

Guidance for Creating a MuSE Exhibition

The CES MuSE Team will provide overall coordination including museum management, logistics, and marketing. The exhibit team should anticipate leading in content creation. The exhibit team and the CES MuSE Team will collaborate on programming, production, installation, and opening reception.

Creating and mounting an exhibit requires an extensive time commitment with many exhibits requiring 12-18 months from design through production and installation. While the time may vary based on the amount of space you will use in MuSE, we want all exhibitors to have realistic expectations regarding creation, installation, exhibition, programming, etc. If funding is available, we encourage you to employ a highly engaged student as an intern during the exhibit installation period. If the exhibition will be created within the context of the class, it is likely that the exhibition creation will continue into the semester after the course has concluded.

Please see the suggested timeline below for the expectations throughout the process.

Timeline

12-18 months before Opening

- Submit Phase One Proposal to MuSE Committee
- Meet with MuSE Manager to discuss ideas, timeline, budget as needed to prepare Phase Two Proposal.
- If invited, submit Phase Two Proposal to MuSE Committee.

9-12 months before Opening

- Conduct Kick-off Meeting with CES MuSE Team and Exhibit Team to review Phase Two proposal.
- Submit to MuSE Manager:
 - Timeline for content review, material production, marketing, and installation.
 - Draft exhibit layout with outline of the text for the panels, if panels will be included.
 - Special needs like furniture, technology, or unique display materials.

Six months before Opening

- Check-in meeting with CES MuSE Team and Exhibit Team to review needs and timeline. Begin monthly meetings until month prior to exhibit.
- Begin content production.
- Discuss opportunities for programming and recruit speakers as needed.



Two months before Opening

- All exhibit text ready for review by MuSE Committee, as well as selected individuals who have particular expertise in the topic of the exhibit. The MuSE Committee will review content for clarity, typos, accuracy, and appropriateness. Minor edits may be requested as needed, but exhibitor has majority of control over content.
- Prepare plans for opening reception and other programming.
- Weekly check-in meetings until Opening, as needed, to finalize exhibit materials, marketing, programming, reception, and other management needs.
- Obtain any special need materials either through purchase or loan.
- Prepare documentation for materials that will be on loan for exhibit, if external to college include a waiver/release.

One month before Opening

- Submit materials for printing. Printing may need to occur earlier depending on printer and base material.
- Prepare and deploy marketing materials as scheduled.
- Send invitation for opening reception.
- Finalize public program activities.

Three Weeks before Opening

- Previous exhibit is taken down.

Two Weeks before Opening

- Begin installation of exhibit.
- Create schedule of staff coverage for museum open times.

One Week before Opening

- Deploy press release and other marketing materials as needed.

Week of Opening

- Complete installation.
- Reception

Time Prior to Opening Exhibition	Activity	Exhibitor Team Responsibility	CES MuSE Team Responsibility	Shared Responsibility
9-12 months prior	Conduct Kick-off Meeting with CES MuSE Team and Exhibit Team to review Phase Two proposal.	<ul style="list-style-type: none"> • Draft exhibit layout with outline of the text for the panels. • List of special needs like furniture, technology, or unique display materials. 		Timeline for content review, material production, marketing, and installation.
6 months prior	<p>Check-in meeting between CES MuSE Team and Exhibit Team to review needs and timeline.</p> <p>Begin monthly meetings until month prior to exhibit.</p>	Begin content production.		Discuss opportunities for programming and recruit speakers as needed.
2 months prior	Weekly check-in meetings as needed, to finalize exhibit materials, marketing, programming, reception, and other management needs.	All exhibit text ready for proofing.	Prepare documentation for materials that will be on loan for exhibit, if external to college include a waiver/release.	<ul style="list-style-type: none"> • Prepare plans for opening reception and other programming. • Obtain any special need materials either through purchase or loan.
1 month prior	Weekly meetings, as needed.	Submit materials for printing. <i>Printing may need to occur earlier depending on printer and base material.</i>	<ul style="list-style-type: none"> • Prepare and deploy marketing materials as scheduled. • Send invitation for opening reception. 	<ul style="list-style-type: none"> • Finalize public program activities.
2-3 weeks prior	Weekly meetings, as needed.		<ul style="list-style-type: none"> • Previous exhibit is taken down. • Create schedule of staff coverage for museum open times. 	<ul style="list-style-type: none"> • Begin installation of exhibit.
1 week prior			<ul style="list-style-type: none"> • Deploy press release and other marketing materials as needed. 	<ul style="list-style-type: none"> • Complete installation. • Reception

Design the Exhibit

When preparing proposal, exhibitors will request the space or combination of spaces that they would like to use. See accompanying sketch of floor plan.

