



# 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

February 13, 2024

  
\_\_\_\_\_  
Spenser Brenner, Exhibition Coordinator, B Carroll RM

2/13/24

Date

  
\_\_\_\_\_  
Rebecca Proffitt, Director, B Carroll Reece Museum

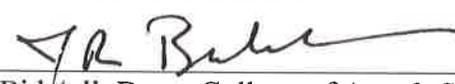
2/13/24

Date

  
\_\_\_\_\_  
Dr. Ron Roach, Director, CASS

2/14/24

Date

  
\_\_\_\_\_  
Dr. Joe Bidwell, Dean, College of Arts & Sciences

2/15/24

Date



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# EXHIBITION POLICY AND PROCEDURES

Reece Museum collecting practices, educational programming, and exhibition development center Appalachian identity, presenting interpretation and contextualization as a series of stories that encourage community-building narratives through continuity, sense of place, and feelings of belonging that are culturally constituted.

The Reece Museum hosts an average of twelve exhibitions per year in its rotating gallery spaces, and develops semi-permanent exhibitions in the Tennessee Music Pathways Gallery and in the Appalachian Anchor exhibition space. Pop-up exhibitions are also developed for the Hallway Gallery; and collections installations have been developed in several public spaces in the Museum.

These policies and procedures outline the phased processes of **planning, development, design, and installation** of temporary exhibitions at the Reece Museum. All proposed exhibitions will be presented to the Exhibition Advisory Committee and the Director of the Reece Museum for approval. Exhibitions must meet accreditation and academic standards; support the mission of the Reece Museum; and present compelling content that deepens understanding of the complexity, beauty, and meaning of Appalachianess.

### **Mission Statement**

The mission of the Reece Museum is to serve the Appalachian region through exhibitions, collections, and community engagement.

### **Audience**

The Reece Museum serves the students, staff, and faculty at East Tennessee State University (ETSU), along with our local and regional community. The Reece Museum asserts its public service role and places education at the center of that role by developing accessible content that deepens the understanding of past choices, present circumstances, and future possibilities. The Reece Museum explores inclusive content and experiences through open, transparent, and clearly articulated policies. Directed efforts are made to actively deconstruct stereotypes and erasure of marginalized voices.

### **Curator Responsibilities**

The Curator will function as the subject-matter specialist and will facilitate access to knowledge for a broad audience, serving as a trusted source of information and demonstrating an unwavering dedication to the Reece Museum's Code of Ethics. Curators must be able to work and communicate within multiple publics, the digital landscape, and with other professionals to gather and disseminate data that aids in the curatorial process. The ability to meet deadlines, create descriptive outlines, and write interpretive or narrative scripts are necessary applied skills. Interpersonal skills are vital, as the curator will be functioning as a member of the exhibition team, which is made up of professional Reece Museum staff trained in museology and exhibition development.



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### EXHIBITION POLICY

#### Commitments

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

#### Resources

- The Museum will develop exhibitions utilizing the museum's permanent collection.
- The Museum will secure exhibitions by collaborating with other museums, institutions, and ETSU departments.
- The Museum will use its professional network to advertise and invite curators from a wide variety of regional community groups that represent diverse demographic segments.

#### Qualifications

The Reece Museum prioritizes collaborative and folkloristic exhibition content that is co-created with artists, scholars, and cultural practitioners.

- Curators are treated as experts in their area, and groups, organizations, and individuals not affiliated with the Museum or ETSU may submit exhibition proposals.
- ETSU faculty and academic professionals wishing to develop an exhibition based on original scholarly or artistic work are encouraged to submit exhibition proposals.
- ETSU students preparing capstone projects are encouraged to submit exhibition proposals.

