



Red Deer Museum + Art Gallery

Annual Report

2010

VISION:

The MAG inspires passion for history and art in our community.

MISSION:

To represent the history, culture and art of Central Alberta for our community and the rest of the world through:

- Researching, collecting and preserving
- Interpreting and displaying
- Providing programs that connect people to the past, present and future.

VALUES:

As a museum holding and preserving art and artifacts in the public trust for the benefit of present and future generations, we value:

- Stewardship
- Excellence and Leadership:
- Credibility and Respect
- Teamwork and Cooperation:
- Creativity and Responsiveness
- Learning

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Front Cover: MAG Collection
Storage - Rolled Textiles

Jean Graham,
President, Red Deer & District Museum Society

As President it has been my privilege to work closely with the Board Members and staff to implement a new Governance model that will provide a solid policy foundation to move forward into the future. To accomplish this we will find we need to make a few changes here and there as we grow and mature as an organization, however this will be a minor task compared to the current development of our own Governance model.

I want to express my deepest thanks to the members of the Board of Directors this past year. Each has made a significant contribution to the effective operations of the MAG and in developing the new governance system we are implementing. I would also like to thank the Executive Director and her staff who have defied all odds to put on exciting, enriching, engaging, and educational displays and programs this last year. They never say “we cannot” rather they say “how can we” and always come up with the right answer despite many obstacles they have had to overcome.

Finally and most importantly I want to thank the members, for their continuing support and dedication to the Museum and Art Gallery as we move forward into an exciting future that holds hidden treasures around every turn. So our sincere thanks and watch out for a remarkable 2013 exhibit that will become one of the foundation pieces demonstrating the last 100 hundred years of the history of Red Deer. Please help spread the word for us about our hidden jewels.



Goals for 2011-2013

- To be a place of discovery and learning for everyone
- To increase the community’s awareness of all we have to offer
- To increase the community’s engagement with, and ownership of our programs and services
- To expand our physical place, with increased storage space and more exhibition and programmable space
- To strengthen our relationships, partnerships and build sustainable funding so that we may continue to be good stewards of Central Alberta’s historical and cultural resources
- To continue to build our collection for telling the story and reflecting the culture of residents of this area

Lorna Johnson
Executive Director

MAGamorphosis! That was how we promoted the transformations to our building – and to our programs after the renovations to the Museum building. Thanks to the City of Red Deer, the Department of Canadian Heritage and the Community Facility Enhancement Program of the Alberta Lottery funding Service, we completed our renovations to our exhibition spaces and our offices. As well, we renovated our popular koi pond, and made some improvements to the exterior of the building. The renovations to exhibition spaces have created a versatile, flexible space that we can shape to suit the needs of our exhibition program. We now have one of the most sophisticated museum lighting systems in Alberta, and we can meet the standards for exhibition that are required by lenders of exhibitions such as the Canadian Museum of Civilization and the National Gallery of Canada.



In 2010 our Board of Directors under the leadership of Jean Graham re-invented itself as a policy governance board. An appropriate structure has been developed, new Board committees have been established and new by-laws have been drafted. Each committee now has terms of reference and the Board has begun to examine the policies that the MAG will need to move into the future.

We launched our new strategy for exhibitions with an exhibition of chairs from our own collection and paired it up with an exhibition of Max Dean’s Robotic Chair, which would fall apart and re-assemble itself. For our exhibition program we established a plan of four complete rotations each year. Within each rotation, we present one art exhibition, one history exhibition, and always an exhibition of items from our own collection. Visitor comments were positive, although it did take some time for our clientele to understand how the new exhibition schedule was designed. With re-opening we re-launched our very successful MAGnificent Saturdays program of drop-in art classes for families, as well as MAG Sparks, a drop-in art program that has been designed for adults with developmental disabilities and their friends and caregivers.

