



Fact Sheet 10/31/22

Botticelli and Renaissance Florence: Masterworks from the Uffizi

Target Gallery

October 16, 2022 - January 8, 2023

Curator: Rachel McGarry

Organized by Minneapolis Institute of Art

In Renaissance Florence, artists saw art anew, inspired by ancient marbles and myths as well as the humanism of ruler and patron Lorenzo de' Medici. At the center of it all was Sandro Botticelli (1445–1510), whose genius for transforming classical themes into wholly original art inspired new ideals of beauty. Now, in a remarkable partnership with the Uffizi Galleries, Mia is hosting a major exhibition exploring the fevered creativity that defined this time and place. Paintings, sculptures, and prints from Mia's collection will be shown alongside masterworks from the Uffizi, including rare paintings and drawings by Botticelli, such as his masterful Pallas and the Centaur (c. 1482); works by his teacher (Fra Filippo Lippi) and colleagues (Domenico Ghirlandaio, Cosimo Rosselli, Perugino); and ancient Greek and Roman marbles that the Florentine artists saw and studied. Mia is privileged to be the single stop for this exhibition, an enviable opportunity to see Uffizi stars that rarely travel outside Italy.

ACKNOWLEDGMENT:

Text Version

Lead Sponsor: Chase, JP Morgan, and Nivin and Duncan MacMillan Foundation

Major Sponsor: A2 Art Storage & Services, Thomson Reuters

Generous Sponsor: Ronald and Eva Kinney Family Foundation, Mary O. Olson, Pohlad Companies, and Twin Cities Performance Ferrari

Supporting Sponsor: Christie's

Media Partner: Star Tribune

This exhibition is organized by the Minneapolis Institute of Art and the Uffizi Galleries. Ministero Della Cultura, Le Gallerie Degli Uffizi, Minneapolis Institute of Art

Extended Botticelli lockup (including Opening Weekend sponsors)

[JE Dunn logo]

[SMSC logo]



ADMISSION

General Public and Explorer Members

\$20 Adult

FREE Youth 17 and under

Contributor+ Members

Contributor level members receive 1 free ticket daily + \$16 on additional tickets.

Investor level members receive 2 free tickets daily + \$16 on additional tickets.

Partner level members receive 4 free tickets daily + \$16 on additional tickets.

Patron's Circle and above receive unlimited free tickets.

Patron's, Director's, and Chairman's Circle members, through the member cards, are allowed complimentary admission for their group at any time.

FREE Youth 17 and under

Other ongoing discounts

FREE Active Duty military and families – Blue Star Museums

FREE Qualifying Discount*

*To qualify you must be at least 18 and enrolled in one or more of the following: TANF, MFIP, WIC, General Assistance, Medical Assistance, MinnesotaCare, Supplemental Security Income, Social Security Disability Benefits, Food Stamps, Section 8, or Free/Reduced Price School Meals

Ticketing Logistics

- Timed entry every 15 minutes (starting at 10:15am, and the last time slot is 7:45pm on Thursdays and 3:45pm on the other days).
- 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 Experience desks.
- Target Gallery will be staffed starting approximately 20 minutes before the museum opens.

Tours

Enjoy virtual and in-person public tours of the exhibition. In-person public tours offered Tuesdays through Sundays. No tours on Member Days. Private tours are available by request. Please see details below under Tours.

Member Days

All members enjoy free "Botticelli and Renaissance Florence" tickets during Member Days.



*On a member day, Explorer and Contributor level receive up to two free tickets. (Instead of \$20 each for Explorer, they will receive two free tickets. Instead of one free and one discounted for Contributor, they will receive two free tickets.)

Thursday, October 27
Sunday, November 13
Friday, December 2

EVENTS DURING OPENING WEEK

Press Preview

Thursday, October 13, 10 a.m. - 12 p.m.
Target Gallery, followed by curator-led tour by Rachel McGarry

Black-Tie Gala Opening Fundraiser

Friday, October 14

Patron Preview & Preview Celebration

Patron Preview:

Saturday, October 15, 7-8 p.m.

Preview Celebration

Saturday, October 15, 8:00 p.m. - 12:00 a.m.

Talk

Living in Florence in the Age of Botticelli: Eike Schmidt and Roberta Bartoli

Sunday, October 16, 2pm
\$10; \$8 Mia members

The patrician home of the Renaissance was decorated with furniture and objects intended to show the family's power and wealth. It generally had a celebratory function: wedding chests, painted wainscoting featuring historical, mythological, or allegorical themes, and portrait busts followed specific models and were often created by important artists like Botticelli. Starting from two artworks in the Minneapolis Institute of Art (a magnificent gilded chest and the bust of the young Saint John by Benedetto da Rovezzano). Eike Schmidt, director at the Gallerie degli Uffizi, and Professor Roberta Bartoli, Università Ca'Foscari, Venice, will speak of domestic art and family rituals during the 1400s and early 1500s in Florence.

