

FACT SHEET 1/22/18

## **Power and Beauty in China's Last Dynasty: Concept and Design by Robert Wilson**

February 3 - May 27, 2018

Target Gallery

Curator: Yang Liu

### **ACKNOWLEDGMENT**

#### **Sponsors:**

Presented by: Sit Investment Associates

#### Lead Sponsors:

Nivin and Duncan MacMillan Foundation

Johanna Maud Hill

#### Major Sponsors:

Estate of Patricia S. Ringer (Carpenter-Coan Family)

Marianne Short and Raymond Skowrya

Delta Air Lines, Inc.

Generous support provided by the Gale Family Endowment.

Media Partner: Star Tribune

This exhibition is organized by the Minneapolis Institute of Art. A.J. Weissbard, lighting design; Rodrigo Gava, sound design; Stephanie Engeln, associate designer

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

#### Ticketing Logistics

- Timed Entry: 30 visitors every 10 minutes.
- 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.
- 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 3:40 p.m. (Tues, Wed, Sat, Sun) and 7:40 p.m. (Thurs, Fri)  
**These tickets will be \$10.**

Mia is closed on Mondays.

**My Mia Days (free admission for members):**

Friday, February 9, Wednesday, February 28  
Friday, March 2, Wednesday, March 21, Friday, March 30  
Wednesday, April 4, Friday, April 13, Wednesday, April 25  
Friday, May 4, Wednesday, May 9, Wednesday, May 23

**COMMUNICATIONS PLAN**

**Exhibition overview:**

In Mia’s collaboration with the renowned international theater and opera director, designer, and artist Robert Wilson, objects from the museum’s Chinese art collection are displayed in a series of shifting environments. Brightness gives way to darkness. Abundance yields to scarcity. The objects are cast, quite literally, in a new light.

Each room evokes an aspect of life within China’s imperial palace during the Qing (pronounced “ch’ing”) dynasty, which ruled for more than 250 years, until 1911, and combined power with beauty—a golden age of art. The splendor of royal gatherings. Mystic teachings and the sacred rhythms of nature. And the emperors themselves—their bliss and burdens and occasional desire to escape it all.

“The reason we work in the theater is to ask, ‘What is it?’ not to say what it is,” says Wilson. And this is the approach he has brought to Mia. Objects as emotion. The exhibition not as explanation, but as experience.

**Goal:** raise awareness for one-of-a-kind exhibition; capitalize on “experiential” aspect of show to drive WOM/buzz; meet/exceed attendance goal

**Attendance goal:** 50K

**Target Audience:** “Experience Seekers,” theater enthusiasts, Asian Art affinity members/Mia members

**Opportunities:** Truly a one-of-a-kind exhibition; Mia has a first-class Asian art collection, and Robert Wilson is well-known in theater circles as an exciting avant-garde designer. This conceptual installation will be a “spectacle” the likes of which has never been undertaken at Mia, and word-of-mouth opportunities abound.

**Challenges:** Limited capacity and timed ticketing limits the amount of people we can admit, making it difficult to achieve our attendance goal unless we extend the dates; not everyone is familiar with Robert Wilson; there is a chance people will find fault with the idea of a white man interpreting Asian art; the show opens Super Bowl weekend and may get lost in the noise; finally, the experience of the show itself is different from any show Mia has ever undertaken, making it imperative that we manage audience expectations at the outset (timed entrance, “meditative” first gallery challenges, etc), without “giving too much away” in regards to the show’s content.

### **Key Messages:**

- Mia has one of the world's great collections of Chinese art outside of China.
- The staging and storytelling involved in "Power and Beauty" speaks to Mia's belief in art's ability to inspire wonder and fuel curiosity.
- Yang Liu, Mia's curator of Chinese Art and head of China, South and Southeast Asian Art, was familiar with Robert Wilson's work and knew he was passionate about Chinese art. Liu invited Wilson to collaborate with Mia on this exhibition, with the goal of creating an immersive experience unlike anything Mia has done before.
- The Qing court, China's last dynasty, commissioned tour-de-force textiles, paintings, and decorative arts of power and beauty, unrivaled in their opulence and craftsmanship.

