



FACT SHEET

Eyewitness Views: Making History in Eighteenth-Century Europe

September 10 – December 31, 2017

Target Gallery

Curator: Patrick Noon

ACKNOWLEDGMENT

This exhibition was organized by the J. Paul Getty Museum, the Minneapolis Institute of Art, and the Cleveland Museum of Art, and is supported by an indemnity from the Federal Council on the Arts and the Humanities.

Sponsors: Lead Sponsor: Thomson Reuters

Major Sponsors: Crosby Family Fund for Exhibitions, Delta Air Lines, Inc.

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](tel:612-870-3000)
- Visitors can buy tickets in person at the Visitor Service desks
- Target Gallery will be staffed starting approximately 15 minutes before the museum opens.

Rush Ticket Logistics

- 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 Tuesdays through Sundays at 11:30 a.m. and 2 p.m., 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 My Mia Member Days:

My Mia Preview Day- Saturday, September 9

Family Days- Sunday, September 10 (Opening Day; exhibition opens at 12 noon), Sunday, October 8, Sunday, November 12, Sunday, December 10

Third Thursdays- Thursday, September 21, Thursday, October 19, Thursday, November 16, Thursday, December 21

Additional Free My Mia Member Days:

Tuesday, October 3, Tuesday November 7

There are no public tours on MyMia Member Days.

The dates and times for MyMia Tours are as follows:

Tuesdays through Sundays at 11:30 a.m. and 2 p.m.

Thursday evenings at 7 p.m. Tours begin September 17 and end December 23.

AUDIO GUIDES

Exhibition audio guide: free of charge.

CATALOGUE

The exhibition is accompanied by a hardcover book, *Eyewitness Views: Making History in Eighteenth-Century Europe*, retailing for \$45.00. 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 exhibition of European cityscape paintings on loan from the Getty; activate core audience/member channels to drive attendance among traditional art enthusiasts; meet/exceed attendance goal

Attendance goal: 50K

Opportunities: This exhibition will appeal to Mia's core audience of traditional art enthusiasts; Additionally, Mia's innovative interpretive approach has the opportunity to generate word-of-mouth interest among non-traditional audiences.

Challenges: In the wake of blockbuster exhibitions like Luther and GDT that drove large member conversion numbers, this exhibition is not likely generate a great deal of interest among similarly new and potential audiences. With this in mind, Mia is taking an innovative interpretative approach by placing the historical "view paintings" in context with contemporary photojournalism, which will examine the role subjectivity plays in shaping historical narratives.

Key messages:

- Large-scale canvases that have few equals in their ability to bring a historical occasion to life across the centuries
- Marriage of art history and history
- Connection to today's world: View paintings are like the proto-Instagram
 - "Like Instagram for 18th Century Tourists" (Atlantic quote)
 - "When painters were reporters"
- Unique to Mia:
 - Photojournalism element providing a metaphor that today's audience can relate to
 - Interactive opportunity to delve deeper into the details of and history behind a painting

Communications Plan

Website - July 1

Tickets on sale August 19 (delayed for new Salesforce instance/new ticketing integration)

PR

- Press release scheduled for distribution July 18
- Media preview Thursday, Sept. 7; 10 a.m.

Print

- Summer Highlights (Coming soon!)
- Fall Highlights (Don't miss!)
- Talks + Film
- Art + Play

Email (contingent on CRM capabilities, may be subject to change)

- General (1-2)
- Affinity (4)
- Events (4)

Social

- Facebook: organic and paid ads
- Twitter
- Instagram

Star Tribune (media partnership); print plan available upon request

Outdoor - 10 posters (small billboards) in key locations

Mia Stories

- Juline - interpretive angle (pending)
- Photojournalist angle (pending)
- Oct TT brewers on inspiration (pending; content based on EV)

Events

- Talk - Opening Day
- Affinity event?
- FD - September 10 (opening day)
- TT - Sept 21 (Eyewitness Views)
- TT - Oct 19 (Artoberfest; inspired by EV)
- Black Friday - November 24
- P&D Fair crossover opportunity
- My Mia days
- Highlighted as programmatic content on all TTs and FDs during run-of-show, regardless of theme

PR Plan

Press Preview, Thursday, September 7

10 a.m. Patrick Noon tour with local media

EVENTS DURING OPENING WEEKEND

Press Preview, Thursday, September 7

10 a.m. Patrick Noon tour with local media

Private Opening Event

Sunday, September 10

11 a.m.-noon Private exhibition viewing in Target Galleries (VE will not sell any tickets for this time)

Noon-2 p.m. Brunch in Villa Rosa with remarks (speakers TBD)

2 p.m. Optional Peter Kerber Talk in Pillsbury Auditorium (Susan will hold tickets for Major Donors)

Family Day:

Sunday, September 10

Family Day: Eyewitness Views

11AM - 5PM (**exhibition open at 12 noon**)

Museum-wide, free

Celebrate opening day of *Eyewitness Views: Making History in Eighteenth-Century Europe* with activities for the whole family. Paint a landscape *en plein air*, watch a performance in the park based on the lives of Emerson and Thoreau, and feast your eyes on incredible paintings that capture important moments in time.

My Mia Days:

My Mia Preview Day - Saturday, September 9

Family Day - Sunday, September 10 (**Opening Day; exhibition open at 12 noon**)

Opening Day Talk

Points of View: Portraying History in Eighteenth-Century Italy

Presenter: Peter Björn Kerber

Sunday September 10, 2017, 2 PM

\$10; \$5 My Mia members, free for Paintings Affinity Group members
Agnes Lynch Anderson and Roger Anderson Lecture

In this lecture, exhibition curator Peter Björn Kerber (J. Paul Getty Museum, Los Angeles) examines how Roman and Venetian artists specializing in topographical views and history paintings recorded important contemporary events ranging from state visits to civic and religious celebrations.