EXHIBITION PUBLIC DATES, GALLERY AND HOURS

Public Dates

October 16, 2022 - January 8, 2023



Minneapolis Institute of Art

Tuesday, Wednesday, Friday, Saturday, Sunday: 10 a.m. - 5 p.m.

Thursday: 10 a.m. - 9 p.m.

Mia is closed on Mondays.

FOOD SERVICE

Agra Culture Restaurant on the Mezzanine level will be open Saturdays and Sundays during "Botticelli and Renaissance Florence" from 11 a.m. - 2:30 p.m.

Agra Culture Café will be open regular museum hours:

Tuesday-Friday 10:00 am – close

Saturday, Sunday 10:00 am – close

MARKETING/COMMUNICATIONS

Goals:

To raise awareness for the exhibition

To increase Contributor-level membership

To meet/exceed attendance goal, in line with the Strategic Plan's focus on growing overall attendance

To reach new audiences

Key messages:

"Botticelli and Renaissance Florence: Masterworks from the Uffizi" is a once-in-a-lifetime exhibition, featuring works that rarely, if ever, leave the Italian museum.

This exhibition is the first, and possibly only, time that many of these artworks will be in the Western hemisphere, let alone in Minnesota.

Mia is the only venue for this exhibition. The only option to see this exhibition is in Minnesota.

Renaissance Florence was a center for intellectual development, creative output, and patronage of the arts. Sandro Botticelli and the ruling Medici family were the driving artistic and political figures of their time and together shaped cultural life in the city.

This exhibition is an incredible example of international curatorial collaboration. It provided an exciting forum to work with a team of scholars from around the world who have dedicated their entire careers to the study of fifteenth century, early Renaissance or ancient art. They are responsible for innovative contributions and new insights.

Audiences:



Visitors who love once-in-a-lifetime experiences, because this is the first, and possibly the only, time that many of these artworks will be in the Western hemisphere, let alone Minnesota

General audience, especially those with demonstrated affinity for European painting
Academic art history audience

Attendance goal:

Goal: 75,000

Opportunities:

Botticelli is a widely-recognized name, and the once-in-a-lifetime positioning of this exhibition should drive high attendance.

This exhibition showcases Mia's excellence as a world-renowned cultural organization, even after the challenges of 2020 and 2021. This is an "art is essential" moment.

The exhibition and its accompanying programs and events provide an opportunity to broaden Mia's audience, secure new members, and encourage existing members to upgrade their memberships.

Challenges:

The pandemic continues to present unknowns that may affect scheduling and attendance.

The Uffizi has been slow to allow Mia to share checklists and details about the exhibition, making advance promotion difficult. Long-lead PR outreach has not been possible.

There is some confusion on whether the focus of the show is Botticelli, Renaissance Italy, or the Uffizi.

The Italian tie-in has potential to highlight the ongoing conversation about Doryphoros.

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

Patron Preview

Saturday, October 15, 7-8 p.m.

Private Donor Tours

Complimentary tours of "Botticelli and Renaissance Florence" led by Rachel McGarry, Elizabeth MacMillan Chair of European Art and Curator of European Paintings and Works on Paper at the Minneapolis Institute of Art



Thursday, November 3, 5:30-6:30pm
Friday, November 18, 10:30-11:30am
Thursday, December 15, 2-3pm

Check-in will begin 15 minutes before the tour outside of the Target Galleries

PHOTOGRAPHY: Photography by public visitors to the Exhibition is permitted unless noted, with no flash. Tripods and selfie-sticks cannot be used in the galleries.

PRESS

Press Preview Thursday, October 13, 10:00 a.m. - 12 p.m.
Target Gallery, followed by curator-led tour by Rachel McGarry

PROGRAMMING

Advance registration for related programs, except Family Day, is required.
Find the latest details on all programs and register at artsmia.org.

Mia adheres to the Covid-19 guidelines endorsed by the CDC, State of Minnesota, and City of Minneapolis. Please refer to artsmia.org for more information.

Talks

Living in Florence in the Age of Botticelli: Eike Schmidt and Roberta Bartoli

Sunday, October 16, 2pm
Pillsbury Auditorium
\$10; \$8 Mia members

The patrician home of the Renaissance was decorated with furniture and objects intended to show the family's power and wealth. It generally had a celebratory function: wedding chests, painted wainscoting featuring historical, mythological, or allegorical themes, and portrait busts followed specific models and were often created by important artists like Botticelli. Starting from two artworks in the Minneapolis Institute of Art (a magnificent gilded chest and the bust of the young Saint John by Benedetto da Rovezzano). Eike Schmidt, director at the Gallerie degli Uffizi, and Professor Roberta Bartoli, Università Ca'Foscari, Venice, will speak of domestic art and family rituals during the 1400s and early 1500s in Florence.