2010 was a year of intense learning for our staff. The new approach to exhibitions meant that the entire staff had to work in a more collaborative way. We had to learn how to work with our new display walls and lighting. We began to implement a more interpretive and participatory approach to our exhibits, and we incorporated more audio visual material. Every staff person was challenged to learn new approaches and to innovate in his or her own area of specialization. Everyone took on the challenge with enthusiasm and the results were nothing short of amazing!

As we move toward a stronger emphasis on exhibitions and programs that interpret local history, the MAG’s staff and I are excited about the possibilities of working more closely with our community and exploring aspects of Red Deer’s history and the people who are part of this diverse and vibrant community. We are committed to creating engaging experiences for visitors of all ages, as we reveal more of our collections.

I would like to extend a heartfelt thank you to the members of our Board of Directors. Their work on Governance has established a strong foundation for the MAG to build upon as we move forward in our development.

We could not have accomplished all of the things we did in this past year without the help of our dedicated volunteers. They helped us to present a whole of range of exciting programs for our visitors, and they helped behind the scenes. Thank you!

Finally, the MAG’s staff took a leap of faith into working in new ways. They embraced the challenges with enthusiasm, and they worked very hard to produce excellent results! It was a very busy and challenging year, and I thank the staff for their dedication and good humour during our MAGamorphosis.

We have exciting plans for the years ahead and we hope that our community will join us in our explorations of Red Deer’s history and culture.

Lorna Johnson

Executive Director



Photo: Nichola Feldman-Kiss

Robotic Chair February 12-April 11

By Max Dean, Matt Donovan, Raffaello D'Andrea

Where Art, Object & Technology Meet

Max Dean, Raffaello D'Andrea, and Matt Donovan, have recreated the generic wooden chair and given it the ability to fall to pieces.

Although most chairs are capable of falling apart what makes the Robotic Chair amazing is its ability and will to then reassemble itself.

The humble looking chair cannot offer a place to sit but it does share its journey of determination and hope.

Each time it collapses, it then humbly goes about collecting its own parts, reassembling itself, and then drawing itself back to standing, only to fall apart again and thus begin its own reconstruction all over again.



Photo: Dwight Arthur

Humble Beauty
Stick Chairs from the MAG Collection

February 12-April 18
MAG Collection



Photo: Dwight Arthur

Mapping Creativity – a journey of transformations

March 5 - April 11
Works by Larry Reese



Red Deer College Student Show: The Everyday and the Unexpected

March 17 - April 11
RDC



Hungry Planet: What the World Eats

April 16 - June 20
Circulated by Mid-American Arts Alliance



Red Deer Eats

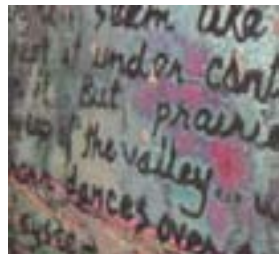
April 23 - June 20
MAG Production

Photo: Dwight Arthur



Alberta Wide 2010: "Looking Forward"

June 24 - September 5
Alberta Community Art Clubs Association



Landmarks by Pat Matheson

June 30 - August 29
MAG Collection



Photo: Hedley Blake

Come to the Market April 30-June 27

40th Anniversary of the Market at Red Deer

Every Saturday morning, from spring until fall, one of Red Deer's most popular commercial, cultural and social events springs to life.

This exhibition celebrates the 40th annual Red Deer Public Market. The exhibition recreates the sights and sounds of the Market and includes a special photographic essay by Hedley Blake



Dennis Moffat: Retrospective

April 30 - July 4
MAG Collection



Glass 2009
July 9 - September 26
AFA Collection



Farm Fragments: Installation
by Jean Pederson
September 10 -
November 14



Alberta Farm Women: Works
by Dawn Saunders - Dahl
September 17 -
November 21



Bert Fors: Nya Backen - The
New Land
October 29, 2010 -
January 09, 2011

Ada Fors Bergstrom, c. 1920,
 Courtesy of the Red Deer and
 District Archives;
 Bert Fors fonds MG 308



MAGnificent Toys
October 29, 2010 -
January 9, 2011
MAG Collection

Photo: Dwight Arthur



Top Secret: mission toy
October 22, 2010 -
January 09, 2011
Organized by the
Canadian Museum of
Civilization



Photo: Dwight Arthur

From Red Deer's Attics July 16-October 12

With over 16,000 artifacts, the clothing and textile collection of Red Deer Museum + Art Gallery is the fifth largest in Canada. Spanning a time period from pre-European settlement to contemporary, the collection is particularly strong in garments from the first half of the 20th century. Interestingly, it also includes many garments dating from the period prior to settlement in the Red Deer area, reflecting settlers bringing their family heirlooms to Alberta.

