



ASSOCIATION OF ART MUSEUM DIRECTORS TO MEET IN LOS ANGELES

New York, NY - January 20, 2016 - The Association of Art Museum Directors (AAMD) will hold its mid-winter meeting in Los Angeles from Friday, January 22 through Monday, January 25, 2016. The meeting will feature a series of presentations by experts from in and outside the field, committee and Task Force meetings, visits to cultural institutions, as well as informal information-sharing sessions for members to discuss current issues.

William "Bro" Adams, Chairman of the National Endowment for the Humanities, will give a keynote address followed by a conversation with Sharon Corwin, Director of the Colby College Museum of Art. Maude Standish, Director of Creative Strategy at Fullscreen, Inc. will give the opening keynote address. Standish has been a millennial trend forecaster and innovation consultant for more than a decade.

Kate Levin of Bloomberg Philanthropies will speak in conversation with Susan Taylor, Director of the New Orleans Museum of Art, on "Museums and the Paradox of Engagement." Susan Meier, of Meier & Associates, will facilitate a workshop entitled "Optimizing Your Board: Governance as Leadership."

The meeting will also include a series of presentations on digital practices, highlighting some of the ways AAMD museums are using technology to better carry out their missions. The program includes the following sessions:

- **Digital Strategy Implementation** with Jennifer Foley, Director of Interpretation at the Cleveland Museum of Art; and Caroline Baumann, Director, Cooper Hewitt, Smithsonian Design Museum
- **Digital Strategy Development** with Koven Smith, Director of Digital Adaptation at the Blanton Museum of Art; and Eric Shiner, Director of the Andy Warhol Museum
- **Digital Content Creation** with Ed Rodley, Associate Director of Integrated Media at the Peabody Essex Museum; and Simone Wicha, Director of the Blanton Museum of Art
- **Open Access** with Cherie Chen, Registrar at the J. Paul Getty Museum; and Charles Venable, Director of the Indianapolis Museum of Art

In addition, Sree Sreenivasan, Chief Digital Officer and Thomas Campbell, Executive Director of The Metropolitan Museum of Art, will present "How (and why) the Met Does Digital." Brian Ferriso, Director of the Portland Museum of Art and Chair of AAMD's Strategic Planning Task Force, will lead member breakout sessions on the strategic plan.

The Association was invited to hold its meeting in Los Angeles by the directors of six of its member institutions in the region: Stuart Ashman (Museum of Latin American Art), Michael Govan (Los Angeles County Museum of Art), Ann Philbin (Hammer Museum), Timothy Potts (J. Paul Getty Museum), Kevin Salatino (The Huntington Library, Art Collections, and Botanical Gardens) and Philippe Vergne (Museum of Contemporary Art Los Angeles). In addition to events hosted by those member museums, meeting attendees will also visit Art + Practice, founded by artist Mark Bradford, philanthropist and collector Eileen Harris Norton, and social activist Allan DiCastro; and The Broad, Joanne Heyler, Founding Director.

The 2016 meeting will also have an active social media presence with attendees encouraged to live-tweet and Instagram their experiences with the hashtag #AAMDLA.



The Association of Art Museum Directors, representing 236 art museum directors in the U.S., Canada, and Mexico, promotes the vital role of art museums throughout North America and advances the profession by cultivating leadership and communicating standards of excellence in museum practice. Further information about AAMD's professional practice guidelines and position papers is available at www.aamd.org.

Generous Support for the mid-winter meeting is provided by:



For more information, the press can contact:

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Friday, January 22

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| 12:00 | Depart for Lunch at the Museum of Latin American Art
Bus will depart from the hotel lobby on Ocean Avenue |
| 3:00 | Return to the hotel |
| 4:15- 5:45 | Task Force on Antiquities and Ancient Art Meeting (closed)
Room: Palisades AB, 5th Floor |
| 5:30pm | Dinner on own |

Saturday, January 23

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| 8:00 | Registration
Room: Malibu, 7th Floor |
| 8:00 - 10:00 | Continental Breakfast
Room: Arcadia Foyer, 5th Floor |
| 8:00 - 9:00 | New Member Orientation (closed)
Room: Palisades BCD, 5th Floor |
| 9:00 - 10:00 | Committee Meetings
Membership (closed) Room: Palisades A, 5th Floor
Art Issues/Government Affairs Room: Palisades BCD
Professional Issues Room: Catalina, 4th Floor |
| 10:15 - 10:30 | Opening Welcome
Christine Anagnos, AAMD Executive Director and Dr. Johnnetta B. Cole, AAMD President
Room: Arcadia Ballroom, 5th Floor |
| 10:30 - 10:45 | AAMD Public Affairs Update
Presentation by Susan Edwards, AAMD Public Affairs Chair
Room: Arcadia Ballroom |

10:45 - 11:45

Keynote: Maude Standish

Maude Standish, Director of Creative Strategy, Fullscreen, Inc.

Introduction by Andrea Barnwell Brownlee, Spelman College Museum of Art

Room: Arcadia Ballroom

11:50 - 12:00

What Keeps Me Up At Night

Christiane Fischer, President and CEO, AXA Art Americas Corporation

Introduction by Jenny Dixon, The Noguchi Museum

Room: Arcadia Ballroom

12:05 - 1:30

AAMD Strategic Planning Lunch Breakout Session

Introduction by Brian Ferriso, Strategic Planning Task Force Chair

Boxed lunches will be provided to bring to your breakout room.