Virtual Course: Botticelli and Renaissance Florence



The class is online only, Wednesdays from 12:00-1:30pm CST (1:00-2:30pm EST):
November 9, November 16, November 30, December 7.

This course is presented in partnership with the Barnes Foundation, home to one of the world's great collections, and a leader in art education for 100 years. Register online with the Barnes Foundation.

The flourishing artist culture of Renaissance Florence is among the most celebrated moments in art history, and Sandro Botticelli was at the center of it. This special course, taught by an international team of Renaissance experts, explores the themes of the exhibition *Botticelli and Renaissance Florence: Masterworks from the Uffizi*, on view this fall. This is a rare opportunity to learn about Botticelli's remarkable artistic innovations within the broader history of Renaissance art directly from curators, conservators, and scholars.

Each class focuses on a different theme: art in the Renaissance home; Botticelli's contemporaries Perugino and Signorelli; Botticelli's depiction of garments; and a behind-the-scenes look at the exhibition. The class is online only, Wednesdays from 12:00-1:30pm CST (1:00-2:30pm EST): November 9, November 16, November 30, December 7.

Friends Lecture: Botticelli's Florence and Florence's Botticelli: Carl Strehlke

Thursday, November 10, 2022

11:00 am to 12:00 pm

Pillsbury Auditorium

Tickets available to Friends members on October 15; general public on October 17; free.

Carl Strehlke, author, art historian, and curator emeritus of the Philadelphia Museum of Art, will speak about the history and significance of Botticelli and Renaissance Florence in conjunction with the exhibition.

This lecture is presented by the Friends of the Institute and generously supported by the Mark and Mary Goff Fitterman Fund.

Finding Botticelli: Rachel McGarry

Thursday, December 1, 2022

6:30 pm to 7:30 pm

Pillsbury Auditorium

Tickets available one month in advance; \$10; \$8 Mia members



Sandro Botticelli was one of the most influential artists of the Florentine Renaissance, but much about his life is unknown. This talk will try to separate myth from fact to illuminate Botticelli's life and the celebrated works he created 550 years ago.

Rachel McGarry is the Elizabeth MacMillan Chair of European Art, Curator of European Paintings and Works on Paper, at the Minneapolis Institute of Art, and co-curator of the exhibition "Botticelli and Renaissance Florence: Masterworks from the Uffizi."

PUBLICATION

Botticelli and Renaissance Florence: Masterworks from the Uffizi (edited by Cecilia Frosinini and Rachel McGarry) is available at The Store at Mia for \$39.95 (\$35.96 members).

SPONSORSHIP AND SPONSOR EVENTS

Sponsor Weeks:

The following sponsors will receive a unique promo code that gives their employees free special exhibition access November 1-December 16 (with reservations, up to 4 tickets).

- Thomson Reuters
- JPMorgan Chase
- A2 Art Storage & Services
- Blackbaud
- Pohlad Companies
- Ferrari
- Christie's
- JEDunn
- Shakopee Mdewakanton Sioux Community

JPMorgan Chase community partners have a promo code for the week of November 15-20 for free special exhibition access up to 4 tickets.

For General Corporate Partner Weeks, Mia partners will receive a promo code that gives their employees free access to the special exhibition (with reservations, up to 4 tickets) during select weeks: November 8-13 and December 6-12.

Family Day: Botticelli and Renaissance Florence

Sunday, November 13, 10am-5pm

Free; all are welcome to attend this free event.

TOURS

Public Tours



In-Person Tours

Enjoy in-person public tours of the exhibition Tuesdays through Sundays at 2 pm and Thursday evenings at 7 pm from October 25 through December 22, 2022. Open to anyone with an exhibition ticket. No tours on Member Days.

Virtual Tours

Virtual tours are free and can be reserved on artsmia.org. An exhibition ticket is not required.

Virtual tours scheduled at 2 pm on:

November 9
November 20
December 7
December 18

Private Tours

Private tours scheduled by request on other days when there is guide availability.

Museum Guides Training

Lecture: Tuesday, October 11, 1:45-3:45 pm, Pillsbury Auditorium

Walk-through (2 sessions): Monday, October 17, 11:45-12:45 pm or 1:15-2:15 pm (guides sign up for one)

Visitor Experience Training Team:

Monday, September 26, 9 a.m. - 3 p.m., Reception Hall

No staff tour in galleries

Mia all-staff tour (in person)

Tuesday, October 25, 9-10 a.m.

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Friday, November 18, 10:30-11:30am

Thursday, December 15, 2-3pm

Check-in will begin 15 minutes before the tour outside of the Target Galleries



Sketching

Sketching is not allowed in the exhibition due to space restrictions.