be open regular hours:
Tuesday-Friday 8:30 – close
Saturday 9:30 – close
Sunday 10:30 - close

GUIDES

Museum Guides lecture:

Thursday, March 9, 1:30-3:30 pm - exhibition lecture, Pillsbury Auditorium

Museum Guides walkthrough:

Saturday, March 11, 10:30 – 12:30 - exhibition walk-through **limited to those touring**, Target Gallery

MY MIA MEMBERS

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

Family Days- Sunday, March 12, “Mythical Creatures”

Third Thursdays- Thursday, March 16th, Thursday, April 20th

Additional Free My Mia Member Days:

Tuesday, March 28th

Sunday, April 9th, Tuesday, April 25th

Tuesday, May 9th, Sunday, May 14th, and Thursday, May 18th

There are no public tours on MyMia Member Days.

PATRONS', DIRECTOR'S, AND CHAIRMAN'S CIRCLE

Saturday, March 4th. 6-8pm Patron cocktail hour before opening party

Private Patron tours Led by Curator Gabe Ritter:

Wednesday, March 8, at 10am

Thursday, April 13, at 6pm

Tuesday, May 9, at 3pm

Patrons', Director's, and Chairman's Circle members receive VIP passes for 4 guests for unlimited visits.

PHOTOGRAPHY: Photography and video welcome for personal use. Flash not allowed.

PRESS

Press Preview, Thursday, March 2

11am Gabriel Ritter, tour with local media

Selected Press Opportunity with Guillermo del Toro, Saturday, March 4

7:45 – 8:15 pm.

PROGRAMMING

Talks:

Creative Conversation: Guillermo del Toro

Sunday, March 5, 1:30 P.M., Pillsbury Auditorium (see details under Events During Opening Weekend)

Guillermo del Toro: Book Signing

Sunday, March 5 at 3:30 pm, Fountain Court (see details under Events During Opening Weekend)

Events

- Pre-opening party - Saturday, March 4, \$35 public ticket price; \$30 members SOLD OUT
- Third Thursday: At Home with Monsters - Thursday, March 16
- Nerd Thursday/“fandom” - Thursday, April 20

Family Day: Sunday, March 12, “Mythical Creatures”

- **Art-making** Monster Maker

11AM–4:30PM

Fashion your own fierce or fabulous creature in a monster making workshop.

- **Art-making** Cardboard Labyrinth
11AM–4:30PM
Weave your way through a mythical labyrinth, and add your own ideas to the space.
- **Film** Mythopolis
11AM–4:30PM
Enjoy the short animated film Mythopolis in which legendary characters from Greek mythology find themselves living in the modern world.
- **Gallery Hunt** Mythical Creatures
11AM–4:30PM
Dragon, phoenixes, centaurs and more! Discover incredible creatures in Mia’s collection.
- **Storytelling** Beverly Cottman
Noon, 1:30 and 3 PM
Discover myths and legends about amazing animals from around the world, with master storyteller Beverly Cottman.
- **Preschool Tour** Mythical Animals
11:30AM and 12:30PM
Take part in a tour that explores imaginative animals in art, designed especially for little ones.

Related programming

At Home with Monsters Film Series

Doors at 5:30 p.m, Event starts at 6:30 p.m.

- March 10 - The Devil's Backbone
- March 26 – Frankenstein (2pm start for this showing)
- April 7 - Pan's Labyrinth
- May 5 - Crimson Peak

Co-presented by The Film Society of Minneapolis St. Paul

Tickets are \$5 for non-members; free for My Mia members. Ticket sales begin on February 14 for My Mia members, and on February 21 for the general public. Purchase online or by calling (612) 870-6323.

Partner programming (cross-promo opportunities)

Minneapolis St. Paul International Film Festival (MSPIFF)

- April 13-29, 2017

Other (unrelated) large-scale events

- Rock the Cradle - Sunday, April 9 (attendance: 10K+)
- Art in Bloom - Thursday, April 27 - Sunday, April 30 (attendance: 35K+)

R RATING MESSAGING: We suggest adults visiting with children preview the exhibition by looking through the exhibition catalogue and viewing the video “Welcome to Bleak House” showing in Pillsbury Auditorium to determine if it's appropriate for their children. All of the materials from the exhibition are from films rated PG-13 or R, so we also offer that as a guide for adults when making this decision.

RESTRICTED ITEMS: Masks, tails, wings, and any object of prop that might pose a threat to the objects or other visitors in the exhibition.

SPONSORSHIP AND SPONSOR EVENTS

Partner Appreciation Week is March 21 - 26

Delta's Sponsor Appreciation Weeks are March 13 – 26 (they get invited to both the regular partner week and their own week, so it covers 2 total weeks)

Patron’s Director’s and Chairman’s Circle

Saturday, March 4th. 6-8pm Patron cocktail hour before opening party

TOURS

Tours run from March 19-May 21

Docent-led My Mia Tours: Meet in 24th Street lobby, 2nd floor Tuesday, Thursday and Sunday at 2 and Thursday evenings at 7 pm and **will use listening devices.**

- Ask Me docents are not scheduled for this exhibition

Private tours: School groups, K-12, meet in the Target Wing, 1st floor atrium, and **do not use listening devices.**

University groups meet their docents in the 3rd Avenue lobby and **do not use listening devices.**

Adult groups meet their docents in the 24th Street lobby, 2nd floor and **will use listening devices.**

Group Tours: Size: 60 individuals can begin guided tours at each start time. One docent is assigned to 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

School Tours University/Adult Groups:

- Weekday (Tuesday-Friday)
- Guided Tour: 12:30, 1:30, 2:30, 3:00
- Self-Guided: 12:45, 1:45, 2:45, 3:15

School Tours University/Adult Groups:

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: 11:15, 12:15, 1:45, 3:15

All tours (school, university and adults) are now being scheduled through the Tour Office (this is a change. Adult groups were formerly handled through Visitor and Member services). Anyone interested in setting up docent-led tours should contact 612-870-3140. General/individual ticket sales are still being handled through the ticketing office/VMS.

Visitor Experience Training Team:

Monday, February 27, 9 a.m. – 12:30 p.m.

PATRON'S, DIRECTOR'S, AND CHAIRMAN'S CIRCLE

Saturday, March 4th. 6-8pm Patron cocktail hour before opening party

Private Patron tours Led by Curator Gabe Ritter:

Wednesday, March 8, at 10am

Thursday, April 13, at 6pm

Tuesday, May 9, at 3pm

TRY-IT SPACE

A monster shadow puppet activity linked to Del Toro and a texture rubbing activity linked to "Songbird" by Aaron Spangler on view in G330.