

American Public Gardens Association 2017 Arts & Exhibitions Symposium



September 13-15, 2017 * Denver, CO

Hosted and sponsored by: Denver Botanic Gardens

The Nature of Exhibitions

Join us to explore the art of exhibition development—a collaborative practice that crosses disciplines and departments in any garden or museum. Hear perspectives from the field, highlighting experience with:

- Interpretative planning
- Traveling exhibitions
- Treating gardens (and their pollinator friends!) as exhibitions
- Contracts, condition reports, materials
- Site-specific artists or teams

In addition, you'll enjoy excursions to the Denver Art Museum and the Denver Museum of Nature and Science to experience and evaluate their exhibition environments that engage thousands of visitors monthly. Enjoy much needed networking time with colleagues across the country, see the outdoor sculpture exhibition, *Calder: Monumental* before it closes, gain practical tips and conceptual insights.



2:00 - 2:15 pm**WELCOME & OPENING REMARKS**

Elaine McGinn, Director of Exhibitions & Planning, Desert Botanical Garden, Symposium Planning Committee Chair

Patrick Larkin, Executive Director, Daniel Stowe Botanic Gardens; Chair, Arts & Exhibitions Professional Section

Bonnie Roche, Exhibitions Manager, Franklin Park Conservatory and Botanical Gardens; Vice Chair, Arts & Exhibitions Professional Section

2:15 - 2:45 pm**KEYNOTE ADDRESS: THE CONSTANT YEARNING FOR CREATION**

Brian Vogt, CEO, Denver Botanic Gardens

Brian will explore the reasons why we have always sought to infuse the natural world with our own creative work. He will reassure you about the marriage of art and botany as he surveys the role of public gardens since the early days of civilization.

**SESSION 1****3:15 - 4:45 pm****CREATIVE CONNECTIONS: INTERPRETIVE PLANNING & STORYTELLING**

Beth Kaminsky, Exhibit Developer & Writer

Elaine McGinn, Director of Exhibitions & Planning, Desert Botanical Garden

Lisa M.W. Eldred, Director of Exhibitions, Art & Interpretation, Denver Botanic Gardens

What do we want to say to our visitors? What do they want to know? In this interactive session, you'll first hear two cases studies and approaches to visitor-centric interpretive planning across disciplines and across departments. Then, gain insight as you hear from an exhibit developer who has worked with a variety of cultural institutions, including art, history, science, and garden museums. Learn how interpretive planning is applied to exhibition development—whether a small installation or larger show—then enjoy a short work session to walk through one of your current projects or brainstorm.

**5:30 - 7:30 pm****DINNER RECEPTION HOSTED BY DENVER BOTANIC GARDENS**

Enjoy an evening atop the Garden's outdoor amphitheater.

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SESSION 2**9:00 - 10:00 am****AVANT-GARDEN: CREATIVE, ECONOMICAL APPROACHES TO DEVELOPING MISSION-CENTERED VISUAL ART EXHIBITIONS***Jordyn Melino, Exhibits Coordinator, Phipps Conservatory and Botanical Gardens**Devin Dotson, Public Affairs and Exhibits Specialist, USBG**Madeline Zadik, Manager of Education & Outreach, The Botanic Garden of Smith College*

This session focuses on creative approaches taken by three gardens to curate and display visual art gallery exhibitions that support the mission of the garden. At these gardens, art gallery exhibitions often take a back seat to the main horticultural exhibitions and collections, with limited budget and staff time allocated for the art gallery exhibitions. Needing to be low-cost and low-input but still meaningful and relevant requires a bit of ingenuity and innovation on the curator's part. These curators have partnered with local artists, internal education programs, institutions, and botanical illustration courses to curate shows that are beneficial to garden and artist alike, without breaking the bank or staff time. Session attendees will be able to identify approaches and hands-on how-to models they may be able to apply to their own gallery exhibition development, and understand the budget and staff time needed to curate these exhibitions.