Kerber is Curator at Dulwich Picture Gallery, London. Formerly he was Assistant Curator in the paintings department of the J. Paul Getty Museum in Los Angeles where he organized *Eyewitness Views: Making History in Eighteenth-Century Europe*. His accompanying book published by Getty Publications, 2017, is the first monographic study of view paintings depicting contemporary events. He is a specialist in Italian and French painting of the seventeenth and eighteenth centuries as well as the history of collecting in the same period.

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 *Eyewitness Views* exhibition.

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:

Monday, September 11, 10-11:30 a.m. - exhibition lecture, Peter Kerber, Pillsbury Auditorium

Museum Guides walkthrough:

Monday, September 11, 11:30 a.m.-12:30 p.m. exhibition walk-through with Peter Kerber, **limited to those touring**, Target Gallery

LEARNING INNOVATION

Eyewitness Views understanding goals:

Visitors will understand:

Art in this exhibition was commissioned by powerful people.

Art in this exhibition documents/marks historically significant events.

Art in the exhibition was designed to send a message – it had a purpose and POV to communicate

Artists would sometimes alter or adjust events/locations to create a better image.

Artists put the viewer in the position of a spectator.

MY MIA MEMBERS

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

Sunday, September 10

11 a.m.-noon Private exhibition viewing in Target Galleries (VE will not sell any tickets for this time)

Noon-2 p.m. Brunch in Villa Rosa with remarks (speakers TBD)

2 p.m. Optional Peter Kerber Talk in Pillsbury Auditorium (Susan will hold tickets for Major Donors)

Private Patron tours Led by Curator Patrick Noon:

Thurs. September 14, 3 p.m.

Tuesday, September 26, 11 a.m.

Thursday, October 12, 6 p.m.

Thursday, November 30, 6 p.m.

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

PHOTOGRAPHY: Hand-held photography and video welcome by general public for personal and non-commercial use, without flash or supplemental light, and subject to and lender restrictions or conditions.

PRESS

Press Preview, Thursday, September 7

10 a.m. Patrick Noon tour with local media

PROGRAMMING

Programming

Talks:

Points of View: Portraying History in Eighteenth-Century Italy

Presenter: Peter Björn Kerber

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Roundtable:

Between the Spectacle and Eyewitnessing

Presenters: TBD

November 30, 2017 at 6:30 p.m.
Program is free; advance reservation is required.

This program explores the critical current issue of the tension between the eyewitnessing of a historical event and the spectacle associated with the reporting of the event, found in lens based documentary practice (i.e., photography, video and film). A photographer, photojournalist, and photo editor art critic will join Yasufumi Nakamori, Mia's curator of photography and new media, in conversation on this issue, both in historical context, and in current political and artistic environments.

The talk is sponsored by the Mark and Mary Goff Fiterman Lecture Fund

Music:

Performance: Title TBD

Date TBD

In partnership with MacPhail Center for Music, Mia presents a performance inspired by "Eyewitness Views". During this special in-gallery performance, each selection will create connections between the music and the events depicted in the paintings.

Third Thursday:

Thursday, September 21

6-9 p.m., Museum-wide

FREE; refreshments available for purchase

Join My Mia to see "Eyewitness Views: Making History in 18th-Century Europe" for free!* Enjoy live music and explore all kinds of artful views throughout the museum. See Mia through a different lens and connect with the local Instagram and photography communities. Create your own eyewitness view in our photo booth and check out Mia's Photography and New Media study room stocked with rarely seen images from the museum's collection. Take in outstanding photography from the Star Tribune as they celebrate 150 years as a publication.

Event Host: Ameriprise Financial

Family Day:

Sunday, September 10

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11AM - 5PM (exhibition open at 12 noon)

Museum-wide, free

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SPONSORSHIP AND SPONSOR EVENTS

October 10 - 15: Thomson Reuters sponsor appreciation week

October 24 - 29: Delta Air Lines sponsor appreciation week

October 31 - November 5: General corporate partner appreciation week

Patron's Director's and Chairman's Circle

Sunday, September 10

11 a.m.-noon Private exhibition viewing in Target Galleries (VE will not sell any tickets for this time)

Noon-2 p.m. Brunch in Villa Rosa with remarks (speakers TBD)

2 p.m. Optional Peter Kerber Talk in Pillsbury Auditorium (Susan will hold tickets for Major Donors)

TOURS

Tours run from September 17 – December 23

Docent-led My Mia Tours: meet in 24th Street lobby, 2nd floor

Tuesdays through Sundays at 11:30 am and 2 pm and Thursday evenings at 7 pm and **will use listening devices.**

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. 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, September 11, 9 a.m. – 12:30 p.m.

Museum Guides lecture:

Monday, September 11, 10-11:30 a.m. - exhibition lecture, Peter Kerber, Pillsbury Auditorium

Museum Guides walkthrough:

Monday, September 11, 11:30 a.m.-12:30 p.m. exhibition walk-through with Peter Kerber, **limited to those touring**, Target Gallery

Mia staff tour led by Patrick Noon – Wednesday, September 13, 9-10 a.m.

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Tuesday, September 26, 11 a.m.

Thursday, October 12, 6 p.m.

Thursday, November 30, 6 p.m.

TRY-IT SPACE

Share your experiences in a participatory timeline, build a Venetian scene in Lego, and become a gondolier in the Try It! space at the end of the exhibition.