



POLICY & PROCEDURE MANUAL

SECTION	Planning, Economic Development and Culture	POLICY NUMBER	10-03-04
SUB-SECTION	Museum & Archives	EFFECTIVE DATE	December 14, 2023
SUBJECT	Exhibitions		
AUTHORITY	Community Development & Tourism – November 23, 2023 Council – December 14, 2023		

Purpose

The Museum of Dufferin aspires to provide quality exhibitions and experiences that will reflect, educate and engage the Dufferin County community and beyond. Exhibitions will adhere to the museum's Mission, Vision, Values and Strategic Plan. The Museum of Dufferin is committed to presenting exhibits that provide a link between the community and its heritage. The Exhibition Policy provides standards from which museum staff must follow in curating exhibits for the public. It ensures the safety of visitors and staff, the integrity of exhibit content, and trust of the public.

Exhibition Content, Creation, and Procedure

1. The development, creation and installation of exhibitions is overseen by the Museum of Dufferin Curator, with assistance from the Curatorial Assistant. Archives staff will contribute research and archival materials, (including originals), if the display conditions allow. Education and programming staff may be consulted regarding exhibit engagement and hands-on interactives. Trained volunteers may occasionally assist with exhibition creation.
2. Using the Museum's collection and various resources, museum staff will ensure that each exhibit theme is relevant and effectively communicated to visitors.

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3. Exhibit themes are primarily determined by designated Museum staff. Consideration will be given to appropriate suggestions from the public within the scope of the Museum's Mandate.
4. The Museum of Dufferin continues to work towards prioritizing decolonization and anti-oppression in the museum space. The Museum will strive to feature yearly exhibitions and works-of-art that center and accurately represent the voices and perspectives of communities that have been historically and are contemporarily marginalized. Examples of these communities include, but are not limited to Black, Indigenous, and racialized communities, women, members of the 2SLGBTQIA+ community, and people with disabilities, while also recognizing the intersectionality of members within these communities. Exhibitions and collaborations will be outlined in yearly exhibition plans and strategic plans. The Curator will take a collaborative approach to exhibitions with culturally specific collections and themes, consulting with the relevant community/communities to ensure appropriate language and terminology is used and to promote accuracy, inclusivity, and education.
5. The Museum of Dufferin is committed to providing accuracy and objectivity in all its exhibits and interpretive material. Exhibits will be supported by research conducted from archival collections, reference books, oral interviews, and other pertinent sources. This research will then be edited into concise text panels that effectively communicate the research to museum visitors. Sources used for research will be documented during the writing process. The Curator will engage staff, volunteers, community groups, consultants, and other experts in exhibit research to ensure a true and accurate evaluation of the exhibit content, as needed. This research will then be edited into concise text panels that effectively communicate the research to museum visitors.
6. The Museum will comply with the Ontario Ministry of Heritage, Tourism, Sport, and Culture Industries' Exhibition Standards for community museums.
7. *The Standards and Guidelines for the Preparation of Public Texts* from the Canadian Museum of History and *The Smithsonian Guidelines for Accessible Exhibition Design* from the Smithsonian Accessibility Program will be used as a resource in all exhibit planning and execution. The Curator and Curatorial Assistant will also be trained in the latest AODA and Accessibility Standards, provided by the County of Dufferin.

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8. Depending on the exhibition theme, subject matter, and scope (budget and time constraints) consultants may be involved in exhibition planning and development as required.
9. The yearly exhibition schedule will comprise a mix of long-term (up to 5 years) and short-term (1 to 12 months) exhibits. Temporary exhibits (less than 1 month) may also be staged for specific events when space and resources allow. Exhibitions are based on themes, using the Museum and Archives collections and loaned-in items, where appropriate. All loaned-in artifacts must be approved by the Curator; the loan period may not exceed one year.
10. The Museum may have juried exhibitions or events with open "Call for Entries" throughout the year. When jurors are selected for these exhibitions or events, at least two of the three jurors must change each year that the exhibition or event runs.
11. A three-year exhibition schedule will be created, maintained, and updated by the Curator with assistance from the Museum Services Manager and Curatorial Assistant.
12. The Museum may initiate or take part in outreach/promotional exhibits at various offsite locations when resources allow. The following conditions will apply to such activities:
 - a) Only durable artifacts will be utilized in outreach/promotional exhibits. Objects that are made of fragile materials or are in poor condition may not be used in offsite locations.
 - b) Artifacts will be packed for transportation in such a way as to ensure their safety.
 - c) Artifacts may only be handled and installed by trained museum staff.
 - d) Artifacts will be exhibited only in areas and at times when security is assured (i.e., artifacts must be placed in lockable cases. Where lockable cases are not available, artifacts must be overseen by a trained museum staff at all times.)
 - e) Museum staff may refuse the offsite loan of any object in the MoD collection.
13. The Museum may host/rent travelling exhibitions based on resources. These travelling exhibitions will adhere to the Museum's mission, vision, values, and strategic plan.

