

MMFA

Montgomery Museum of Fine Arts

FOR IMMEDIATE RELEASE

THE MONTGOMERY MUSEUM OF FINE ARTS PRESENTS REFRESHED MUSEUM SHOP

The revamped Museum Shop supports local artists and honors the MMFA's origins.



Milton Madison, *Optimistic*, acrylic on canvas, 20 x 20 in., \$700

Montgomery, AL, October 12, 2021 – The Montgomery Museum of Fine Arts' revamped and revitalized Museum Shop opens with a fresh look on Wednesday, October 13, showcasing the art of 20 local artists from around the River Region and across the state. The Museum Shop has been reconceptualized several times since it first began in 1958, and this reincarnation sees the MMFA—originally founded by local artists—reconnecting with its roots.

“The Museum has long been deeply invested in supporting artists and enriching the community through artist-led programming,” says MMFA Community Arts & Engagement Coordinator Laura Bocquin. “The great benefit of this revamp of the Shop, however, is that it brings the artist to the forefront, highlighting individual practice and

connecting shoppers with the makers.”

MMFA Director Angie Dodson added “Museum shops have long been recognized for the part they play in creating memorable museum experiences—shops satisfy visitors’ desires to own a reminder of their visit, find fun and funky things, and support cultural organizations at home and while traveling. The MMFA Shop hits all of those notes, and in this new incarnation, does so in such a way that supports and celebrates our local artists community. We’ve had such a good time working with them on our Local Artists Live program that we launched during the pandemic that we were eager to take things to the next level.”

And, MMFA Board President Cathy Martin continued by saying “I love that the Museum Shop refresh positions us to deepen our support of local artists. Creating more access to local art and artists both

honors our founding story and helps realize my priority of strengthening our relationship with and celebrating the constellation of creatives right here in our area.”

The new Shop concept will see quarterly change-outs of the artwork displayed and artists represented, with each quarter’s artists selected by process of blind jury, after they apply to be in the Museum Shop online and submit images of their work. The jury of community members made selections for this fall and winter quarter with diverse interests and a wide range of price points in mind. In addition to the artworks displayed, there will also be special programming to connect artists with our community, providing opportunities for mutual enrichment, growth, and support.

The Museum Shop is a platform for the MMFA to deepen its investment in the local artist community, made possible by the support of daily visitors and online shoppers. The artists receive the bulk of profits, getting 60% commission from their art sales in the Shop, and the remainder of the sales support programs for and by local artists—as well as other opportunities in the Museum and community. If you are an artist interested in being considered for the Museum Shop, you can submit your materials via the Museum’s website (mmfa.org/opportunities/artists/).

SAMPLE SHOP ITEMS



Chris Greenman
Color Sphere
Clay, 7 ¼ x 8 in.
\$125



Peggy Raines
Camellia
Acrylic on wood, 9 x 11 in.
\$150



Queen Opulence
Goddess Piece
Crystal and copper necklace, 4 x 4 ½ in.
\$300



Mark Dauber
Driving Home
Pigment ink on canvas, 22 x 28 in. framed
\$475

FOR YOUR SAFETY | COVID-19

We remain committed to serving our members and visitors in a safe and responsible manner, especially during the COVID-19 pandemic.

To this end: all Museum visitors over the age of five **must wear a mask or face covering** while inside during their visit. **Social distancing is encouraged** and indicated by signage throughout the Garden and the Galleries. Following CDC and ADPH guidelines, we have increased the frequency that we **clean and disinfect high-touch areas**. Additionally, hand sanitizer is readily available for visitors. Please stay at home if you are feeling ill or have been exposed to COVID-19 in the fourteen (14) days prior to your visit.

MMFA BACKGROUND

The Montgomery Museum of Fine Arts was founded in 1930 by a group of local artists as a place for both exhibiting art and space for art education. The original intentions of our founders—to exhibit and teach—continue to inspire and inform every action and activity here at the Museum which, since 1988, has shared the 277-acre Blount Cultural Park with our partners across the lake at the celebrated Alabama Shakespeare Festival.

Today's MMFA visitors stroll through art-studded grounds and permanent collection galleries. They see compelling changing exhibitions and learn about art by playing in our interactive gallery, ArtWorks, making art in its bustling studios, or by participating in other engaging events and programs. And, as of late September 2018, MMFA visitors can now relax and recharge in the serenity of our stunning new three-acre sculpture garden.

While the Museum's collection is still home to the art of many of the regional artists who first established it, over time it has become known for its strength in American art and Old Master Prints. Recent, important acquisitions of art made by African American and Asian artists and works inspired by images and themes related to the experiences of these groups represent the breadth and depth of the lives and concerns of those who now call Montgomery and the River Region home. Through the exhibition of this work as well as the programs and events that help connect our communities with it, the MMFA is recognized as a leading arts and cultural resource here in the state and Southeastern region.

The MMFA is a department of the City of Montgomery and is supported by funds from the City of Montgomery, with additional funds from the Montgomery County Commission and the Montgomery Museum of Fine Arts Association. Programs are made possible, in part, by grants from the Alabama State Council on the Arts.

GENERAL INFORMATION

- WHAT:** Museum Shop
- WHEN:** Reopening: Wednesday, October 13, 2021
Regular Hours: Tuesday through Sunday, 10 AM to 5 PM
- WHERE:** Montgomery Museum of Fine Arts
Wynton M. Blount Cultural Park
One Museum Drive
Montgomery, AL 36117
- INFORMATION:** mmfa.org
334.625.4333
@MontgomeryMFA
- HOURS:**
Galleries, Mondays, Closed
Sculpture Garden, Tuesdays–Saturdays, 10 AM–5 PM
Terrace, and Store: Sundays, Noon to 5 PM
Last entry at 4:45 PM
- ADMISSION:** Free! With ample, free parking.

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MEDIA CONTACT

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