



Minneapolis Institute of Art

To: Visitor Experience Volunteers

Guillermo del Toro: At Home with Monsters

March 5 – May 28, 2017

Target Gallery

On-site curator: Gabriel Ritter, Head of Contemporary Art

Support

This exhibition was co-organized by the Los Angeles County Museum of Art (LACMA), Minneapolis Institute of Art (Mia), and the Art Gallery of Ontario (AGO).

Major sponsor: Delta

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

Admission

My Mia Benefits

- My Mia Members and Guests: \$16
- My Mia members at Investor level: 2 free tickets each day and \$16 for additional guest tickets.
- My Mia members at Partner level: 4 free tickets each day and \$16 for additional guest tickets.
- Major Donors receive VIP passes.

Additional Pricing

- Adults: \$20
- Active Military: \$10
- Children under 18: Free
 - o **Rated R Messaging:** We suggest adults visiting with children preview the exhibition by looking through the exhibition catalogue to determine if it's appropriate for their children. All of the materials from the exhibition are from films rated PG-13 or R.

Ticketing Logistics

- Visitors can buy tickets in person at the Visitor Services desk at Third Avenue and at the Visitor Services desk at the Target Gallery Entrance.
- Will Call tickets are held at the Third Avenue Visitor Services desk.
- Visitors may purchase tickets online on Mia's website or over the phone by calling 612-870-3000. Visitors who purchase tickets online may select "will call" or may print their tickets at home.
- The 24th Street Entrance and 24th Street Visitor Services desk is currently closed for the season and will open to the public on Thursday, April 27th, the first day of Art in Bloom.

Supporting Materials

- **Exhibition Catalogue:** \$29.99 in the Store. My Mia Members receive 20% off.
- The Store at Mia created a **cabinet of curiosities** in the store-front window and in the back of the store.
- An **original soundtrack** by Academy Award-winning composer Gustavo Santaolalla will accompany the exhibition.
- There is not an audio guide for this exhibition since the exhibition will include soundscapes and videos.
- The exhibition will feature a **"Welcome to Bleak House" video:** Short version, 2 minutes, in the exhibition gallery and full version, 10 minutes, in the Pillsbury Auditorium.
- We do not have permission to share the soundscapes, videos, and introduction films. This content will only be available on-site.
- The "Welcome to Bleak House" video shown in the Pillsbury Auditorium will not play on days when there is an event or lecture in the Pillsbury auditorium.

Try-it Space

- A monster shadow puppet activity linked to Del Toro and a texture rubbing activity linked to "Songbird" by Aaron Spangler will be on view in G330 after opening weekend.

Photography

- Photography and video are welcome. Flash not allowed.

Food Service

- Agra Culture (Mezzanine level)
 - o Tuesday - Sunday, 11AM - 2:30PM
- Agra Culture Café
 - o Open all museum hours

Accessibility

- Wheelchairs, scooters, and strollers are allowed in the exhibition.
- Mia provides wheelchairs and stroller to visitors for free.
- Wheelchair reservations can be made 24hrs in advance by calling 612-870-3000 or inquiring at a Visitor Services desk.
- If a visitor needs to pick up a wheelchair, please bring them to the Third Avenue lobby Visitors Services ticketing desk.

Restricted items

- Masks, tails, wings, and any object or prop that might pose a threat to the objects or other visitors in the exhibition.
- If you see a visitor with a restricted item please tell a security staff member right away and they will talk with the visitor about our policy.

- We appreciate visitors who enjoy del Toro's work and would like to wear costumes in the museum. We are sorry, but masks, wings and tails are not allowed since they present a possible security risk to both other visitors and the objects.

My Mia Days

Sunday, March 12 (Family Day: Mythical Creatures)

Thursday, March 16 (Third Thursday: At Home with Monsters)

Tuesday, March 28

Sunday, April 9 (Family Day and Rock the Cradle)

Thursday, April 20 (Third Thursday: Nerd Thursday)

Tuesday, May 9

Sunday, May 14 (Family Day)

Thursday, May 18 (Third Thursday)

Special Event on a My Mia Day: Rock the Cradle is a free day of musical fun for kids and their grown-ups, presented by 89.3 The Current. Our average attendance is 10K on this Sunday. Please let visitors know about this event in case they prefer to visit on another date.