- Space #1 – Largest space, 304 square feet, approximately 19'x16' and can easily be combined with Space #2 if needed.
- Space #2 - One of two smaller spaces that would be housed in front window, open to the larger space and can be combined with Space #1, 127 square feet, approximately 8.5'x15'.
- Space #3 – Separate smaller room in second front window. Glass door separates the larger space from this room. 135 square feet, approximately 15'x9'.

All effort will be made to fulfill requests for multiple spaces to be used at the same time. However, depending on the schedule for other exhibits this might not be possible. As soon as you have a concept it is recommended to talk with Laura Chamberlin to understand appropriate timing and space requirements.

The exhibit includes access to three benches, a table, two leather desk chairs, several small bookcases, and various easels. There is also a hanging track system throughout all three spaces that will be easy to use for many styles of exhibits. If needed, a variety of frames, a large glass bookshelf display case, pedestals, and various plexiglass display cases are available from the Kohl Gallery. There are 12 stackable chairs, one folding table, and two folding tables that can be used to set up for a class or speaking presentation.

MuSE includes a small, closed room. This space is frequently used as a children's space with a dry erase board, round table, various craft resources, and stackable chairs. This space can be modified to be on theme with the exhibit or it can be kept as a general environment/watershed theme. MuSE interns and/or Museum, Field, and Community Education students can provide some support to exhibitors when developing this children's space. It can also be used as an extension of the main exhibit and is not required to be used as a children's space.

MuSE has a toolbox with various tools and cleaning supplies for exhibits/artifacts. Mounting supplies include museum putty, adhesive hooks for hanging system, adhesive strips, hook and loop strips, string, and double-sided tape. There are a variety of options for printing including foam board, cardstock, vinyl, or poster. The MuSE Manager will provide some support and advice to exhibitors as they select printing and installation materials and strategies. Interns will be available to support the installation of exhibit.

Recommendations for style, size, and color palette will be provided for display cards/placards for exhibits, matching window cling with name of exhibit, display of exhibit name inside, and acknowledgement postings. Limited design support may be available through Raven Bishop and the VARDIS team if the work is connected to student coursework. However, advance planning and approval is required.

Staffing

MuSE is open on Saturdays, from 9:00 am – 12:00 pm and First Fridays from 4:30 pm – 7:00 pm (or later in summer). It is also open for extended hours for special events like Tea Party, Sultana Downrigging, and Admissions activities. Additional hours are possible if exhibitor can provide staffing support. Upon request, the space can be opened for private groups.

CES will have at least two MuSE interns each semester, working 10 hours per week. These interns will provide support for installation of exhibits, staffing the open hours, and programming activities. MuSE intern time is not guaranteed for exhibit creation though a limited amount of time may be available. Exhibitors should plan to coordinate for additional students or interns to support exhibit creation.

Marketing

With the full proposal, exhibitors will provide an exhibit name, one sentence description, 2-3 sentence description, and any necessary logos or acknowledgements. This content will be used in marketing with calendar postings, social media, webpages, and press releases.

Working with Washington College's Marketing and Communication department, CES will conduct primary marketing for the exhibition. Marketing activities will include a web page, press release, 8x11.5 flyer; calendar postings for the main college website, Kent County calendar, and Chestertown calendar; Hodson Hall TV posting, and all staff/faculty/student emails.

Budget

CES will provide exhibitors with \$1,000 - \$3,000 (depending on size of space) for printing and other materials needed for the exhibitor. Any materials, equipment, or furniture purchased that could have continued use will be retained by MuSE for use by future exhibitors. All materials specific to the exhibit can be retained by the exhibitors for use elsewhere.

Exhibit Programming

CES will lead the coordination of an opening reception and provide interns and staff support for this event, but the exhibit team should plan to attend as co-host. All exhibitors are strongly encouraged to host activities at MuSE to increase visitation. Activities include private groups, guest speakers, kids activities, WC-All classes, or K-12 programming. CES staff, MuSE interns, and other MuSE committee members may be able to support programming depending on the activities, theme, and timing. Programming should be discussed at least six months prior to the Opening to coordinate potential collaboration and support from CES.