### **Marketing copy:**

*Enter a world where art and theater collide. They ruled with unrivaled opulence. They led secret lives of infinite power and pleasure. They built an empire to end them all. Now, from the mind behind the groundbreaking theatrical performance *Einstein on the Beach*, comes this story of China's last emperors. A rare spectacle of art, light, and sound that places you inside the palace walls. Among the desires and dreams, the mystery and splendor.*

Limited capacity; timed tickets. Reserve your experience today.

### **Marketing Communications**

Mia Story possibilities:

- [Overview of Robert Wilson's work](#): Share on FB Jan 13
- The Development of Power and Beauty: behind the scenes account of Watermill, the creative/collaborative process (Tim Gihring with Michael Laphorn, Matthew Welch, LIU Yang, Jennifer Komar Olivarez)
- Lighting Power and Beauty (Tim Gihring with AJ)
- Work with MPLS Theater Folks on a piece explaining Wilson and its significance
- Artist in the Spotlight: Yang Yongliang (creator of mural in one of rooms)  
See article about environmental degradation through urban sprawl:  
[https://creators.vice.com/en\\_us/article/vvzww8/yang-yongliang-brings-chinese-landscape-painting-into-the-21st-century](https://creators.vice.com/en_us/article/vvzww8/yang-yongliang-brings-chinese-landscape-painting-into-the-21st-century)
- [Ice Maze/Superbowl weekend \(P&B themed\)](#) - Feb 1-4
- [Third Thursday: Power & Beauty in China's Last Dynasty - Feb 15](#)
  - Influencer event: Theater people, film people, other influencers

**Local Press Event with Robert Wilson**, Thursday, Feb. 1, 11 a.m.-12 p.m., Wells Fargo Room

**Mia Ice Maze:**

Thursday, February 1

10 a.m. - 9 p.m.

To celebrate winter, Mia is building an ice maze. Wander the frozen maze to discover images of objects from Mia's collection that are featured in the upcoming exhibition, *Power and Beauty in China's Last Dynasty: Concept and Design* by Robert Wilson.

Join us for the opening night of Mia's Ice Maze on Thursday, February 1, from 5-9 p.m. for hot cocoa and winter wonder! The Ice Maze will be open to the public during regular museum hours Thursday, February 1, through Sunday, February 4.

**EXHIBITION PUBLIC DATES, GALLERY AND HOURS****February 3 - May 27, 2018**

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 *Power and Beauty* 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

**LEARNING INNOVATION/STOP AND CHAT**

Museum Guides Lecture/Walkthrough with Yang Liu

February 8:

1:30-2:30 lecture, Pillsbury Auditorium

2:30-4:00 gallery walk-through (30 guides)

February 10:

10:30-12:00 gallery walk-through (30 guides)

Chinese art cart training (included in Stop and Chat space)

February 17, 10:30-12:30, Friends Community Room

Visit the Stop and Chat space in G240, under the stairs. Guides and Docents available for conversations/Q&A before or after your visit. Discuss your experience and learn about artworks in the exhibition. Enhance your visit with the China Art Cart, containing objects to touch, and a simple make-and-take activity. Tuesday - Sunday, 12 noon - 4 pm and an additional 6-8 pm on Thursdays.

## **CHAIRMAN'S CIRCLE & EXHIBITION SPONSORS**

### **Advancement Event (off-site)**

Cocktail reception for Robert Wilson and team with sponsors and Chairman's Circle donors, Wednesday, January 31, evening at donor's home  
6:30 - 8:30 p.m.

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

**Behind the scenes with Matthew & Yang**, final details/locations TBC

February 21 (lunch):

11:30 arrival/mingling and seated lunch

12:30 - 1 p.m. remarks with Yang and Matthew

1:10 p.m., 1:20 p.m., 1:30 p.m. exhibition times reserved for Patron group

March 1 (evening):

5:30 - 6 p.m. arrival/mingling with wine and cheese

6 - 6:30 p.m. remarks with Yang and Matthew

6:50 p.m., 7 p.m., 7:10 p.m. exhibition times reserved for Patron group

March 28 (lunch):

11:30 arrival/mingling and seated lunch

12:30 - 1 p.m. remarks with Yang and Matthew

1:10 p.m., 1:20 p.m., 1:30 p.m. exhibition times reserved for Patron group

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.