My Mia Tours

Tours start on March 19

2:00PM on Tuesdays, Thursdays, and Sundays

7:00PM on Thursday evenings

- My Mia Tours and private Del Toro tours meet at the 24th Street Entrance, second floor.
- All My Mia Tours and Private del Toro tours will use listening devices. Listening devices will be stored and handed out at the security desk in the 24th Street entrance.

- School Group Tours (recommended grades 9-12), meet in the Target Wing, first floor.
- Permanent collection tours meet near the welcome wall across from the store at Mia.

Talks

- Sunday, March 5, 1:30PM conversation with Guillermo del Toro SOLD OUT. Free, first-come, first-serve overflow in the Reception Hall.

Events

- Saturday, March 4, Pre-opening Party SOLD OUT
- Thursday, March 16, Third Thursday: At Home with Monsters
- Thursday, April 20, Third Thursday: Nerd Thursday

Film Series

Pillsbury Auditorium

Doors open at 5:30PM, Event Starts at 6:30PM

- Friday, March 10, The Devil's Backbone
- Sunday, March 26, Frankenstein (starts at 2PM) SOLD OUT
- Friday, April 7, Pan's Labyrinth SOLD OUT
- Friday, May 5, Crimson Peak

Partner Programming

- April 13 - 29, 2017 Minneapolis St. Paul International Film Festival

Other Large-Scale Programming

- April 9, 2017 Rock the Cradle (attendance: 10K+)
- April 27 - April 30, 2017 Art in Bloom (attendance: 10K per day)

About Guillermo del Toro Guillermo del Toro (b. 1964) is one of the most inventive filmmakers of his generation. Beginning with Cronos (1993) and continuing through The Devil's Backbone (2001), Hellboy (2004), Pan's Labyrinth (2006), Pacific Rim (2013), and Crimson Peak (2015), among many other film, television, and book projects, del Toro has reinvented the genres of horror, fantasy, and science fiction. Working with a team of craftsmen, artists and actors—and referencing a wide range of cinematic, pop-culture, and art-historical sources—del Toro recreates the lucid dreams he experienced as a child in Guadalajara, Mexico. He now works internationally, with a cherished home base he calls “Bleak House” in the suburbs of Los Angeles.

Exhibition Themes

The exhibition is organized into eight thematic sections:

- **Childhood and Innocence**, exploring the central role children play in many of del Toro's films.
- **Victoriana**, which loosely references the Romantic, Victorian, and Edwardian ages, as well as latter-day interpretations of the Victorian era.
- **Rain Room**, a recreation of a favorite spot in Bleak House, the suburban Los Angeles home that houses del Toro's personal collection, featuring a false window and special effects to simulate a perpetual thunderstorm—the best atmosphere for del Toro's creative process.
- **Magic, Alchemy, and the Occult**, exploring the many puzzles, talismans, secret keys, and quests for forbidden knowledge that appear in del Toro's films.
 - o **The film clips in this gallery are the most violent in the exhibition.**
- **Movies, Comics, and Pop Culture**, delving into the scope of del Toro's obsession with comic books and cinema, from B-movies and horror films to works by directors Alfred Hitchcock and Luis Buñuel.
- **Frankenstein and Horror**, revealing del Toro's lifelong love affair with the tale of Dr. Frankenstein and his monster.
- **Freaks and Monsters**, considering del Toro's fascination with monsters of all types, from those found in horror movies to those in nature, literature, myth, and art.
- **Death and the Afterlife**, which speaks to the disturbing confrontations with death that del Toro experienced as a child, and the use of fantasy in his work to explore spirituality.

Why is Mia showing this exhibition?

Mia organized this exhibition because it illustrates the creative process, and we are fascinated by the idea of inspiration and what fuels human creativity.

Is this exhibition appropriate for children? How did you decide that?

We suggest adults visiting with children preview the exhibition by looking through the exhibition catalogue 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 offer that as a guide for adults when making decisions.

Will any printed information be available in Spanish?

All panel text (the large sections of introductory text in each gallery) are in Spanish and English. The object labels are in English only.

Where did the exhibition open? Where is it going next?

The exhibition opened at the Los Angeles County Museum of Art (LACMA) and will be going to the Art Gallery of Ontario after Mia.

How much of the exhibition is from Mia?

There are 500 objects in the exhibition; roughly 90% are del Toro's objects, and 10% are objects from Mia's collection. There are select works on loan from other collections as well.

