

# SUSQUEHANNA ART MUSEUM

## Exhibitions Policy

**Mission:** Susquehanna Art Museum: experience creativity and explore meaning through the visual arts.

**Vision:** Nestled within the Capital City's emerging midtown neighborhood in a newly reclaimed building, the Susquehanna Art Museum serves as a catalyst in the Commonwealth to offer educationally superior programming and diversely extraordinary exhibitions.

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### Introduction

The purpose of this document is to establish and implement exhibition philosophy and planning. The Susquehanna Art Museum (SAM) uses this document to maintain professional standards and procedures for exhibition development. As a non-collecting institution, all exhibitions are curated to follow the education-focused mission and vision statements.

### Exhibition Strategy

SAM builds a rapport with the community by selecting exhibitions that engage a wide audience and providing enriched museum experiences with educational programming. SAM nurtures this community connection through the following exhibition requirements:

- selecting diverse exhibitions that represent a variety of cultural backgrounds
- enhancement of the museum's reputation for excellence, substance, and integrity
- ample resources for developing educational programs
- potential for building partnerships/collaborations with regional arts and outreach organizations
- periodic audience and professional evaluations for future improvements

### Balance

SAM serves a broad and diverse public audience. Accordingly, the exhibitions span a range of subjects, periods, styles, and interpretive approaches. The annual exhibition program should achieve a balance of the following considerations:

- scholarly themes vs. popular culture interests
- a variety of mediums represented
- a variety of cultural backgrounds represented
- appeal to a wide age range

### Selection and Review

All exhibitions at SAM are part of a planned program of rotating invitational exhibitions and traveling shows. Exhibition proposals are received and/or developed by the Director of Exhibitions and reviewed by museum staff before advancing to the appropriate committee of the Board of Directors for discussion. Both staff and committee members review newly proposed exhibitions using the Exhibitions Review Criteria (attached) and the Exhibition Proposal Policy (attached) to determine their appropriateness to SAM's requirements. Decisions made by the staff and committee are recorded in the meeting minutes and passed on to Museum bodies with financial authority for consideration.

**SUSQUEHANNA ART MUSEUM**  
**Exhibition Review Criteria**

*This review tool is to be used by staff to determine a proposed exhibition's appropriateness to SAM's exhibition requirements. Exhibitions that do not follow SAM's mission or fit within the Exhibition Strategy will be rejected.*

**General Background**

Theme/focus:

Type of exhibition:

Target audience(s):

Installation duration/availability:

**Integrity of Proposed Exhibition**

Quality/integrity of exhibition in total and individual artworks:

Artist(s) background/position in the field:

**Strategic Assessment**

Support of mission, vision, and museum goals:

Communities represented:

Programming opportunities:

Expected relevance and popularity:

Fundability:

Marketability:

Long-term (post-exhibition) benefits: