



Egypt's Sunken Cities

November 4, 2018 - April 14, 2019 (Member Preview Week October 28 - November 3),
Target Gallery, Curator: Jan-Lodewijk Grootaers

Egypt's Sunken Cities is organized by the European Institute for Underwater Archaeology with the generous support of the Hilti Foundation and in collaboration with the Ministry of Antiquities of the Arab Republic of Egypt.

FACT SHEET 10/29/18

FOOD SERVICE

Agra Culture Restaurant open Tues-Sun 11am - 2:30pm during the exhibition.
Agra Culture Café open regular hours: Tuesday-Friday 10am - close, Saturday 10am - close, Sunday 11am - close

EXHIBITION GALLERY HOURS

Open when the museum is open

Attendance goal: 150,000

ADMISSION

General Admission-\$20, Youth 6-12 years- \$16, 0-5 years- FREE

Members: My Mia members- \$16, My Mia Youth 6-12 years-\$14, My Mia 0-5 years- FREE

Investor+ My Mia members (2 Free tickets per day for Investor, 4 for Partner, 6+ for Patron and above. Patrons', Director's, and Chairman's Circle member, through the member cards, are allowed complimentary admission for 4 people at any time)- FREE Child admission for Investor+ members (Do not need to be on household.)- FREE

Ticketing Logistics

- Timed Entry: 120 visitors every 15 minutes.
 - 100 presale, 20 member holds for walk-up members day of.
- Visitors can buy tickets online at ticket.artsmia.org or over the phone by calling 612-870-3000.
- Visitors can buy tickets in person at the Third Avenue desk.
- Target Gallery will be staffed starting approximately 15 minutes before the gallery opens.
- Rush Ticket Logistics:
 - Morning Rush will be available in person day of for whatever price visitor qualifies for; when lobby opens at 9:30am Tues-Sat, 10:30am Sunday.
 - Evening rush tickets will be available to purchase day of and in person all day with entry time starting at 4 p.m. (Tues, Wed, Sat, Sun) and 8 p.m. (Thurs, Fri) **These tickets will be \$10.**

My Mia Member Days Free admission:

Preview Week (All levels of membership): October 28, 29, 30, 31, November 1, 2, 3

Contributing Members (paid level and above only): January 29, 30, 31, Feb 1, 2, 3

SPONSORSHIP AND SPONSOR EVENTS

Sponsor Weeks:

Nov 6-11 | General Corporate Partner Week
 Nov 13-18 | US Bank Sponsor Week
 Dec 4-9 | Thomson Reuters Sponsor Week
 Jan 22-27 | Best Buy Sponsor Week
 Feb 5-10 | Fredrikson & Byron Sponsor Week
 Feb 19-24 | US Bank Sponsor Week 2
 Feb 26-Mar 3 | Delta Sponsor Week

ACKNOWLEDGMENT

Sponsors: Presented by: U.S. Bank. Lead Sponsors: Nivin and Duncan MacMillan Foundation, Mary Ruth Weisel, John and Nancy Lindahl, Campbell Foundation/Carmen and Jim Campbell, Thomson Reuters, The Crosby Family Fund for Exhibitions, Best Buy Co., Inc., Fredrikson & Byron, P.A. Major Sponsors: Delta Air Lines and Mary Ingebrand-Pohlad Charitable Foundation. Media Partner: Star Tribune

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

PUBLICATION: *Osiris: Egypt's Sunken Mysteries* by Franck Goddio and David Fabre (Flammarion Press, Mia edition 2018) is available in the Museum Store for \$30. Members receive a 20% discount.