Where did Guillermo del Toro acquire this collection?

Guillermo del Toro is an avid collector and he purchases privately and via auction. Other works are commissioned from Hollywood studios or colleagues. Del Toro often utilized his own salary to cover the fabrication costs for some of the most elaborate props for his films, always wanting real, physical objects as opposed to CGI effects.

Does Guillermo del Toro collect his objects on his own or does he work with a buyer?

He collects these on his own and is always on the lookout for new objects.

Will Guillermo del Toro be at Mia?

Yes, he will be at Mia during opening weekend. He is confirmed to attend the opening night party, which is sold out. We are working to finalize additional programming with him and will share it on our website and social media as soon as we confirm.

How can I be put in touch with del Toro?

Please e-mail us at visit@artsmia.org and we will forward your comments to del Toro.

Is Guillermo del Toro still directing films?

Yes, he is actively directing films and television series. He is also the creator and writer for the Netflix series "Trollhunters."

Visitor Concerns**I was offended by the content of the exhibition and I do not think it is appropriate.**

Thank you for taking the time to share your experience with us. Your thoughts are really important. We would like to share your experience with our teams. Would you be available to fill out a comment card with your name and a way to reach you? OR Do you have a moment to share your experience with one of our managers? If no to both: Do you mind if I fill out a comment card for you? If no: Please still share the concern with a manager (ie Jenny, Jesús, Dianne, Sara or Shawna). These conversations help us make decisions at Mia that best serve our community.

I'm offended by those considered "freaks" are being exploited for their disorders and that it would be grouped in with an exhibit about monsters.

Thank you for taking the time to talk with us. Your thoughts are really important. May we be in touch with you about this (ie in person with Jenny or manager or filling out a comment card with contact information). Mia believes in inclusion, diversity, equity, and accessibility. It is not our intention to exploit or compartmentalize anytime. These maquettes (life-size figurines) are on view because they are an essential part of del Toro's collection and illustrate his creative process. To del Toro, these individuals are beautiful and inspiring, and he describes himself as "serving them" with "unwavering dedication and love."

Does Mia take a stance on violence, both implied and literal, in del Toro's work?

Mia believes in the power of art to enable conversation and create meaningful connections with contemporary concerns. We do not condone violence, but we cannot ignore its existence.

Safety and Security

Mia is committed to ensuring the safety of our visitors. Security guards are on duty in the exhibition galleries and museum-wide to assist visitors at any time and to monitor for safety and security issues.

Always trust your intuition. If you see a situation that appears unusual, please do not hesitate to let a security guard know, even if it seems minor.

Report a lost child or vulnerable adult to a security guard or call the Control emergency line 612-870-5555. Wait with the parent or chaperone for the security captain who will get a description and last location where the child or adult was seen. Security will implement the Mia Lost Child Procedure until the situation is resolved.

Report all medical emergencies to security immediately. Security responds to medical situations and is trained in First Aid and CPR.

After you have talked with a security guard, please follow up with a Visitor Experience contact Jenny, Jesús, Dianne, Shawna or Sara.

VE Volunteers Key Engagement Locations

Third Avenue (lower) Lobby

- Smile, say hello, and continue the wonderful work you do every day to welcome everyone to Mia!
- Continue doing your amazing work helping visitors understand the museum and how to get started by handing out maps, helping visitors find will call, coat check, and restrooms.

- Support visitors who are here for their first time by sharing our free admission and free My Mia experiences!
- Help visitors understand how to see the special exhibition today and on free My Mia days.

General Mills (upper) Lobby

- Thank you for the many ways you help visitors experience wonder by sharing your favorite objects in the collection and directing visitors to new exhibitions.
- Share with visitors who del Toro is, use supporting material including the exhibition catalogue to talk visitors through the eight themes in the exhibition.
- Thank you for supporting visitors and docents on permanent collection tours which meet at the welcome wall.

Rotunda

- Share the “Welcome to Bleak House” video in the Pillsbury Auditorium with visitors. Help visitors understand more about the Guillermo del Toro exhibition and walk them to the Target Gallery desk for tickets.
- Support visitors and docents attending My Mia and Private del Toro tours. Tours meet at the 24th Street entrance and will use listening devices. Please check that individuals attending the My Mia tours have the correct ticket. We are happy to exchange their ticket for a “tour” ticket if there is availability.

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Thank you for all you do! From all of us at Mia