



Rebrand Press Release

Maryland Historical Society Transitions to Maryland Center for History and Culture

Baltimore, MD (September 9, 2020) – Today, after 176 years, the Maryland Historical Society is reopening its doors as the Maryland Center for History and Culture. This new identity reflects the organization’s mission to define itself as a space where the community can come to discover and develop a deeper understanding of our nation’s history and culture through a Maryland prism.

The Maryland Center for History and Culture (MCHC), which has been closed to the public since March 14 in response to COVID-19, will open its museum to members September 9 – 11, and to the public on September 12, 10 a.m. to 3 p.m. Entry will be monitored to ensure proper social distancing. Masks will be required. The library reopens October 7 due to ongoing building upgrades.

“The Maryland Center for History and Culture has always been more than a museum and library. We provide space for the community to hold meaningful conversations and explore the enormous impact Marylanders have had on our nation’s history,” said Mark Letzer, president and CEO of the Maryland Center for History and Culture. “Over the last several months, we have witnessed how important these conversations are during this time of transition in our country, our city, and our organization. Thousands of individuals interested in our region’s history, and in historic moments relevant to today, have participated in our virtual programming, greatly expanding our reach beyond our walls and our state. We look forward to continuing these conversations well into the future—either virtually or in-person—as the Maryland Center for History and Culture.”

The transformation to the Maryland Center for History and Culture is years in the making and includes a new website and visual identity. Inspired by the quilts in the museum’s collection, the “M” in the new logo represents pieces of a pattern coming together but not complete – history is about collecting stories, but more stories are always yet to be told. The logo also radiates out and radiates in, symbolizing the lives MCHC touches and the ideas MCHC brings together.

The MCHC is home to both nationally and internationally renowned museum and library collections, a sampling of which will now be available via a digital collections portal on the new website.

The Maryland Center for History and Culture’s new website and rebranding are made possible by a newly launched capital campaign, Shaping the Future of History. The \$12 million campaign supports an enhanced education and visitor experience, advanced collections stewardship and access, and long-term sustainability for the organization.

NEW EXHIBITION AND PROGRAMS

EXHIBITIONS

Along with the opening, the MCHC will launch its first-ever virtual exhibition on September 9. *Forgotten Fight: The Struggle for Voting Rights in Maryland* will explore the African American and women's suffrage movements as we enter this election year celebrating the 150th anniversary of the 15th Amendment's ratification and the 100th anniversary of the 19th Amendment's ratification. Designed by Mission Media, this highly interactive, virtual exhibition will allow visitors to step into the role of different Marylanders as they attempt to secure the right to vote.

Additionally, two new onsite exhibitions will open September 12 – *Flickering Treasures: Rediscovering Baltimore's Forgotten Movie Theaters*, and *Wild and Untamed: Dunton's Discovery of the Baltimore Album Quilts*.

PROGRAMS

All events at the MCHC will be virtual through the fall.

In celebration of its reopening, the MCHC will host a virtual core conversation series exploring the organization's four key values: Discovery, Dialogue, Authenticity and Community. The series will launch on September 24 at 12 pm, featuring a conversation with Carla Hayden, Librarian of Congress, for a discussion about Discovery. The series will continue throughout the fall with other noted speakers to be announced.

Visit the MCHC online for a full list of fall virtual programming.

The MCHC will reopen the museum and library at a limited capacity and follow CDC and Baltimore City guidelines. Advanced reserved ticketing will be offered online and is recommended. Hand sanitizer is available throughout the building, and the routine cleaning of frequently touched surfaces has been increased. Masks are required on premises.

HOURS

Museum hours beginning September 12 (limited due to COVID-19), are Wednesday to Saturday, 10 a.m. – 3 p.m. These hours will also apply to the library when it reopens October 7.

The Maryland Center for History and Culture (MCHC) collects, preserves, and interprets the history, art, and culture of Maryland. Originally founded as the Maryland Historical Society in 1844, the MCHC inspires critical thinking, creativity, and community by exploring multiple perspectives and sharing national stories through the lens of Maryland. Your history lives here.

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