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14. The Museum may create online virtual exhibitions to reach a broader audience.

Exhibition Evaluation

1. Exhibits will be evaluated by qualitative and quantitative methods. Examples of methods can include but are not limited to:
 - a) The recording of attendance numbers
 - b) Verbal feedback provided by visitors to museum staff
 - c) Published press reviews
 - d) Digital media engagement
 - e) Formal visitor surveys
2. The Curator will establish clearly defined objectives for each exhibit and will evaluate the exhibit against these objectives at the conclusion of the exhibition.
3. Exhibit evaluations will be used to inform future exhibit topics, exhibit curation, and exhibit design.

Exhibition Proposals/Visiting Artists

1. The Museum may host private collections or "visiting artist" installations. These exhibitions must complement the Mission, Values, Vision and Strategic Plan of the museum, and may not disrupt the normal activities or financial capabilities of the museum. Work from all media and styles will be considered, however, they cannot present a safety hazard to staff, artifacts, or visitors, or disrupt the integrity of other exhibitions.
2. Members of the public or visiting artists who wish to apply for a short-term or temporary exhibition within the museum must fill out an Exhibition Submission Form (Appendix A). The Museum Services Manager, Curator, and Curatorial Assistant will make the decision on the appropriateness of any/all proposed exhibitions. Submitters will be notified by the Curator if their work has been chosen for an exhibition.
3. The Curator, Museum Services Manager, or designate, has full authority governing the terms of the agreement, including time, content, promotion, interpretation, installation, and security. The Curatorial staff is responsible for the installation of the art/objects for any private collections or visiting artist materials.

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4. Artists are responsible for bringing their work ready to install (equipped with D-rings or wired to hang). The Museum is not responsible for installation hardware on artworks.
5. The Museum of Dufferin is not liable/responsible for lost, stolen or damaged artwork. A Certificate of Insurance can be provided upon request (allow 2 business weeks for delivery), which confirms that the artwork is in the care, custody, and control of the Museum of Dufferin/County of Dufferin.
6. The Museum of Dufferin 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 of Dufferin staff will not conserve or repair the object).
7. The Museum of Dufferin reserves the right to reject and/or remove artwork, display pieces, or props from the exhibition should they pose a health and safety risk or are deemed to be harmful or derogatory to marginalized communities.
8. The use of organic matter in exhibitions is discouraged to prevent pest infestation.
Use of organic matter is subject to the approval of the Curator.
9. Exhibitors who wish to sell their artwork in the exhibition must provide an inventory list with the title, medium, dimensions, price, and photo of each artwork. Exhibitors must also submit an artist's statement or introductory text for the main panel of the exhibition.
10. Works that are not available for purchase must be clearly designated as "NFS" (Not For Sale). Once the exhibition has opened, sale prices cannot be changed unless the price posted was an error on the MoD's behalf. If an artist has sent the wrong prices on their price list, they will have to honour those prices once the exhibition has opened to the public.
11. The Museum of Dufferin receives 25% of any art sales for the duration of the exhibition. The Museum of Dufferin WILL charge HST on the 25% commission gained from the sale, BUT only on the pre-tax amount of the items. The Artist is required to communicate, in writing, with the Museum of Dufferin whether HST is applicable to their art sales.

