

# GARDINER MUSEUM

Renowned for its world class collections of ceramic art, the Gardiner Museum underwent a two-year, \$20 million revitalization and expansion designed by Toronto's KPMB Architects. Idea Workshop's role was extensive, leading every aspect of the museum's communications over the transformation period. Communications were built around two priorities – keeping the building transformation top of mind during construction, and secondly to launch the prestigious re-opening exhibit.

We developed a comprehensive communications strategy that ensured media interest was maintained during the museum's extensive renovation, celebrated and launched the grand opening of the space and launch a special exhibition by renowned Montreal artist, Jean-Pierre Larocque. Innovations such as pop-up retail stores, offsite exhibits and hard-hat site tours were implemented in the months leading up to the construction completion. As the opening exhibit was installed media were invited for a preview along with exclusive artists interviews. This ensured significant public awareness from opening day onwards.

Local and national media, influencers and guests were invited to tour the stunning new space and feature exhibit by Jean-Pierre Larocque. Media toured the reworked and enlarged glass and limestone renovation, met with Architect Bruce Kuwabara and were provided with detailed press materials including images, renderings and site plans. Guests were also treated to light refreshments from the museum's new restaurant, overseen by star chef Jamie Kennedy.

The campaign received extensive regional, national and international coverage with prominent feature articles secured in The Globe & Mail, Toronto Star, National Post, EnRoute, Metro Toronto and 24 Hours making this the largest profile campaign in the museum's history.