#### Exhibition Stipulations

- The Reece Museum generally schedules exhibitions 12-18 months into the future.
- Group exhibitions must undergo a jurying process to ensure the quality and integrity of included artworks. Details of the jurying process may be decided in consultation with the Museum Director and/or the Exhibition Coordinator.
- The curator, 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 Museum must include a prominently displayed disclaimer.
- The Museum will not approve exhibitions
  - a. used solely for commercial purposes, or for promotion of events, persons, products, etc.;
  - b. used solely for promoting political candidates or political parties; or
  - c. used solely for promoting religious denominations and doctrines.
- The use of artifacts from the Museum's permanent collection is encouraged, subject to the approval of the Museum Director and Collections Manager.
- Exhibitions at the Museum must present accurate and appropriate content.



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- All art work should be appropriately framed or mounted unless the form or structure calls for alternative display methods.
  - a. Please note in your exhibition proposal any materials that will require museum staff to dedicate extra time or materials to appropriately prepare for exhibition installation.
- Exhibitions should be fully articulated, and explanatory text must be included unless there is a compelling artistic or curatorial reason for not doing so.
  - a. Information should be cited or properly credited, and all materials are subject to review by museum staff before they can be exhibited.
- 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.
  - a. Label information must be provided by curator, and should include name of artist, date created, and materials used at minimum.
- Exhibition materials must not present a hazard.
- Audio, visuals, etc., must not disrupt the integrity of other exhibitions.
- The 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, Museum staff will not conserve or repair the object).
- The Museum reserves the right to reject and/or remove an object from the exhibition based on unstable structure.
- The Museum has plaster and lathe walls. Weight is always a consideration.
- The Exhibition Coordinator will be responsible for all aspects of the physical installation.
- The use of organic matter in exhibitions is discouraged to prevent pest infestation. Use of organic matter is subject to the approval of the Museum Director and/or the Collections Manager.
- The Museum does allow the sale of artwork by the exhibitor. The exhibitor will provide a clear pricelist or clearly label the artwork as for sale.
  - a. The Museum does not charge a commission fee on sold artwork, however the Museum will accept donations.

### EXHIBITION PROCEDURES

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 Museum Exhibition Advisory Committee will review proposals as needed.

*BFA/MA/MFA candidates are eligible to submit exhibition proposals through the Department of Art & Design's BFA coordinator, or after obtaining approval of the chair of their individual thesis committee. Candidates must be able to demonstrate sufficient progress toward completion of their studies and articulate how their studies complement the Museum's mission. An exhibition at the Museum is contingent on the exhibition schedule of the museum and approval of the thesis committee, the Museum Director, and the Museum Exhibition Committee.*



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### Exhibition Proposal Content

- Define the global objective of the exhibition (theme, or main idea) that will provide a well-formulated conceptual framework that will ultimately give order and intention to the exhibition.
- Include an explanation of how the exhibition complements, enhances, and fulfills the 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.
- Provide a draft of the introductory text panel that will greet visitors at the entrance of the exhibit.
- List educational activities and supplemental programs that will support the exhibition.
- List any visual or media equipment to be used in the exhibit. Note how equipment will be secured and maintained for the exhibition.
- List monetary value of the work to be exhibited and information regarding any insurance policy covering the work or exhibition, if applicable.
- All artworks and artifacts loaned to the Reece Museum for the purpose of exhibition will be documented with an Incoming Loan Receipt.
  - a. All artworks and artifacts on loan or that are part of the Reece permanent collection are covered by the State of Tennessee Fine Art Policy.
  - b. All artworks and artifacts on loan or that are part of the Reece permanent collection will be handled by trained professional staff according to museum best practices, and as outlined in our Collections Care policy.
- Provide a plan for publicity and media coverage, and describe the target audience.