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12. Any artwork sold must remain on exhibit throughout the designated exhibition period, unless otherwise arranged with the approval of the Curator.

Exhibition Proposal Content

Applicants must fill out an Exhibition Submission Form, which will require the following information:

1. An explanation of how the proposed exhibit complements, enhances, and fulfills the Museum of Dufferin's Mission, Vision, Values, and Strategic Plan.
2. 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. 5-10 samples (digital photographs) of the work to be exhibited must be included with the application.
3. Describe the theme, content, and duration of proposed exhibition and desired exhibition location (Silo Gallery or Lodge Gallery – no other space or fixtures within the Museum shall be provided to any exhibitor.)
4. 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.
5. List the monetary value of the work to be exhibited.
6. List any opportunities for hands-on interactives or learning opportunities that could be included in the exhibit, as well as a proposal for at least one "MoD Masterclass" that could accompany the exhibition. The "MoD Masterclass" would be a workshop for members of the public that is led by the applicant. The workshop would complement the theme of the proposed exhibition (for example, a photographer might run a photography workshop).
7. The Museum of Dufferin will include a timeline within the Exhibition Submission Form which will include a list of tasks and deadlines to be met by the exhibitor, if their exhibit were to be approved.

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Exhibition Proposal Process

1. Once a proposal is submitted, the Curator and/or Museum Manager may contact the exhibitor with questions or clarifications regarding their proposal.
2. The Curator, Museum Manager, and Curatorial Assistant will meet twice a year (or as needed) to review submitted proposals.
3. The exhibitor will be notified of a decision through written communication (email) from the Curator. All decisions are final. Exhibitors should not contact Museum of Dufferin staff regarding proposals that have not been selected. Proposals that have not been selected for exhibition may not be re-submitted.
4. The selected exhibitor and the Curator of the Museum of Dufferin will meet and confirm the deadlines and details of the exhibition. The length of the exhibit will be determined by the selected exhibitor and the Curator, and must conform to the exhibition schedule of the Museum of Dufferin. Selected exhibitors must adhere to the agreed timeline; failure to do so will limit them from future opportunities exhibiting at the Museum of Dufferin. The Museum of Dufferin reserves the right to retract offers to artists to exhibit/cancel exhibition contracts at any time, without cause.
5. Exhibitors may submit proposals anytime during the year, via the Museum of Dufferin's website. To maintain a consistent exhibition calendar, exhibitors should submit proposals at least 1 – 3 years in advance of their desired exhibition date.
6. Artists and their representatives agree to act in a professional and respectful manner with Museum staff, volunteers, and visitors. Failure to abide by any of the rules or regulations or to act in a professional manner may result in the cancellation of an exhibition contract.

Exhibition Standards and Ethics

1. The Museum of Dufferin will not guarantee the display of any artifact or archival material in the collection at any given time. No artifacts in exhibit cases are put on permanent display.
2. Artifacts will be safely displayed to preserve their integrity and safekeeping in accordance with the Conservation Policy. No artifact and/or archival item will be

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displayed or prepared for exhibition in a manner that compromises the integrity of that item.

3. The Curator and Curatorial Assistant will ensure that public safety is maintained by placing potentially hazardous material in secure display cases and that adequate barriers will be incorporated whenever the potential for injury exists.
4. A rental agreement, event, or program must not compromise the integrity of an exhibit or any artifact on display. Where a large number of visitors are expected in an exhibition area, curatorial/collections staff must be consulted to determine potential threats to artifacts and display materials, including the historic buildings.
5. Artifacts on display may be replaced with other examples in artifact storage to refresh the exhibits for the visitor's enjoyment as well as for conservation purposes. Length of display will be determined by the Curator.
6. Objects on display will be handled according to industry best practices, established by the Guidelines and Standards for the Community Museums in Ontario and the Canadian Conservation Institute.
7. In the event that controversial themes or offensive materials are considered for display, the Curator will bring the matter to the Museum Services Manager and/or Director for their consideration. Ethical behaviour as outlined in the Canadian Museum Association Ethics Handbook for exhibit themes and presentation will be strictly followed.
8. Museum of Dufferin staff will follow the ethical guidelines of the Canadian Museum Association Code of Ethics and adhere to all relevant municipal, provincial, and federal legislation impacting the exhibition program including Firearms, Freedom of Information, Copyright, and Accessibility legislation.
9. All labels and graphic illustrations will have a professional appearance and must be reviewed by the Curator and/or Curatorial Assistant before being placed on exhibit. This includes any promotional materials, wayfinding signage, etc. displayed in the Main Gallery, Silo Gallery, Loyal Orange Lodge or Corn Flower Glass Gallery.

