



MONASH UNIVERSITY MUSEUM OF ART & TEN CUBED
EDUCATION KIT



GOING PUBLIC AND PRIVATE

Photo: Gleneagles Secondary
College students,
Ten Cubed 2015

INTRODUCTION: GOING PUBLIC AND PRIVATE

During gallery visits to both a Public University Art Museum (MUMA) and Private Collection (Ten Cubed) students meet arts professionals and compare how these two types of organisations manage their collections and develop exhibitions. Participants examine methods used to display and promote contemporary art and see the storerooms at both galleries to find out how artworks are cared for behind-the-scenes.

CURRICULUM LINKS

Going Public and Private is for students and teachers of *VCE Studio Arts, Unit 4 Area of Study 3, Art Industry Contexts*. Students are required to visit at least two different exhibition spaces as part of their studies. This program encompasses two gallery visits in a single excursion.

BOOKINGS

Going Public and Private tours operate Tuesday-Thursday throughout the school year by appointment. Programs are free and bookings are essential. The program can be offered as a walking tour or schools may opt to use their own transport.

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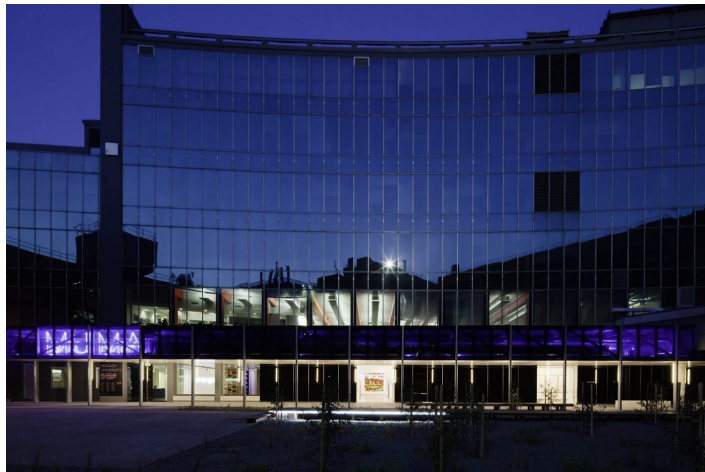
ABOUT THIS RESOURCE

This resource has been developed as curriculum support material for teachers and students.

It includes information about:

- The characteristics of a Public University Art Museum (MUMA) and Private Collection (Ten Cubed)
- Staff roles
- Gallery architecture and lighting
- Conservation and preservation
- Marketing and promotions
- Collections and commissioning
- Loans and outreach
- Approaches to exhibition design and the curatorial process
- Audience engagement, education and public programming
- Similarities and differences between MUMA and Ten Cubed

MONASH UNIVERSITY MUSEUM OF ART (MUMA)



TYPE OF ORGANISATION

Public University Art Museum

CHARACTERISTICS

The Monash University Museum of Art (MUMA) began as the Monash University Gallery in 1975 at the Clayton Campus and moved to the more central campus of Caulfield in 2010.

As a key public art museum within Australia's largest tertiary institution, MUMA contributes to the cultural and intellectual life of the university and wider community.

MUMA presents up to five exhibitions at the museum each year, and regularly partners with other arts organisations to curate and tour exhibitions nationally and internationally. In addition MUMA presents the Boiler Room Lectures, a series of public talks by international and local artists, curators and thinkers.

MUMA administers the Monash University Collection which includes over 2,300 works of art and is valued at over \$26 million. MUMA is the main advisor and commissioner for public art on campus, instigated by the University to add cultural value and intrigue to Monash University campuses.

Entry is Free

STAFF ROLES

MUMA currently employs ten staff.

Staff Roles

- Director
- Senior Curator
- Curator - Exhibitions
- Curator - Collection
- Research Curator / Front of House
- Program Administrator
- Communications Co-ordinator
- Education, Public Programs and Audience Development Officers
- Museum officer

Casual staff and contractors are employed to install exhibitions and support staff with after-hours events when required. A team of volunteers and interns assist with front of house, events, invigilation and research.

TEN CUBED



TYPE OF ORGANISATION

Private Collection

CHARACTERISTICS

Ten Cubed was established in 2010 as a ten year project to acquire and support the work of ten outstanding contemporary artists in depth. In 2013 the gallery was opened to exhibit the collection. Ten Cubed is a philanthropic, not for profit organisation funded by the Gringlas family.