Two years ago, Marijke Kerkhoven, one of Western Canada's leading experts in historical clothing and textiles, examined the textile collection. It is from her historical expertise that this exhibition was developed.

From Red Deer's Attics reveals items of women's, men's and children's garments that were treasured by families prior to offering them to the Museum. Every garment in the show tells its own story; together they reflect a part of the multi-faceted story of life in Red Deer and area.

Included in the show:

- heirloom garments from the 19th century
- rustic outdoor clothes worn by emigrants to Western Canada to cope with the 'bracing climate'
- glamorous party dresses from the 1920s
- sports clothing from the turn of the century which pioneered the fashionable look of the 20th century.

Attendance in 2010: 25,553

Custodians

The Red Deer & District Museum Society is the custodian of a collection of over 70,000 artefacts that represent the history and culture of Central Alberta.

History of the Collection:

In 1974, 2,879 artefacts were donated by 230 different donors, one third of whom came from the rural areas surrounding Red Deer. Since then the collection has grown steadily and the Museum now holds over 70,000 artefacts, representing gifts of over 3,000 donors. The collection represents the history of the City of Red Deer, Red Deer County and Central Alberta.

Future:

As the Museum looks forward, there is a need to continue collecting in order to represent the increasing diversity of the community and the changes in commerce and industry, and the growth and development of the arts community. The Museum urgently needs a facility where collections can be properly stored, where access to every artefact is easy, and artefacts may be studied and prepared for exhibition. We estimate that we require approximately 20,000 square feet of artefact storage to accommodate the Museum's needs for the next 25 years.

The main categories of the collection are:

Furniture	Toys and Sports equipment
Glass and China	Tools and Agricultural Equipment
Clothing and textiles	Inuit Art: Prints and Drawings
Military History	Inuit Art: Sculpture
Advertiques (Red Deer businesses)	First Nations Art
Archaeology	Art of Central Alberta

Acquisitions

The Red Deer Museum + Art Gallery accessioned 275 items from 55 donors into the MAG Collection in 2010. Some of the diverse items donated included:



2010.29.3 - Donor, Lorna Clement, wore this evening gown to the Red Deer Sub-Division R.C.M.P. Ball on Friday, November 15, 1957. Included in this donation is her husband, Cpl. Gary Clements uniform, the dance's invitation, and a photograph of the couple taken just prior to leaving for the ball.



MC2010.3.4 - This Olla or Food Storage Vessel was part of the Glenbow Museum's De-Accession Transfer Program. Estimated to be from the forth period of Hohkam (pottery age), 1300 to 1450 A.D, the museum acquired this diverse collection to use a learning tool.



2010.18.1 - This illustrated copy of Eckels' Anatomical Aid Embalmer Book was donated by a descendant of Henry Greenman Stone, the owner and operator of Red Deer's first Undertaker Parlour.

Reel Movie Mondays

Reel Movie Mondays is a partnership of the Red Deer Museum + Art Gallery, Red Deer College Motion Picture Arts and tiff.365 (formerly the Toronto International Film Festival Group). We screen independent, international or Canadian films at the Galaxy Theatre. 2,230 movie goers attend the series in 2010.

One of our most popular film screenings for 2010 was **Get Low**, starring Robert Duvall



MAGnificent Saturdays

MAGnificent Saturdays is our innovative program, led by artists, that connects our exhibits with an art making activity. Participants of any age are welcome! We supply the materials, the studio, and the artist, you supply the imagination.