If your last name begins with:

A - C | Room: Arcadia Ballroom, 5th Floor

D - G | Room: Palisades AB, 5th Floor

H - M | Room: Palisades CD, 5th Floor

N - R | Room: Catalina A, 4th Floor

S - Z | Room: Catalina BC, 4th Floor

1:45 - 3:00

Optimizing Your Board: Governance as Leadership

Workshop Leader: Susan Meier, Meier & Associates

Introduction: Chris Anagnos, AAMD

Room: Arcadia Ballroom

3:15 - 4:15

Keynote: Bro Adams

Bro Adams, Chairman, National Endowment for the Humanities in conversation with Sharon Corwin, Colby College Museum of Art

Room: Arcadia Ballroom

4:30

Depart for cocktails at MOCA and The Broad

Bus will depart from the hotel lobby on Ocean Avenue

You will be able to see both institutions during the same time period as they are across the street from one another.

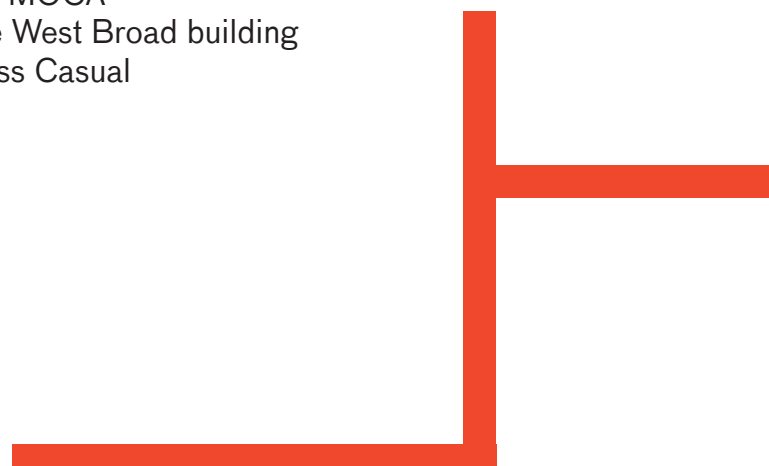
7:30

Depart for dinner at LACMA

Bus will depart from MOCA

Seated Dinner in the West Broad building

Dress Code: Business Casual



Sunday, January 24

8:00 - 9:00

Nominating Committee Meeting (closed)

Room: Palisades AB, 5th Floor

8:00 - 9:00

Fair Use Task Force Meeting

Room: Escondido, 8th Floor

8:00 - 9:00

College & University Capital Campaign Conversation

Room: Palisades CD, 5th Floor

8:00 - 10:00

Continental Breakfast

Room: Arcadia Foyer

9:00 - 10:15

Education & Community Issues Committee Meeting

Room: Palisades CD, 5th Floor

9:00 - 10:15

Conversation on Collection Ownership

Room: Palisades AB, 5th Floor

10:30 - 11:15

Museums and the Paradox of Engagement

Kate Levin, Bloomberg Philanthropies in conversation with Susan Taylor, New Orleans Museum of Art

Room: Arcadia Ballroom

11:30 - 12:15

How (and why) the Met Does Digital

Presented by Sree Sreenivasan, Chief Digital Officer and Thomas Campbell, Executive Director of The Metropolitan Museum of Art

Room: Arcadia Ballroom

12:15 - 1:00

Buffet Lunch

Room: Arcadia Ballroom

1:00 - 3:00

From the Field: Next Practices in Digital and Technology

Introduction by Alison Wade, AAMD

Digital Strategy Implementation | Room: Arcadia Ballroom, 5th Floor
Jennifer Foley, Cleveland Museum of Art & Caroline Baumann, Cooper Hewitt, Smithsonian Design Museum

Digital Strategy Development | Room: Catalina, 4th Floor
Koven Smith, Blanton Museum of Art & Eric Shiner, Andy Warhol Museum

Digital Content Creation | Room: Palisades CD, 5th Floor
Ed Rodley, Peabody Essex Museum & Simone Wicha, Blanton Museum of Art

Open Access | Room: Palisades AB, 5th Floor
Cherie Chen, J. Paul Getty Museum & Charles Venable, Indianapolis Museum of Art

- 3:15** **Depart for Art + Practice**
Bus will depart from hotel lobby on Ocean Avenue
- 4:45** **Depart for Cocktails at the Hammer Museum**
Bus will depart from Art + Practice
- 7:30** **Depart for Dinner at The Getty**
Bus will depart from the Hammer Museum
Buffet Dinner
Dress Code: Business Casual
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Monday, January 25

- 8:00 - 10:00** **Continental Breakfast**
Room: Arcadia Foyer
- 8:30 - 10:00** **Board of Trustees Meeting** (closed)
Room: Catalina, 4th Floor
- 8:30 - 10:00** **College & University Museum Directors Meeting**
Led by Tony Hirschel
Room: Palisades ABC, 5th Floor
- 8:30 - 10:00** **Contemporary Art Museum Directors Meeting**
Led by Heidi Zuckerman
Room: Palisades D, 5th Floor
- 10:15 - 11:00** **AAMD Business Session**
Committee Briefings
American Academy in Rome Report by Carmen Gaitan, Museo Nacional de San Carlos
Room: Arcadia Ballroom
- 11:15** **Depart for The Huntington**
Lunch and time to visit
Bus will depart from hotel lobby at Ocean Avenue
- 3:30** **Return to hotel**