SESSION 3**10:15 - 11:15 am****CREATING TRAVELLING EXHIBITS: TRIALS, TRIUMPHS, AND ADAPTATIONS***Ed Lyon, Director; Aaron Steil, Assistant Director, Reiman Gardens, Iowa State University**Karen Daubman, Associate VP for Exhibitions and Public Engagement, The New York Botanical Garden*

It's possible to create and travel an exhibition to other partners, providing exposure and revenue opportunities for your garden—even with little or no experience. The Reiman Gardens team illuminates their experiences—triumphs and trials both—developing the popular *Nature Connects: Art with Lego Bricks®* exhibitions. Through the case study of *Frida Kahlo: Art, Garden, Life*, hear also how The New York Botanical Garden has created exhibitions for their own facilities then adapted them to subsequent venues while maintaining the integrity of the exhibition and funding support.

SESSION 4**1:15 - 3:00 pm****DENVER ART MUSEUM EXPLORATION**

What can we learn from other museum spaces? How are objects and information presented to foster curiosity in visitors? After an introduction to the museum, small groups will walk through a guided observation and evaluation experience.

SESSION 5**3:30 - 5:00 pm****DENVER MUSEUM OF NATURE AND SCIENCE**

Do methods of interpretation and display differ between art and science venues? How are scientific concepts made accessible to the visitor through exhibitions and interpretation? After an introduction to the museum, small groups will walk through a guided observation and evaluation experience.

6:00 - 8:00 pm**DINNER AT DENVER BOTANIC GARDENS***Sponsored by: Denver Botanic Gardens*

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SESSION 6**8:30 - 9:30 am****GARDENS AS EXHIBITIONS: BUTTERFLIES TO BIODIVERSITY***Ann Parsons, Executive Director, Smith-Gilbert Gardens**Michelle Provaznik, Executive Director, The Gardens on Spring Creek*

Gardens – whether individual spaces or an entire campus – should be treated as complete exhibition experiences. Hear how two gardens harnessed their gardens, plant collections, pollinators and partners to increase visitation and foster visitor engagement. Learn how Smith-Gilbert launched *A Garden with Wings* on a shoestring budget with great success and how The Gardens on Spring Creek has partnered with a regional resource to build a permanent butterfly house.

SESSION 7**9:30 - 11:00 am****TOOLS OF THE TRADE: CONTRACTS, CONDITION REPORTS, AND MATERIALS***Jen Tobias, Associate Director of Exhibitions & Collections; Associate Curator of Art, Denver Botanic Gardens*

How do we lock in plans, programs and protect our institutions and collections? In this practical session you'll understand key elements of exhibition contracts, intellectual property, the practice of documenting condition of artworks, and other specific tips and tricks to get your jobs done. Electronic templates of forms will be provided.

SESSION 8**11:00 am - 12:00 pm****A SENSE OF PLACE: WORKING WITH SITE-SPECIFIC ARTISTS OR TEAMS***Gwen Stauffer, Executive Director, Ganna Walksa Lotusland**W. Gary Smith, Artist and Landscape Architect*

Successful exhibitions don't have to include the biggest stars of the botanical garden art circuit, and don't have to cost big dollars. This session will show you how to create popular art shows that enrich the garden's existing sense of place, working with a diverse team that includes site-specific artist(s), garden staff, and volunteers. Panelists will address topics from diverse perspectives, including garden leadership, staff, and artists. You'll hear about: site and artist selection; funding and budgeting; developing educational programs; and marketing.

12:15 pm**LUNCH AND WRAP-UP SESSION: MISTAKES WERE MADE**

In this light-hearted wrap-up, hear from a variety of panelists and your audience peers about those "oh-no" moments and how to avoid them. Experience can be the best teacher.



2017 ARTS & EXHIBITIONS SYMPOSIUM SCHEDULE AT A GLANCE

Wednesday, September 13, 2017

1:00 pm	Buses depart Residence Inn hotel (<i>buses begin loading at 12:30 pm</i>)
2:00 - 2:15 pm	Welcome & Opening Remarks
2:15 - 2:45 pm	KEYNOTE ADDRESS: The Constant Yearning for Creation
2:45 - 3:15 pm	Break
3:15 - 4:45 pm	SESSION 1: Creative Connections: Interpretive Planning & Storytelling
4:45 - 5:30 pm	Garden Wandering at Denver Botanic Gardens
5:30 - 7:30 pm	Dinner Reception (<i>sponsored by Denver Botanic Gardens</i>)
8:00 pm	Buses depart Denver Botanic Gardens for hotel (<i>buses begin loading at 7:30 pm</i>)