In addition to running a series of artist curated solo exhibitions, the gallery also houses over 180 works from the collection in purpose-designed storage and viewing rooms.

In 2015 Ten Cubed's mission was extended to collect an additional ten artists.

Entry is Free

STAFF ROLES

Ten Cubed was founded by Executive Director Dianne Gringlas and her sister-in-law Ada Moshinsky who is Ten Cubed's 'conceptual architect'. Ten Cubed currently employs two staff members.

Staff Roles

- Manager
- Assistant Manager

As Ten Cubed is a small organisation with only 2 staff members there is considerable overlap in staff roles and responsibilities.

Contractors are employed casually to install exhibitions. A professional designer undertakes work to support staff with promotions and the website.

GALLERY SPACE

An award winning design by Kerstin Thompson Architects, MUMA's premises encompass a suite of gallery spaces, including the Helen Macpherson Smith Education Space and the external Ian Potter Sculpture Court.



GALLERY LIGHTING

MUMA uses an advanced Erco exhibition lighting system that allows for computer controlled lux adjustment of individual lights.

CONSERVATION AND STORAGE

MUMA employs museum-standard environmental conditions, storage and handling procedures to prevent damage to the Collection and artworks on exhibition.

When artworks are not on display they are held in an off-site climate-controlled facility. Temperature and humidity are regulated and maintained at 20 – 22 degrees celsius and 40 – 45 percent humidity.

Each gallery within the Museum has an integrated climate control system which is monitored by staff and external contractors.

Experienced art handlers who install MUMA's exhibitions wear white cotton or nitrile gloves when handling artworks.

All artworks on inward or outward loan are condition checked when they arrive and before they depart.

Where restoration is required specialist conservators are engaged to treat artworks on a case-by-case basis.

MARKETING AND PROMOTION

The Communications Coordinator develops marketing and promotion strategies in consultation with the Curatorial team for each exhibition, and the Education and Public Programs team for audience development programs.

The museum's website is constantly updated to reflect current exhibitions and programs and acts as an archive for previous exhibitions, events and publications.

Social media pages including Facebook, Instagram and Twitter are also updated regularly.

MUMA advertises exhibitions in print with national publications such as Broadsheet and UnMagazine, and through other mediums such as ACMI's film screening program Cinematheque.

MUMA actively publishes catalogues for each exhibition and invites external experts, curators and other artists to contribute to each catalogue.

GALLERY SPACE

Ten Cubed gallery space is an architecturally designed renovated terrace shop front on Malvern Road in Glen Iris. The building has been transformed into a state of the art atrium gallery space that is two storeys high. On the top level there is a mezzanine office/lounge area and a collection storage facility.

GALLERY LIGHTING

Installed is an advanced Erco exhibition lighting system on suspended tracks that allow for computer controlled individual lux adjustment of lights. Positioning and filters are altered manually and accessed using a scissor lift.

CONSERVATION AND STORAGE

The gallery has purpose built storage and viewing racks so most of the collection can be kept onsite. If not at the gallery, works in the collection are on loan or, as Ten Cubed is a private collection, at the home of the Executive Director.

Ten Cubed staff take standard precautions when handling the works including wearing white cotton gloves.

Visual checks are conducted to ensure works remain undamaged. When not being exhibited works are properly wrapped or hung on the racks or on the wall of the storage room.

The storeroom is temperature controlled however as Ten Cubed is a new building there is no need for humidity or pest control at this stage. These precautions may have to be considered as the building ages.



MARKETING AND PROMOTION

Ten Cubed has a website featuring up to date information about artists, exhibitions and events.

Social media pages including Facebook, Instagram and Twitter are updated regularly.

Ten Cubed also advertises exhibitions in printed media and listings such as Art Guide and Art Almanac.

Press releases are prepared and sent to journalists and arts writers.

Promotional cards for each exhibition are produced and printed by Alter Design Studio.

COLLECTION POLICY

New artworks are acquired for the Monash University Collection annually using a collections policy as a framework for selection. MUMA's curators frequent local and national exhibitions and artist studios researching new and emerging tendencies in contemporary Australian art. A selection of artworks is proposed to MUMA's advisory committee (MUMAC) who discuss and approve new acquisitions before they officially become part of the Collection. Some artists and collectors gift artwork to the Collection through the Australian Government's Cultural Gifts Program.