## **PROGRAMMING**

### **Talks:**

**“On Power and Beauty”:** An exhibition preview talk with Robert Wilson and Liu Yang  
Thursday, February 1, 2018, 6:30 PM

Hear about the inspiration and first-of-its-kind collaboration behind “Power and Beauty in China’s Last Dynasty,” an exhibition that engages the senses and evokes the dramatic world of the Qing court through rare art objects and experimental design, opening the following Sunday, February 4.

### **About the Speakers**

Robert Wilson is among the world’s foremost theater and visual artists. His collaborators have included Heiner Müller, Tom Waits, Susan Sontag, Laurie Anderson, William Burroughs, Lou Reed and Jessye Norman and Philip Glass, with whom he wrote the opera Einstein on the Beach (1976). Wilson is the founder and artistic director of the Watermill Center, a laboratory for the arts in Water Mill, N.Y. His work has been honored with a

Pulitzer Prize nomination, two Premio Ubu awards, the Golden Lion of the Venice Biennale, and an Olivier Award.

Liu Yang, Ph.D. is Mia's curator of Chinese art and head of the Department of Chinese and South and Southeast Asian Art.

Talk is free; tickets required. See [artsmia.org](http://artsmia.org) or call 612-870-6323 to reserve.

### *A Mark and Mary Goff Fiterman Lecture*

Assistive listening devices available with support from: Allianz

### **Guzheng Performance with Jarrelle Barton**

Saturday, Date to be confirmed, 2 p.m.

Jarrelle Barton is a Minnesota musician trained on the Chinese guzheng, a 21-string zither with a 2,500-year history. Barton first heard its sound at a public library as a young teenager and was instantly hooked. At home, he attempted to construct his own from a tea tray and guitar strings; later he convinced his grandmother to buy him one. He also taught himself Mandarin in order to understand guzheng video tutorials he found online. Despite this unusual journey, he is considered a virtuoso on the instrument by guzheng masters. At this special performance, the first at Mia, Barton will play music from the Qing dynasty inspired by the sweeping drama of the "Power and Beauty" exhibition.

Performance is free; tickets are recommended. See [artsmia.org](http://artsmia.org) or call 612-870-6323 to reserve.

### **MSPIFF Spotlight on China**

April 2018

The Film Society of Minneapolis St. Paul is pleased to be partnering with Mia's forthcoming "Power & Beauty" exhibition with a Spotlight on China at the Minneapolis St. Paul International Film Festival, April 12-28, 2018. Featuring acclaimed Chinese artist and filmmaker Xu Bing's experimental first feature *Dragonfly Eyes*, and new and classic films from China. For more information, please visit [MSPFilm.org](http://MSPFilm.org).

### **Third Thursday**

#### **Power and Beauty in China's Last Dynasty: Concept and Design by Robert Wilson**

Thursday, February 15, 2018, 6-9 pm

Museum-wide

FREE; refreshments available for purchase

Celebrate Mia's new special exhibition "Power and Beauty in China's Last Dynasty: Concept and Design by Robert Wilson" with an evening of theatrical wonder! Explore the art of stage lighting and set design with demonstrations by The Guthrie and Children's

Theater Company, take in live music from Mayyadda, experience the effects of dramatic sound & lighting in Mia's Grand Salon, and be among the first to experience this first-of-its-kind exhibition.\*

\*New and current My Mia members get in free to the "Power and Beauty" exhibition on Third Thursdays.

Limited tickets available now. Rush tickets will be made available to event participants onsite at 5:45 p.m. on February 15, 2018.

### **PUBLICATION**

This special exhibition will not have a catalogue. The journal *Orientations* features articles by Liu Yang and Matthew Welch about *Power and Beauty in China's Last Dynasty*. Please refer visitors to the Store for a copy of this magazine. [shop.artsmia.org](http://shop.artsmia.org) 612-870-3100  
Members receive 20% off.

### **SPONSORSHIP AND SPONSOR EVENTS**

#### Sponsor Weeks:

Delta sponsor appreciation weeks: Feb. 13-25

Corporate appreciation week (all Mia corporate partners invited): March 6-11

Sit Investment Associates sponsor appreciation week: March 20-25

During these weeks, employees of these companies are invited to reserve up to 4 free tickets to the exhibition (reservations required, space permitting).

### **VISITOR EXPERIENCE**

#### Visitor Experience Team Training:

Monday, February 5, 9 a.m. - 12:30 p.m.