Thursday, September 14, 2017

8:00 am	Buses depart Residence Inn hotel (<i>buses begin loading at 7:30 am</i>)
9:00 - 10:00 am	SESSION 2: Avant-Garden: Creative, Economical Approaches to Developing Mission-Centered Visual Art Exhibitions
10:00 - 10:15 am	Break
10:15 - 11:15 am	SESSION 3: Creating Travelling Exhibits: Trials, Triumphs, and Adaptations
11:15 - 12:30 pm	Lunch (<i>sponsored by Denver Botanic Gardens</i>)
12:45 pm	Buses depart for first afternoon excursion (<i>buses begin loading at 12:30 pm</i>)
1:15 - 3:00 pm	SESSION 4: Denver Art Museum Exploration
3:00 pm	Bus departs for second afternoon excursion (<i>buses begin loading at 2:45 pm</i>)
3:30 - 5:00 pm	SESSION 5: Denver Museum of Nature and Science Exploration
5:00 pm	Buses depart for Denver Botanic Gardens (<i>buses begin loading at 4:45 pm</i>)
5:30 - 6:00 pm	Break
6:00 - 7:30 pm	Dinner at Denver Botanic Gardens (<i>sponsored by Denver Botanic Gardens</i>)
8:00 pm	Buses depart Denver Botanic Gardens for hotel (<i>buses begin loading at 7:30 pm</i>)

Friday, September 15, 2017

7:30 am	Buses depart Residence Inn hotel (<i>buses begin loading at 7:00 am</i>)
8:30 - 9:30 am	SESSION 6: Gardens as Exhibitions: Butterflies to Biodiversity
9:30 - 11:00 am	SESSION 7: Tools of the Trade: Contracts, Condition Reports, and Materials
11:00 - 12:00 pm	SESSION 8: A Sense of Place: Working with Site-Specific Artists or Teams
12:00 pm	Break
12:15 - 1:30 pm	LUNCH AND WRAP-UP SESSION: MISTAKES WERE MADE
2:00 pm	Buses depart Denver Botanic Gardens for hotel (<i>buses begin loading at 1:30 pm</i>)



American
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Association

2017 Arts & Exhibitions Symposium Registration

Please register online at: www.publicgardens.org

There will be a \$25 processing fee for paper registration. Registration fee includes lunches and receptions, as indicated on the brochure.

Name	Name for Badge	
Job Title		
Garden Affiliation		
Street Address		
City	State	Zip
Phone	Fax	
E-mail		

Membership Status

(Please check the correct box.)

- Work at Member Garden
- Individual Member
- Corporate Member
- Student Member
- Non-member

Area of Education

(Check any/all that apply.)

- Adult Education
- Family Programs
- School Programs
- Interpretation
- Children's/Youth Programs

Fee Schedule

- Association Member: \$299
- Student Member: \$199
- Non-member: \$399
- Optional excursions: \$20 pp

Bus Transport

- Will be using Association transportation to get to/from hotel to garden venues
- Have own transportation

Cancellation Policy

All requests for cancellation refunds will be subject to a cancellation fee of \$100 and must be received by September 15, 2017. No refunds will be given after that date for cancellations or no-shows.

Lodging

Residence Inn by Marriott Denver City Center
1725 Champa Street
Denver, CO 80202 USA

To book a room: Call 303-296-3444 or Toll Free at 1-800-593-2809

Group room rate per night: \$189. Make sure to provide the group name "American Public Gardens Association"

Booking deadline: August 25, 2017

Special Needs

- Vegetarian
- Vegan
- Gluten Free
- Other Needs

Please specify:

Tally Your Registration

Registration Fee:	\$
Processing Fee (if not online):	\$ 25
Number of Registrants:	#
Thursday Optional Excursions (\$20/pp)	\$
Total Amount Due:	\$

Payment Information

- Check
- MasterCard
- Visa

Card #: _____

Expiration Date: _____ CVV: _____

Signature: _____

Questions?

Contact 610.708.3010 or info@publicgardens.org

American Public Gardens Association

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