COLLECTION

The Monash University Collection is a leading representation of contemporary Australian art from the 1960s to the present. It includes a diverse range of media from painting, sculpture and photography to video and installation art. Over forty-percent of the collection is on public display throughout Monash University's Victorian campuses.

The Collection encompasses more than 2,300 works, which chart a period of dynamic change from late modernism to pop, minimal, conceptual and performance art.

The Collection continues to represent new artistic tendencies as they develop with a sustained commitment to the support of innovation and excellence in contemporary Australian art.

LOANS POLICY, OUTREACH & OFFSITE PROJECTS

Artworks from the Monash University Collection are regularly lent to museums and galleries nationally and internationally.

Recent loans from the Collection include Howard Arkley *Family home – suburban exterior* 1993, Tarrawarra Museum of Art 2015; Louise Weaver *Much Deeping (column with growth)* 2011, Jeonbuk Museum of Art, South Korea 2015; and three works by Aleksander Danko, Museum of Contemporary Art Australia, Sydney and the Heide Museum of Art, Bulleen Victoria, 2015.

MUMA regularly presents and co-presents offsite exhibitions, recent projects include; *Concrete* Istanbul, Turkey as part the Australian Government's Festival of Turkey 2015; *Art as a Verb* Flinders University Art Museum, Adelaide & Artspace, Sydney 2015; *So Long as You Move* Ark Galerie, Yogyakarta, Indonesia 2014 and *Simon Starling: In Speculum* City Gallery, Wellington 2014.

EXHIBITIONS

MUMA presents a program of changing exhibitions focusing on contemporary Australian and international art since the 1960s.

Exhibitions range from surveys of significant artists to thematic group exhibitions and research-based projects.

COLLECTION POLICY

Ten Cubed's concept was to collect ten outstanding artists in depth over ten years. All acquisitions are at the discretion of Dianne Gringlas and Ada Moshinsky. Ten Cubed's selected artworks come from emerging, mid-career and established artists represented by commercial galleries.

In 2015 Ada and Dianne announced their commitment to expand the Ten Cubed project and collect an additional ten artists.

COLLECTION

The ten artists chosen for the collection to date are:

Alasdair McLuckie, Daniel von Sturmer, Tim Silver, Pat Brassington, David Rosetzky, Jonathan Delafield Cook, Anne-Marie May, David Waderton, Noel McKenna and Alexander Knox.

The first international artist selected for the collection is Liu Zhuoquan.

Each chosen artist's work is collected in depth. At least ten works from each artist are acquired for the collection.

On show in the storeroom are a wide range of works from additional artists.

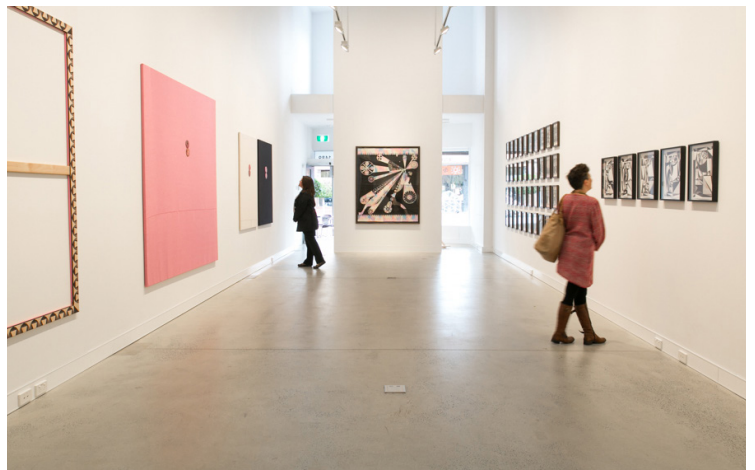
LOANS POLICY, OUTREACH & OFFSITE PROJECTS

Ten Cubed encourages the loan of individual works in the collection or complete exhibitions particularly to public galleries and organisations.

Recent loans from the collection include two of Tim Silver's works to McClelland Sculpture Park and Gallery for his 2015-16 solo exhibition and Anne-Marie May's thermally folded acrylic sculpture *Untitled* 2013 was featured in Glen Eira City Council Gallery's 2014 *Pattern* exhibition.