From March to December 2010 MAGnificents Saturdays hosted 1026 participants.



MAGsparks

MAGsparks is an inclusive and accessible visual art program that runs at the MAG three afternoons a week in the Stewart Discovery Studio. Professional artists engage the participants in various media at all skill and ability levels. The end result is fun, friendship and great art! From July to November of 2010 MAGsparks hosted 420 participants with an additional 96 Support Workers in attendance.



The MAG offer programs for K-12.

Our school programs complement and integrate the Alberta curriculum with hands-on, minds-on, activities that bring cultural history and art to life, provoke discussion, and explore the context of this place, this moment, and our shared future -- on the planet.

There are a variety of programs to choose from, each relating to exhibit themes presented throughout the year.

The 15th annual **Central Alberta Heritage School Fair** on May 7 & 8 featured 50 students from Byemoor, Eckville and Red Deer presenting 41 history projects at Parkland Mall. Of those, 21 received the Excellence seal from the 22 volunteer judges. Activities included First Nations dancing, drumming workshops and art activities. Later in the month, Evan Schollie from Red Deer, along with four other Alberta students, presented his project on The Mad Trapper at the Historical Society of Alberta's annual conference.





From Top Left: Transformation Celebration: Family Day 2010; Grand Opening, May 1, 2010; In Between Charming & Romantic Fashion Show, August 2010; Halloween at the MAG 2010

Individuals with a passion for heritage and sound business and board skills are strategically recruited to serve on the Red Deer & District Society's Board of Directors. Currently, the 12-member governance board is comprised of the Executive Committee, several standing Committee Chairs and appointed representatives from within the community.

President
1st Vice-President
2nd Vice-President
Treasurer
Secretary
Members at Large

**President, Sunnybrook Farm
 Museum & Interpretive Centre**
**President of the Waskasoo
 Museum Foundation**
**Representative from City Council,
 City of Red Deer**

2010 List of Directors

Jean Graham
 President

Ron Crossley
 Director

Jan Sirrs
 1st Vice President

Elizabeth Fargey
 Director

Marguerite Watson
 2nd Vice President
 President,
 Waskasoo Museum Foundation

Beverley Gataint
 Director

Torben Andersen
 Treasurer

Florence Massie
 Director

Angela Carlyle
 Past President

Tara Veer
 City Council Representative

Sheila Bannerman
 Secretary

Jeremy Moore
 President, Sunnybrook Farm

Outgoing Members:

Frank Wong, City Council Representative & Dawn Deterando, Vice-President

Executive Director
Lorna Johnson

Assistant Director & Audience Development
Karin Richardson-MacKenzie

Curator of History
Michael Dawe

Coordinator of Marketing & Communications
Lynn Norman

Administrative Assistant
Sharon L'Hirondelle

Executive Assistant
Karli Kendall

Programs Coordinator
Rod Trentham

Educators
Grant Woodcock
Carol Davies
Sky Stevens

MAGsparks Coordinator
Janet Cole

MAGnificent Saturdays
Tanya Zuzak

Visitor Services
Sarah Brodie
Rosie Townsend

Collections Coordinator
Valerie Miller

Preparator
Melanie Berndt

Registrar
Kim Verrier

Custodian
Dianne L'Herault

YCW Students
Rosie Bruinsma
Elsie Budwill



Donna Durand



Jean Graham & Julie Stirling



Gertrude Nsala
Rekha Ghosh & Elora Coghlin



Cindy Turner, Sheila Wright, Lois Dobbs,
Karli Kendall



Jan Sirrs & Vivian Delude

We would like to thank our Funders



Canada Council
for the Arts

Conseil des Arts
du Canada



Canadian
Heritage

Patrimoine
canadien



Donations 2010

In Kind	\$7,930.00
Cash	\$4,215.00
Total	\$12, 145.00



Sharing History, Living the Future

Red Deer Museum + Art Gallery
4525-47A Avenue, Red Deer
Phone: 403.309.8405
museum@reddeer.ca
www.reddeermuseum.com

