



REECE MUSEUM

EAST TENNESSEE STATE UNIVERSITY

East Tennessee State University • Box 70660 • Johnson City, TN 37614-1701
(423) 439-4392 • Fax: (423) 439-4283 •
reecemus@etsu.edu • <http://www.etsu.edu/reece/>

EXHIBITION POLICY AND PROCEDURES

Rationale for Exhibition Guidelines and Policies

The Reece Museum seeks to maintain a consistent set of standards for all exhibitions and displays within the museum. In general, all exhibitions in the Reece Museum should address some aspect of the museum's mission.

Mission Statement

The mission of the Reece Museum is to serve and promote a deeper understanding of Appalachia through exhibitions, collections, and community engagement.

Audience

The Reece Museum serves the students, staff, and faculty at East Tennessee State University, along with the local community and the region of Appalachia. The Reece Museum strives to be a good neighbor in its geographic area by offering opportunities for diverse populations, and education is at the center of that public service. The Reece Museum is not only committed to serving the local and regional community but also collaborating and consulting with the community by conducting field research and oral history interviews when necessary and possible.

EXHIBITION POLICY

Commitments

- The Reece Museum is committed to hosting exhibitions that represent and serve a broad range of audiences and cultures.
- The Reece Museum is committed to giving the public a broad spectrum of art forms and traditions.
- The Reece Museum is committed to providing various perspectives of history in relation to the region.

Resources

- The Reece Museum will develop exhibitions utilizing the museum's permanent collection.
- The Reece Museum will secure exhibitions by collaborating with other museums, institutions and, other ETSU departments.
- The Reece Museum will secure exhibitions by publicizing a "call for exhibitions."

Qualifications

- Groups, organizations, and individuals not affiliated with the Reece Museum or ETSU may submit exhibition proposals.
- ETSU Bachelor of Fine Arts, Master of Arts, Master of Fine Arts, and Master of Arts in Liberal Studies (BFA/MA/MFA/MALS) candidates may submit exhibition proposals.



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- BFA/MA/MFA/MALS graduate classes seeking to fulfill thesis requirements may submit exhibition proposals.
- ETSU faculty and academic professionals wishing to benefit or enhance their area of study, particular medium, or other academic interests may submit exhibition proposals.

Exhibition Stipulations

- All exhibitions that represent various artists must undergo a juried process to ensure the quality and integrity of the exhibition. Details of the jury process may be discussed with the Reece Museum Director and/or the Exhibition Coordinator.
- The exhibitor, sponsor, or others responsible for an exhibition should be clearly indicated and displayed in some way, (i.e. an acknowledgments panel). All exhibitors not affiliated with the Reece Museum must include a disclaimer (prominently displayed) that states: *Neither the Reece Museum nor East Tennessee State University endorses the content, beliefs, viewpoints or topics of this exhibition, and all content is the responsibility of [the exhibitor].*
- The Reece Museum will not approve exhibitions
 - a. used solely to promote the sale of art or other materials by an individual or group of artists;
 - b. used solely for commercial purposes, or for promotion of events, persons, products, etc.;
 - c. used solely for promoting political candidates or political parties; or
 - d. used solely for promoting religious denominations and doctrines.
- Exhibitions at the Reece Museum must present accurate and appropriate content.
- All art work should be appropriately framed or mounted unless the form or structure calls for alternative display methods.
- Exhibitions should be fully articulated, and explanatory text must be included unless there is a compelling artistic or curatorial reason for not doing so.
- Label content for an exhibition should be clear and easy to read. In general, copies or other facsimiles of actual documents or graphics should be of high quality.
- Exhibition materials must not present a hazard.
- Audio, visuals, etc., must not disrupt the integrity of other exhibitions.
- Although there is limited security inside the Reece Museum, the safety of all items is the responsibility of the exhibitor. The Reece Museum accepts no responsibility for their security, including damage or theft.
- The Reece Museum is not responsible for maintaining structural components of objects or works of art (i.e. if pieces or materials detach from the main object, Reece Museum staff will not conserve or repair the object).
- The Reece Museum reserves the right to reject and/or remove an object from the exhibition based on unstable structure.
- Museum lights are somewhat irreplaceable; museum staff will assist in this part of the exhibit installation.
- The Reece Museum has plaster and lathe walls. Weight is always a consideration.