### Exhibition Proposal Process

- Submit proposals online at <https://www.etsu.edu/cas/cass/reece/exhibitions/call.php>
- Once a proposal is submitted, the Director of the Museum and/or the Exhibition Coordinator may contact the exhibitor with questions or clarifications.
- The Museum Exhibition Advisory Committee will convene at least twice 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 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 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 Museum reserves the right to alter, change the date, or cancel any exhibition if the Exhibitor Agreement is not adhered to, or if content developed does not meet Museum standards.*

### **Exhibition Advisory Committee**

The Exhibition Advisory Committee is comprised of interdisciplinary ETSU faculty and staff, and relevant community members or museum professionals, who may be engaged for their expertise. The advisory committee recommends future exhibitions and/or exhibition ideas for consideration by the museum staff; ensures the exhibition calendar is balanced and complete for the upcoming calendar year; and assists in campus or community outreach when asked.

Exhibition topics should include a wide range of transdisciplinary subject matter. Whenever possible, committee members will use their knowledge and networks to develop exhibition ideas featuring original scholarship. Committee members will be of different backgrounds, representing different points of view, cultures, socioeconomic status, and other diverse characteristics.



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EXHIBITION PROPOSAL FORM

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

Curator Names:

Institution/Organization/Affiliation:

Primary Contact Person:

E-mail:

Telephone:

1. Choose the most appropriate category for your proposed exhibition:

- Tennessee Music Pathways*: 12-month installation in our TMP gallery, featuring content related to regional music.
- Appalachian Anchor*: 6-month installation in Gallery C, featuring content that deepens understanding of Appalachian cultural expression.
- Temporary Exhibit*: 12-week installation in Gallery A and/or B, featuring any content that supports the Reece Museum's mission.
- Hallway Gallery/Pop-up*: 4-8 week installation, featuring small-scale exhibitions with limited interpretation.

2. Exhibition Title: \_\_\_\_\_

3. The Reece Museum's mission is *to serve the Appalachian region through exhibitions, collections, and community engagement*. Please state the ways your exhibition content will support this mission (150 words).

4. Please provide a draft of the introductory text panel (or abstract of your project) that could greet visitors at the entrance of the exhibit. This text panel should contain a summary of the exhibit that orients the visitor and contextualizes the artifacts, labels, and additional text panels (500 words).

5. Please describe the quantity and scale of materials to be exhibited. Include a list of the types of materials, i.e., photographs, illustrations, art or other visual graphics, documents,



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ephemera, three-dimensional objects, etc. The list does not need to be complete, but be as specific as possible and include any label information you currently have available.

6. Please provide a detailed plan for the exhibition that includes 3-5 main ideas (zones/anchors) with supporting documentation, artifacts, photographs, etc. You may use any type of graphic organizer you'd like (maps and drawings; diagrams; traditional outline). This will be your opportunity to share your design ideas, so please share palette inspiration, font choices, or graphics that will communicate your vision to the Exhibition Coordinator.
7. Please list any visual or media equipment to be used in the exhibition. Note how equipment will be secured and maintained for the exhibition (projected; mounted on the wall; on pedestal; etc.). Please list any web addresses or digital media that could be linked via QR code, or if this is something that could be developed as part of the exhibition.
8. At the time of install, you will need to list monetary value of any loaned objects to be exhibited, and will be asked to provide information regarding any insurance policy covering the work or exhibition, if applicable. Please prepare valuations in advance of install date.
9. Please list any suggested educational activities and supplemental programming that will support the exhibition. The Reece will host one reception, usually on a Thursday evening or a Saturday afternoon. Please describe any tangibles or printed materials that could accompany the exhibition.
10. Please provide a plan for publicity and media coverage. Who is your target audience? What are the best ways to reach them? (100 words)
11. Please attach 5-10 samples (digital images or representative facsimile) of materials to be exhibited *with label information*.



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**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 exhibition details, change in exhibition date, cancellation of exhibition, and/or loss of future use of exhibition areas.

I assert that the exhibition 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 not to hold the Reece Museum and its employees personally 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:

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Name of Exhibitor(s) and/or Department:

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Position:

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Address:

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Phone number:

E-mail:

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**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.**