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10. All written material must be approved by the Curator before being placed on exhibition. All written material must be edited by at least one staff member (other than the Curator) before being placed on display.
11. Artifacts within an exhibit must be identified on labels in plain, simple language. The donor's name is not guaranteed to appear on the identifying label.
12. New donations to the Museum of Dufferin collection must be fully catalogued before they are put on exhibit.
13. Exhibitions will feature a variety of exhibit formats (i.e., text, photographs, maps, video, audio recordings, interactive displays), to address a variety of learning styles. Exhibits will utilize a variety of interpretation methods (visual, aural, tactile) wherever possible and as appropriate to ensure visitor education, engagement, and enjoyment.
14. Artifacts and exhibit cases may not be moved, removed, or adjusted without consulting the Curator, Curatorial Assistant or Archives staff (when curatorial staff are not available).
15. The Museum will ensure that the areas designated for exhibitions meet existing building health and safety codes and fire safety regulations.
16. The Museum will ensure that the appropriate copyright or license to reproduce has been secured before reproducing or displaying any copyrighted content. Any copyright associated with exhibit materials will be publicly acknowledged.
17. Apart from art displays where artwork is for sale, all contemporary exhibits and displays must be noncommercial and may not advertise commercial products or services. This excludes artifacts in the Museum of Dufferin's permanent collection, which may feature logos or advertisements for local businesses.
18. Replicas, reproductions, or items derived from the collections on display will be clearly marked as such.

Historic Buildings

1. The Museum of Dufferin houses three historic buildings. The content within the historic buildings will rotate as required. The historic buildings may be used as

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exhibition space for short-term and temporary exhibits; however, every effort should be made to preserve and respect the structures. Historic buildings inside the Museum of Dufferin will be considered as functioning artifacts. Before any alterations are made the Curator must be consulted, this includes adding nails, screws, etc.

Exhibition Preparation and Budget

1. The Museum will make all efforts to provide its employees with appropriate workspace, tools and supplies to perform their tasks effectively and safely.
2. An adequate budget will be allocated annually for the operation of exhibitions including: the development and construction of exhibitions, the development and construction of interactive materials within the exhibition, maintenance of the exhibition and interactives, evaluation, and the rental of appropriate travelling exhibits.
3. The Museum of Dufferin is committed to reducing waste and will reuse and/or recycle props, labels, and exhibit materials whenever possible. Every effort will be made to pass materials on to neighbouring museums or community organizations if they are no longer required by the museum.

Exhibition Records

1. An Exhibit Record will be created for each exhibition, including exhibit purpose/theme, artifact records, loaned materials, restrictions, photographs of the completed display, etc.

Exhibition Maintenance

1. Maintenance of the exhibits is the responsibility of the Curator, Curatorial Assistant, Visitor Services Coordinator and Facilities Staff. Issues related to the collection and artifacts should be brought to the attention of the Curator and/or Curatorial Assistant. The Visitor Services Coordinator is responsible for checking the exhibit spaces daily and reporting any issues. Daily cleaning (i.e. vacuuming, dusting the exhibit cases) within the exhibit areas is the responsibility of the Facilities Staff. Maintenance and cleaning of the artifacts is the responsibility of the Curator and Curatorial Assistant.

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Exhibition Accessibility

1. Exhibits will be designed to ensure that they are accessible to all individuals. The museum is committed to accessibility and will continue to identify, prevent and remove barriers to participation on an ongoing basis.
2. The Museum endeavours to meet the requirements of the Accessibility for Ontarians with Disabilities Act (AODA). Where the alteration of a historical building would compromise the historical integrity of that building, staff will strive to offer alternatives to visitors who request them (virtual tours, guidebooks, etc.).
3. Sufficient space will be provided for assistive devices, animals, support persons and other requirements, and staff will be trained wherever possible to assist visitors with accessibility needs.
4. Exhibit design will incorporate accessibility requirements, including hang heights, font sizes, and audio-visual materials.