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- The use of organic matter in exhibitions is discouraged to prevent pest infestation. Use of organic matter is subject to the approval of the Reece Museum Director and/or the Collections Manager.

Exhibition Installation Guidelines and Tips

- Use fonts that are easy to read. Select font size appropriate for viewing distance.
- Use consistent letter spacing and word spacing.
- Use standard title case for titles of works of art and italicize: *Laughter of the Birds*.
- Do not italicize if the object name/title of a work of art is descriptive: Black-on-black pottery plate, Elephant figure.
- Use “ca” for “circa” and “c” for “century.” Use the BCE and CE. Use only in early dates when the era might be in doubt.
- Place labels in a consistent location throughout the exhibit.
- Place small items in the front of cases. Do not allow labels in cases to lie flat on case deck. Angle labels at 45 degrees to case deck.
- Make circulation routes within an exhibition accessible. Pathways must be 915 mm (36") wide for one-way traffic. A minimum of 1525 mm (60") is required for two-way routes.

Exhibition Label Template and Sample

Label Template for *Maker Known*

<p>Name for object, date. Made by [Artist’s name] (artist’s tribal affiliation or culture, life dates). Country, region {in which work was created}. Medium* (accession number) if applicable</p>

Sample Label for *Maker Known*

<p>Black-on-white pottery jar, ca. 1969. Made by Lucy Lewis (Acoma Pueblo, 1895-1992). New Mexico Clay (1965.34.3)</p>

*Media: Describe media in the simplest possible terms and in order of prominence of materials. Technique, if it must be mentioned, should be kept as simple as possible (e.g., Stoneware with red-brown slip and ash glaze).

EXHIBITION PROCEDURES



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Exhibitors may submit proposals anytime during the year. To maintain a consistent exhibition calendar, exhibitors should submit proposals at least one year in advance of desired exhibition date. The Reece Museum Exhibition Advisory Committee will review proposals as needed. *MA/MFA/MALS candidates are eligible to submit exhibition proposals only after consultation with the chair of their thesis committee. Candidates must be able to demonstrate to their committee's sufficient progress toward completion of their studies and how their studies complement the Reece Museum's mission, to warrant scheduling the exhibit at the Reece Museum. An exhibit at the Reece Museum is contingent on the exhibit schedule of the museum and approval of the thesis committee, the Reece Museum Director, and the Reece Museum Exhibition Committee. BFA/MA/MFA/MALS students should submit requests at least six months in advance.*

Exhibition Proposal Content

- Include an explanation of how the exhibit complements, enhances, and fulfills the Reece Museum's mission.
- Provide a list of the types of materials to be exhibited, i.e., photographs, illustrations, art or other visual graphics, documents, ephemera, three-dimensional objects. Please attach 5-10 samples (digital photographs, other prints, or representative facsimile) of the work to be exhibited. *If you wish these items returned, please include appropriate self-addressed and stamped packaging for mailing.*
- Describe the theme, content, time and duration of proposed exhibition and desired exhibition location (gallery).
- List all educational activities and programs included in the exhibition.
- Provide a detailed budget and timeline including tasks and deadlines to be met by exhibitor.
- List any type of visual or media equipment to be used in the exhibit. Note how equipment will be secured and maintained for the exhibit.
- List monetary value of the work to be exhibited and information regarding any insurance policy covering the work or exhibition, if applicable.
- Provide a plan for publicity and media coverage.

Exhibition Proposal Process

- Once a proposal is submitted, the Director of the Reece Museum and/or the Exhibition Coordinator may contact the exhibitor with questions or clarifications.
- The Reece Museum Exhibition Advisory Committee will convene at least once a year or as needed to review proposals.
- The exhibitor will be notified of a decision through written communication (email) from the Exhibition Coordinator. *All decisions are final. Exhibitors should not contact Reece Museum staff regarding proposals that have not been selected. Proposals that have not been selected for exhibition may not be re-submitted.*
- The exhibitor and the Exhibition Coordinator of the Reece Museum will meet and plan deadlines and details of the exhibition, if the proposal is accepted.