COMMUNICATION PLAN

Goals: Raise widespread awareness for once-in-a-lifetime special exhibition showcasing ancient Egyptian artifacts lost from the world for thousands of years prior to being discovered 20 years ago; attract broad audience as well as Mia audience; meet/exceed attendance goal

Target audiences: "Experience-seekers," history enthusiasts, Mia audience/members, African Affinity group, school groups

Opening/preview week events: Goal: create buzz to maximize and sustain awareness, driving attendance for the run of the show

PROGRAMMING

Talks:

The Osiris Mysteries in Egypt's Sunken Cities: Presenter: Franck Goddio

Sunday, October 28, 2pm; and Thursday, November 1, 11am & 6:30pm

Book signings* to follow in Regis Fountain Court, outside the Pillsbury Auditorium. *Merchandise must be purchased at The Store at Mia. Pre-registration required; limited to 75.

Excavations at a Forgotten Female Pharaoh's Temple of Millions of Years

Saturday, February 23, 11am. Free; tickets available in February.

Featuring archaeologist Pearce Paul Creasman; co-presented with the Archaeological Institute of America.

Maritime History & Archaeology in Ancient Egypt and the Pyramid Field and Royal Cemetery of Nuri in Sudanese Nubia
Saturday, February 23, 1:30–4:30pm, \$40; \$32 My Mia members; includes refreshments. Tickets available January 1.
This in-depth study day will feature two talks by archaeologist Pearce Paul Creasman, as well as opportunities for conversation, reflections, and refreshments.

The Kyrenia Shipwreck Collection Restoration Project of Northern Cyprus

Saturday, April 13, 11am, Free; tickets available March 15.

Featuring archaeologist Matthew Harpster; co-presented with the Archaeological Institute of America.

Third Thursdays: November 15: “Egypt’s Sunken Cities” & February 21: Afrofuturism; Event Host: Ameriprise

Family Days:

Sunday, November 11: Exploring Egypt; Decode hieroglyphs inspired by “Egypt’s Sunken Cities.”

Sunday, March 10: Underwater Adventures; Dive into an underwater adventure inspired by “Egypt’s Sunken Cities.”

Film Screening: Swallowed by the Sea: Ancient Egypt’s Greatest Lost City. Free.

Screenings* (select Thursdays and Fridays) every hour from 10:15am; last screening at 7:15pm (59 min., in English)

Get a behind-the-scenes look at the rediscovery of the lost city of Thonis-Heracleion, Produced by the BBC.

October 26, November 2, 9, 23, December 7, 14, 21, 28, January 4, 11, 18, 25, February 1, 8, 22, March 1, March 29, April 5

*Not screened on days with events in Pillsbury Auditorium.

Subject to change

Black Friday:

Friday, November 23, 6–10am. See “Egypt’s Sunken Cities” free (tickets are first come, first served). The Store at Mia will be open with 20% off all purchases. (My Mia members enjoy an additional 10% off!). Free coffee and treats from Agra.

TOURS

NO Guided Tours on the following dates:

Saturdays and Sundays (ALL: High-traffic times)

Oct 27th – Nov 10th (Opening), Dec 17th – Jan 14th (Holiday Season), March 25th – April 14th (Closing)

Public Tours: everyone must have an exhibition ticket

Tuesday through Friday at noon, Thursday and Friday evenings at 6 pm, 30 individuals per tour time; 15 per docent

Meet the docent in the Rotunda, second floor. Tours begin November 13; listening devices provided.

Private Tours: Size: 60 people can begin guided tours at each start time. One docent 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:

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

Weekday (Tuesday-Friday):

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

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

Tours begin November 13; listening devices are not used

University/Adult Groups:

To arrange, call 612.870.3140 (University groups free; Adult groups fee charged)

University groups meet in the Rotunda; listening devices are not used.

Adult groups meet in the Rotunda; pick up listening devices.

Weekday (Tuesday-Friday):

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

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

Thursday and Friday Evenings:

Guided Tour: 6:30, 7:30

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

Tours begin November 13; listening devices provided for adult (non-university) groups only

<p>STOP AND CHAT SPACE Starts Nov 10th Talk to a museum guide after viewing the exhibition Weekends: Saturday and Sunday 11 am-3 pm Location G240</p>
