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The MAX is back!

The museum is ready to reopen Tuesday, June 2 – all scrubbed up with extra safety measures in place.

MERIDIAN, Miss. (May 28, 2020) – The staff at the Mississippi Arts + Entertainment Experience (The MAX) are excited to welcome visitors back on Tuesday, June 2.

“Like you, we’ve had to shelter in place and close our doors to visitors during the COVID-19 crisis,” said Ida Tomlin, director of operations. “We are eager to safely welcome you back, so we deep-cleaned everything – and we do mean everything – in accordance with health protocols from experts so that you and your family feel comfortable about exploring The MAX once again.”

The MAX has planned carefully to provide maximum safety as well as a no-touch experience for patrons. It has also expanded its presence on social media and instituted MAX@Home, a new section of its website full of video messages from legends, an online lecture series, livestream performances, and more. They are all available through the MAX@Home page on the website, msarts.org.

New safety procedures include the following:

- All employees will be screened daily.
- Updated hours of Tuesday - Saturday, 9 a.m.-3 p.m. and Sunday 1-5 p.m. will allow for thorough daily cleaning.
- All staff will be required to wear masks.
- No-touch measures will be in place at Visitors Services and throughout the building.

The MAX asks guests to help protect their own well-being and that of other visitors and staff by wearing a mask and practicing social distancing during their visit. Before leaving home, visitors should check The MAX website for hours and other important information. Special circumstances or changes may arise during the transition to full operation.

“Most of all,” Tomlin said, “we just want to say, ‘Welcome back!’”

Scheduled Events

The MAX is ramping up its popular events series as fast as possible. Here are a few highlights:

- June 5: Blues Series, featuring guitarist and singer Vasti Jackson on stage in the Courtyard; reservations required
- June 6: First Saturday: The MAX Drive Thru, featuring a lunchtime music, a floral arranging demonstration, and to-go bags with MAX goodies while supplies last.

- June 13: Opening weekend for The MAX's newest exhibit, "Southbound: Photographs of and about the New South," which runs through September 6
- June 19: The 2020 Summer Film Series returns with "Glory," featuring MAX legend Morgan Freeman.

Looking Further Ahead

Some big events are coming up later in the year:

- August 29: Sipp & Savor, a major fundraiser postponed from earlier this year, will showcase cuisine prepared by top Mississippi chefs, with beverages and music.
- August 29: Celebrity chef Cat Cora receives her Walk of Fame star.
- September 3: The MAX will induct its 2020 Hall of Fame class at the MSU Riley Center, with a reception immediately following at The MAX.

About The MAX

The MAX showcases Mississippi Arts + Entertainment history in one immersive destination. Here, visitors of all ages explore the global impact of Mississippians on music, literature, art, entertainment and cuisine. The MAX honors our state's creative legacy and inspires the next generation of creators through a unique experience of interactive exhibits. Come discover the Mississippi roots of some of the world's greatest arts and entertainment icons – like Elvis Presley, Oprah Winfrey, B.B. King, Faith Hill, Sela Ward and Kermit the Frog, just to name a few.

The MAX is dedicated to keeping its facility and exhibits clean and safe. Visit our website for MAX@Home, an online series of lectures, classes, musical performances, and celebrity commentaries.

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For more info, please email info@msarts.org or call 601-581-1550.