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- The exhibitor will sign an Exhibitor Agreement form. *The Reece Museum reserves the right to alter, change the date, or cancel any exhibition if the Exhibitor Agreement is not adhered to.*

Exhibition Advisory Committee

The Exhibition Advisory Committee makes recommendations to the Director and/or Exhibition Coordinator regarding the selection of exhibitions for the upcoming calendar year. The committee is comprised of interdisciplinary ETSU faculty and staff, and at the discretion of the Director, relevant community members. The Director and/or Exhibition Coordinator calls *at least one* committee meeting each calendar year with a *goal of two meetings* per year—one meeting during Spring Semester and one meeting during Fall Semester. At the discretion of the committee, other ETSU faculty, staff, community members, or museum professionals maybe engaged for their expertise.



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EXHIBITION PROPOSAL FORM

Please enter the following information and submit to the Director of the Reece Museum.

Name/Organization/Department:

Address:

Contact Person(s):

E-mail:

Telephone:

1. Desired Display Period:

1st Choice From _____ to _____
2nd Choice From _____ to _____

2. Exhibition Title:

3. Include an explanation of how the exhibit complements, enhances, and fulfills the Reece Museum's mission.

4. Provide a list of the types of materials to be exhibited, i.e., photographs, illustrations, art or other visual graphics, documents, ephemera, three-dimensional objects. Attach 5-10 samples (digital, or other prints, or representative facsimile) of the work to be exhibited. *If you wish these items returned, please include appropriate self-addressed and stamped packaging for mailing.*

5. Describe the theme, content, time and duration of proposed exhibition and desired exhibition location (gallery).

6. List here any suggested educational activities and programs included in the exhibition.



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BFA/MA/MFA/MALS Degree candidates, please complete the following agreement:

MA/MFA/MALS Committee Chair and Candidate Agreement

I, _____, BFA/MA/MFA/MALS Committee Chair, have consulted with Candidate, _____, and recommend his/her show for the Reece Museum. I certify that the content of the exhibition meets the goals of the Reece Museum and that the exhibition adheres to the above guidelines.

BFA/MA/MFA/MALS Committee Chair Signature

Date

(Print name and sign)

BFA/MA/MFA/MALS Candidate

Date

(Print name and sign)

Reece Museum Exhibition Advisory Committee Use Only

Approved _____

Not Approved _____

Reason: _____

Director

Date

Exhibition Coordinator

Date



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EXHIBITOR AGREEMENT

I have read, understood and agree to abide by and uphold all the rules and policies of the Reece Museum and East Tennessee State University governing the use of the Reece Museum exhibition areas. I understand that failure to do so may result in the alteration of exhibit details, change in exhibit date, cancellation of exhibit, and/or loss of future use of exhibition areas.

I assert that the exhibit described does not include defaming material, material which could lead to a breach of peace, or material which advocates the violation of state or federal criminal laws.

I agree that the Reece Museum and its employees are not responsible for any theft of or damage to any or all of the exhibition or display described within this packet.

Exhibitor Signature(s):
(Print name and sign)

Date:

Name of Exhibitor(s) and/or Department:

Position:

Address:

Phone number:

E-mail:

All decisions on exhibition proposals are final. Candidates should not contact Reece Museum staff regarding proposals that have not been selected. Proposals that have not been selected for exhibition may not be re-submitted.



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CHECK LIST OF RESPONSIBILITIES AND TASKS TO BE COMPLETED BY EXHIBITOR

Proposal

- Review the Reece Museum's *Exhibition Policy and Procedures*.
- Complete the *Exhibition Proposal* and turn in to the Reece Museum Director and/or the Exhibition Coordinator
- After approval, meet with the Reece Museum Director to discuss planning, responsibilities, and due dates for the exhibition.

Research, Text, and Graphics

- Complete all research.
- Obtain any copyrights or photo reproductions for exhibition purposes.

