

Dear Artist, Historian or Story-teller,

We are pleased that you are interested exhibiting at the **Red Deer Museum + Art Gallery (MAG)**. As you prepare your submission for the exhibition we thought we would share some information that may assist you.

About the Red Deer Museum + Art Gallery

The Red Deer Museum + Art Gallery (MAG) was established in 1973 to mark the City of Red Deer's 60th anniversary. Motivated by a dedication to art and history, the galleries are fitted with art-based and history based exhibits that rotate regularly. The permanent exhibition, *Remarkable Red Deer: Stories from the Heart of the Parkland*, tells the story of Central Alberta and the people and industries which have allowed it to prosper. The MAG's collection of artifacts consists of over 90,000 objects, including extensive collections of clothing and textiles, Indigenous art and Inuit art. The MAG also houses a library, which consists of reference and artifact books, catalogues and other print material.

Museum Visitors

The Red Deer Museum + Art Gallery has an annual visitation of 40, 000 guests to view our exhibitions and take part in our programming per year. An additional 10, 000 guests came as part of external museum bookings. Our largest visitor ship comes from families and children's programming. Our busiest visitor ship days take place on our programming days. Please see our website for our calendar of events.

Great Ideas

We love a good story and great ideas. If you have an idea for a history or art exhibition but do not know where to start, please contact us so we can talk through your idea.

Works of Art

All works of art are to be exhibition ready upon installation. The MAG requires that all works of art are displayed in a secure and stable manner, and be pest and hazard free. Works requiring intervention will be dealt with according to museum policy. In consultation with the Artist/Curator and at the sole discretion of the Executive Director and/or Coordinator of Visitor Experience, fragile works may require additional barriers or mounts to stabilize the works. A finalized list of proposed artworks with images will be required 3 months prior to installation.

A Digital World

The MAG recognizes that museum visitors work exist in both a physical and digital world. MAG exhibitions will include a relevant digital presence.

Exhibitions + Programming

The MAG ties all programming to our exhibitions. Programs, activities and tours are based off of our permanent and temporary exhibitions. Dependent on the exhibition and programming schedule Artists, historians and storytellers may be based asked to give a presentation or lead a program based on their work. Artists, historians and storytellers will work with or provide information to the programming team to animate the exhibition.

Exhibition Spaces

Gallery 1 is our main exhibition space, and hosts art and history based exhibitions. As this is our largest exhibition space, these exhibits are often seen as the anchor for programming during the run of the exhibition.

Gallery 2 is our *second* exhibition space that primarily supports art exhibitions. This space is right next to Gallery 1 and can easily be used to expand a Gallery 1 exhibition. At 663 sq feet it just over half the size of gallery 1.

Community Wall is located in *Remarkable Red Deer: Stories from the Heart of the Parkland* and features history and community based current event exhibitions.

Hallway Gallery is for two dimensional exhibitions that can are small but mighty. They can have a thread that links them to the main exhibition spaces or are stand a-lone exhibits.

Gallery Dimensions

Gallery	Square Feet	Running Feet	Ceiling Height to light grid
1	1350	160.5	11 3/4
2	663	92	11 3/4
Community Wall	0	12	11 3/4
Hallway		20	Framed in drywall

Gallery Specific Information

MILA Wall System

The MAG uses the movable MILA Wall System to create additional hanging space, divide the room and act as a barrier in our Gallery 1 and 2 exhibition space. Some of our MILA walls are used as permanent barriers, while others can move. If chosen for exhibition, you will need to work with our Coordinator of Visitor Experience to determine wall lay out if additional walls are needed. Our MILA walls measure 10 feet high, and 1 metre wide!

Room Details

The walls are painted white (Benjamin Moore's Lacey Pearl in a matte finish). The floors are covered in carpet tiles that are non-removable. MILA Wall's do have a weight load capacity. All our permanent walls in the gallery have a sheet of plywood behind the drywall. There are electrical plug-ins spaced closer to the floor around the room on our permanent walls. Additional plug-ins can be found on our lighting grid system.

Plinths and Mounts

The MAG holds a number of exhibition plinths for 3D works of Art. They are painted in Lacey Pearl as well. Specialized or custom plinths are to be provided by the artist/curator for the exhibition.

The MAG holds a number of enclosed vitrines (exhibition display cases) that can be used to hold artifacts and other works of art.

Crates and packaging

The MAG holds a minimal amount of storage space for crates and packing materials. For Gallery 2, crate storage is in a MILA wall monolith that measures approximately 2 metres long by 1 metre wide Or approximately 26.25 Sq Feet. All crates and packaging materials must come in clean and pest free. All artwork will be re-packed in the packaging supplied.

Exhibition Lighting and Electrical Plug-Ins

The MAG has the Lutron lighting system that uses halogen lights. MAG staff is responsible for lighting the exhibition.