

## National Music Centre Achieves Recognized Museum Designation for Studio Bell

Officially designated by the Alberta Museums Association

*(Calgary, AB — September 16, 2019)* The National Music Centre (NMC) is proud to announce that it is the latest institution in Alberta to receive the Recognized Museum designation from the Alberta Museums Association (AMA) for its award-winning facility, Studio Bell.

This is an exciting time for NMC because earning this designation demonstrates that it is committed to maintaining standards of professional practice and to ensuring that it plays a strong and important role within the community.

NMC voluntarily participated in the Recognized Museum Program offered by the AMA, which involved providing evidence to a panel of museum professionals that demonstrated how the institution meets the AMA's Definition of a Museum.

“Over a decade ago, we embarked on a journey to build a home for music in Canada located in Alberta,” said Andrew Mosker, President and CEO, NMC. “Now open since 2016, we are proud to be living our vision as an organization, enriching the lives of our visitors through music and drawing cultural tourism to the city.”

Visitors to the National Music Centre can now look for the easily recognizable Recognized Museum logo, which identifies the institutions in the province that offer a quality museum experience.

### About Studio Bell, home of the National Music Centre

Studio Bell, home of the National Music Centre (NMC), is much more than a museum. A registered charity and national catalyst for discovery, innovation and renewal through music, NMC is preserving and celebrating Canada's music story inside its home at Studio Bell in Calgary's East Village. With programming that includes on-site and outreach education programs, performances, artist incubation and exhibitions, NMC is inspiring a new generation of music lovers. For more information, please visit [studiobell.ca](http://studiobell.ca).

### About the Recognized Museum Program

The Recognized Museum Program (RMP) is an accreditation program managed by the Alberta Museums Association that identifies those museums and related sites in Alberta that meet professional standards for best practices.

### About the Alberta Museums Association

Founded in 1971, the Alberta Museums Association is the non-profit provincial association for Alberta's museums and museum professionals and supporters. The AMA leads, facilitates, and supports museums in their vital role within communities across the province. Today, the AMA has more than 280 Institutional and 330 Individual Members. For more information about the Recognized Museum Program and / or the Alberta Museums Association, please visit [museums.ab.ca](http://museums.ab.ca).

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## **Media Backgrounder**

### **Recognized Museum Program**

The Recognized Museum Program (RMP) is an accreditation program for museums in Alberta that evaluates whether or not Institutional Members of the Alberta Museums Association (AMA) operate as museums according to the AMA's member-approved Definition of a Museum.

#### **What is a museum?**

A museum is a non-profit making, permanent institution in the service of society and of its development. Museums are open to the public, and for the purposes of study, education and enjoyment museums acquire, conserve, research, communicate, and exhibit the material evidence of people and their environment.

The word 'museum' comprises a diversity of organizations that collect objects in the public trust, including: monuments and historic sites, botanical gardens, zoos and aquaria, science centres, art galleries, cultural centres, and institutions working in related disciplines such as conservation centres and museological training programs.

#### **What is the purpose of the Recognized Museum Program?**

By setting standards for best practices, and recognizing those museums which meet those standards, the RMP allows the AMA to ensure it directs its programs and services to those institutions committed to operating as museums. This ensures the AMA is accountable for the public funds it receives.

The program is also intended to have an educational purpose to ensure that all AMA Members develop or reaffirm their understanding of what museums are and what their responsibilities are to the public trust. The process of applying to the program every five years ensures that the level of practice in the Alberta museum community improves.

#### **What does the Recognized Museum Program mean for the public?**

For museum visitors, the RMP is intended to help them recognize those museums that are working hard to maintain professional standards regarding collections management, educational programming, visitor services, governance, and volunteer participation, among other museum practices as required for their institution.

Visitors will see the RMP logo and know they can expect a high-quality visitor experience.

In partnership with Travel Alberta, the AMA promotes Recognized Museums to the public through its website: [public.museums.ab.ca](http://public.museums.ab.ca).

#### **How does the Recognized Museum Program work?**

To achieve Recognized Museum status, an institution must be a member of the AMA. Once an institution belongs to the AMA, it must submit an in-depth application that details how it meets its mandate through standard practices in access, acquisition, conservation, communication, research, and exhibitions.

Applications are reviewed annually by an independent panel of museum professionals. If an institution successfully demonstrates that it meets the program requirements, it receives the Recognized Museum designation.

If an applicant is not successful in meeting the program requirements, it may remain a candidate in the program for three years. During this period, it is encouraged to draw on the support of the AMA to complete any required improvements. Recognized Museum designation is valid for five years.

Recognized museums are required to resubmit to the program after each five year period.

### **About the Alberta Museums Association**

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On behalf of the Province of Alberta, the AMA administers a museums grants program. The AMA also offers professional development opportunities for museum professionals, including the Certificate in Museum Studies Program.

The AMA publishes resources for the museum community, including the award-winning publications Standard Practices Handbook for Museums, 2nd Edition and Help! A Survivors Guide to Emergency Preparedness, both of which have sold internationally.

The AMA gratefully acknowledges the ongoing financial support of Alberta Culture through the Lottery-funded Alberta Historical Resources Foundation.

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### **For more information:**

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