EXHIBITIONS

Solo exhibitions for Ten Cubed artists are scheduled and enabled by Ten Cubed Staff. Ten Cubed has held a group show of works curated from the collection to mark five years of collecting.



CURATORIAL PROCESS

Exhibitions are conceptualised and developed by the Director and curators. Exhibiting artists may be invited to exhibit existing artwork or can be commissioned to make new work for exhibition.

Planning is integral to the curatorial process and can begin two years prior to each exhibition. Curators consider the gallery space as a total environment and may alter existing gallery architecture as part of the exhibition design. For instance walls may be built or painted or carpet might be installed to create new environments and experiences.



COMMISSIONING

Monash's public art policy aims to enhance the University's campuses and stimulate greater cultural participation and debate through permanent and temporary displays of public and urban art that is lively, provocative and engaging.

Recent commissions include James Angus *Unbuild* 2015; Agatha Gothe-Snape *TSWABFFDP* 2015; Ronnie van Hout *Dayton* 2014; Sanné Mestrom's *Weeping Women* 2014 and Emily Floyd *This place will always be open* 2012.



EDUCATION

MUMA's Education Program operates throughout the academic year and is targeted to school and tertiary groups. The program offers artist-led workshops, exhibition floortalks, behind-the-scenes tours, pop-up exhibitions, professional development and outreach.

Going Public and Private tours for VCE Studio Arts are delivered in association with Ten Cubed.

PUBLIC PROGRAMMING

MUMA's Public Program includes gallery floortalks, artist-led workshops, seminars and symposia with visiting artists and academics. MUMA's Boiler Room lecture series presents lectures by visiting artists, curators and thinkers in central CBD locations.

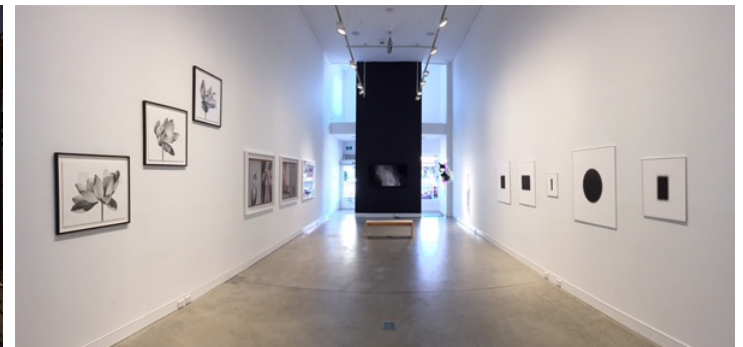
MUMA also delivers a suite of programs in association with festivals such as the Glen Eira Storytelling Festival, Melbourne Festival and the Virgin Australia Melbourne Fashion Festival.

CURATORIAL PROCESS

Ten Cubed presents solo exhibitions curated by the artists themselves. Artists choose from their work within the collection and may supplement work they feel is appropriate to the exhibition.

Artists are asked to respond to the Ten Cubed gallery space when curating their exhibitions.

If the artist is unable to curate the exhibition the manager will take on the role of curator but will need final approval from the artist.



COMMISSIONING

Ten Cubed does not commission artworks however 'site specific' works have been created by Ten Cubed artists for particular exhibitions.

For example, Anne-Marie May created a work in anticipation of her Ten Cubed exhibition specifically for the space.

Tim Silver caste a clay work to display in the window of his 2013 Ten Cubed exhibition.

Alasdair McLuckie painted the front window wall of the gallery to frame and display his collage works for Ten Cubed's 2015 group show.