Announcement Card, Post Card, or Invitation

- Design announcement card. Announcement card may require an ETSU number, the Reece Museum's return address, phone number, e-mail, and website information (East Tennessee State University – Reece Museum – Box 70660 – Johnson City, TN 37614-1701 – 423.439.4392 – reecemus@etsu.edu - www.etsu.edu/reece/).
- Announcement card design is approved by Reece Museum Director.
- Announcement card is approved by ETSU University Relations and has been assigned the state required ETSU number (ETSU Students do not need University Press approval or an ETSU).
- Contact ETSU University Relations at 423-439-4317 or visit www.etsu.edu/univrela/printing.php
- Announcement card is printed.
- Announcement card is mailed/ electronically dispersed

Publicity

- Submit images of art work or exhibition material on CD, flash drive or via dropbox to the Reece Museum. Images must be suitable for posting on the museum's website. These items should be submitted to the Reece Museum Exhibition Coordinator at least six months prior to opening. Images should be in jpg format.
- Write a press release. Examples of press releases are available from the Reece Museum Exhibition Coordinator.
- Press release is approved by the Reece Museum Director.
- Press release is submitted to and approved by University Relations.
- Flyers related to the exhibit are approved by the Reece Museum Director.
- Flyers related to the exhibit are approved by University Press and have been assigned an ETSU number.
- Campus-wide e-mail announcements related to the exhibition are approved by the Reece Museum Director.



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- Campus-wide e-mail announcements related to the exhibition are approved by the Vice President of Academic Affairs Office. (The Administrative Assistant or Office Manager in the VP's office will then send the e-mail announcement to the Office of Information Technology for distribution).

Gallery/Museum Signage

- Text for labels is written which adheres to Reece Museum exhibition installation guidelines and tips.
- Labels are produced. *Please schedule time to work at the Reece Museum to produce labels, if necessary.*
- Labels are installed.

Brochure/ Catalog (Not required)

- Draft of brochure/ catalog is completed and submitted to the Reece Museum Director for approval. *Brochures / catalog and handouts for visitors can be made available at the entrance of the exhibition or at the front desk. Brochures/ catalog generally contain the artist's statement, price list (if applicable), exhibit title, and exhibit dates. Examples of past brochures are available from the Reece Museum secretary.*
- Draft of brochure/ catalog is submitted to University Relations for proofing and assignment of the state required ETSU number.
- Brochure/ catalog is printed and delivered to the museum.

Installation

- Schedule an installation date with Exhibition Coordinator.
- Discuss installation standards and limitations with the Reece Museum Exhibition Coordinator. Large, heavy, non-traditional installation pieces should be discussed in the *Exhibition Proposal*. *The Reece Museum Director makes the final decision regarding whether pieces are suitable, safe, and secure enough to be displayed in the museum.*
- Purchase all necessary framing and installation hardware unless provided by Reece Museum.
- Install exhibition.

Equipment and Maintenance

- All media equipment and exhibition furniture are reserved.
- Develop a plan for equipment maintenance that your exhibit may require.

Reception

- Plan, implement, and pay for reception (unless the Reece Museum agrees to provide funds for a reception.) *Use of Museum Space Request Form for all events is filled out and submitted to the Reece Museum Director. Use of Museum Space Request Forms are subject to approval by the Reece Museum Director. All events must take place during normal gallery operating hours. The Reece Museum is obligated to use the campus food service. Purchases from campus food services must be submitted two weeks prior to*



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delivery date. (Use of campus food services is not required for student activities as long as ETSU funds are not being used to purchase food.) All other food services/ caterers must be licensed and approved by the Reece Museum Director.

- Clean-up after reception.

Public Programs and Education

- Plan, publicize, implement, and pay for public and educational programming. *Use of Museum Space Request Form for all events is filled out and submitted to the Reece Museum Director. Use of Museum Space Request Forms are subject to approval by the Reece Museum Director. Events must take place during normal gallery operating hours.*

Post Exhibition

- Schedule a de-installation date with Exhibition Coordinator.
- De-install exhibition.
- Complete all repairs needed (i.e., spackling and painting walls).
- Make arrangements for exhibition or object pick up. Arrange and pay for return transportation. *All objects and exhibition material should be picked up within two days of de-installation unless other arrangements are made with the Exhibition Coordinator.*