

McMichael

CANADIAN ART COLLECTION D'ART CANADIEN

An Agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Group of Seven OTMPC Presentation

Nick Foglia, Director, Communications, Marketing & Sales

mcmichael.com

Painting Canada - Tom Thomson and the Group of Seven

- ▶ November 3, 2012 - January 6, 2013
- ▶ Co-curated by McMichael's former chief curator, Katerina Atanassova
- ▶ A major hit during its European tour, helped set attendance records at the McMichael

Painting Canada - Tom Thomson and the Group of Seven

- ▶ Nine weeks and two days - 41,000+ visitors
- ▶ Garnered significant press coverage locally, provincially and nationally
- ▶ Visitors from across North America and the world

McMichael Vision & New Positioning

- ▶ To be recognized as an extraordinary place to visit and explore Canadian culture and identity, and the connections between art and nature
- ▶ “Destination Experience”

The Louisiana Museum Copenhagen, Denmark



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IRT: Current & Cultural Assets To Be Developed

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www.momentsofalgoma.ca



Tom Thomson Shack



Group of Seven Cemetery



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Virtual Assets: To Be Developed

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Destination Experience Marketing

- ▶ Experiential Itineraries
- ▶ Renewed focus: Social Media & Digital Manager
- ▶ Opportunities to co-create and share virtually

Foundation for 50 Years Exhibition



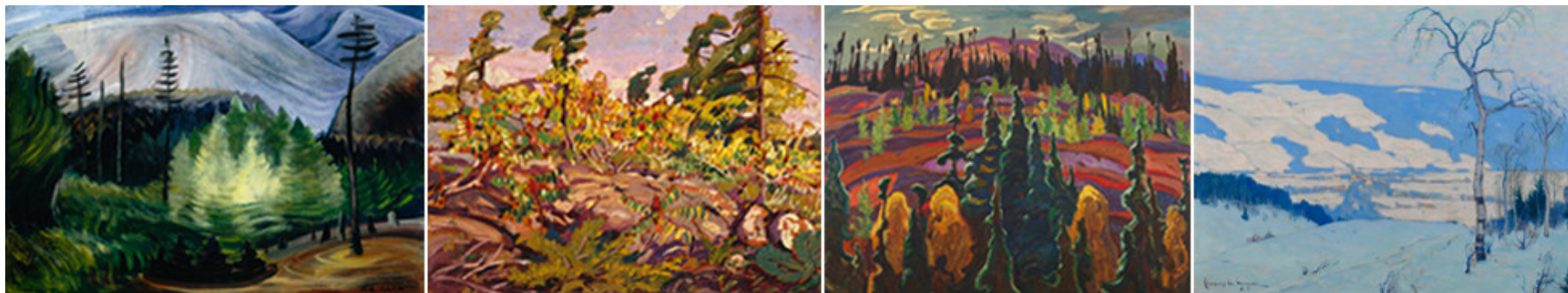
A FOUNDATION FOR FIFTY YEARS: McMICHAEL MASTERWORKS

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For Every Season



FOR EVERY SEASON – *A re-installation of the permanent collection in 4 galleries*

OMCA Tour Product

- ▶ Creation of a package for tour operators heading to Algoma - to make McMichael the first stop on route
- ▶ Creating an Algoma specific tour & lunch package
- ▶ FAM Tour