EDUCATION

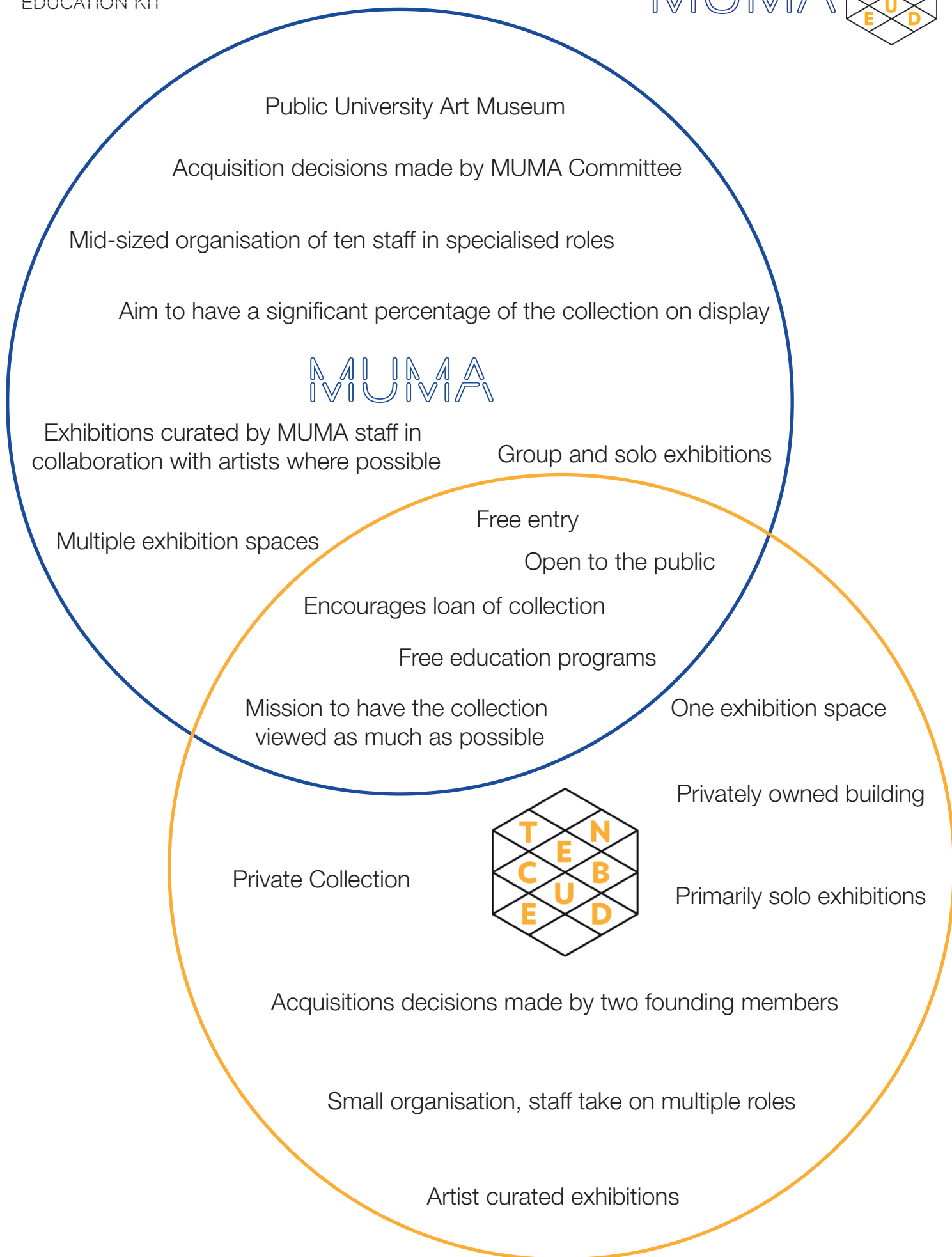
Ten Cubed is committed to providing free education programs as part of its mission. Ten Cubed offers tours of current exhibition and of the wider collection stored at the gallery.

Going Public and Private tours for VCE Studio Arts are delivered in association with MUMA.

PUBLIC PROGRAMMING

Ten Cubed holds artists talks and tours, morning teas, collector's tours, book launches, meetings for public organisations, fundraisers and other community events.

All programs are free with the aim of share the collection with as many people as possible.



LEARNING ACTIVITIES AND REVISION FOR THE CLASSROOM

1. Describe the characteristics of MUMA and Ten Cubed as Public and Private galleries
2. Outline the roles of staff at MUMA and at Ten Cubed.
3. What are some of the key features of the gallery architecture at Ten Cubed and MUMA?
4. Select an artwork from MUMA's collection and another from Ten Cubed's collection. Describe the methods that might be used to store and handle these artworks. Discuss some of the considerations for the exhibition and display of these artworks.
5. Many electronic and digital technologies become obsolete over time. As a class research and discuss some options for future-proofing video art.
6. Find some examples of marketing and promotions strategies for Ten Cubed and MUMA. Analyse how effective those strategies might be.
7. Compare and contrast the curatorial process at MUMA and Ten Cubed.
8. Describe and discuss the current exhibitions at both galleries.