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Appendix A: Exhibition Submission Form

Exhibition Submission Form

Please complete the following form and submit it to the Curator of the Museum of Dufferin.



Before completing and submitting this form, please read the Museum of Dufferin's Exhibition Policy.

Section 1: Contact Information

Name or Organization:

Address:

Contact Person(s):

Email Address:

Telephone:

Website:

Social Media:

Please include a short biography of yourself:

Exhibition Submission Form

Please complete the following form and submit it to the Curator of the Museum of Dufferin.



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. 5-10 digital photographs of the work to be exhibited must be included with this application, uploaded to the provided Dropbox link.

Describe the theme, content, and duration of proposed exhibition and desired exhibition location (Silo Gallery or Lodge Gallery - no other space or fixtures within the Museum shall be provided to any 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 the monetary value of the work to be exhibited: \$ _____

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Exhibition Submission Form

Please complete the following form and submit it to the Curator of the Museum of Dufferin.



List any opportunities for hands-on interactives or learning opportunities that could be included in the exhibit, as well as a proposal for at least one “MoD Masterclass” that could accompany the exhibition. The “MoD Masterclass” would be a workshop for members of the public that is led by the applicant. The workshop would complement the theme of the proposed exhibition (for example, a photographer might run a photography workshop.)

Section 3: Terms and Conditions

I have read, understood, and agree to abide by and uphold the Exhibitions Policy of the Museum of Dufferin. I understand that I am to upload 5-10 digital photographs representing the work I wish to exhibit to the provided Dropbox link. In order for my application to be considered by the Curator, I must submit both the application and these photographs.

I understand that Exhibition Submission Forms are reviewed bi-annually, and I understand that I will be notified of a decision regarding my proposal via email from the Curator. I understand that all decisions are final.

Signature:

Date:

Exhibition Tasks and Timelines



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Checklist of Responsibilities and Tasks to be completed by the Exhibitor.

Proposal

- Review the Museum of Dufferin's Exhibition Policy.
- Complete the Exhibition Submission Form and submit it to the Curator.
- After approval, meet with the Curator to discuss planning, responsibilities, and due dates for the exhibition.

Design and Publicity

- Select and submit two (2) key digital images of artwork and one (1) digital image of the artist to the Curator. Images will be used for promotion of the exhibition, and should be submitted at least six (6) months prior to the opening of the exhibition. Images should be in .jpg format.
- The Curator will create an Exhibit Design package for the approval of the exhibitor, including design options for Social Media posts and fonts used in the exhibit, at least four (4) months prior to the exhibition opening.
- Write and submit an artist's statement that will be used as the introduction panel to the exhibition.
- Complete a map indicating where artwork should be hung within the gallery. (Map provided by the Museum of Dufferin) at least two (2) months prior to the exhibition opening.

Inventory Sheet

- An inventory sheet including an image of each artwork, title, medium, dimensions, date, and price of each artwork should be submitted at least two (2) months prior to the exhibition opening.
- Some pieces may be listed as "NFS" (Not For Sale), but the majority of the artwork must be for sale.
- Artwork labels and the introductory label will be produced in house at the Museum of Dufferin.

Exhibition Tasks and Timelines



Checklist of Responsibilities and Tasks to be completed by the Exhibitor.

Artwork Drop Off

- Artists are responsible for bringing their work ready to install (equipped with D-rings or wired to hang). The Museum is not responsible for installation hardware on artworks.
- The Drop Off date for artwork will be arranged with the Curator, approximately three (3) weeks prior to the exhibition opening. **Museum staff do not pick up artwork.**

Artwork Pick Up

- The Pick Up date for artwork will be arranged with the Curator, for the week immediately following the closure of the exhibition.
- Any artwork sold will be packed for the purchasers to pick up from the Museum directly.
- The artist must pick up their artwork; **museum staff do not drop off artwork.**