



## ASSOCIATION OF ART MUSEUM DIRECTORS TO MEET IN MIAMI

**New York, NY – January 19, 2017** – The Association of Art Museum Directors (AAMD) will hold its mid-winter meeting in Miami from Monday, January 23 through Wednesday, January 25, 2017. The meeting will feature presentations from experts inside and outside the art museum community, as well AAMD committee and task force meetings and visits to local cultural institutions. The meeting will also include informal sessions for members to share information on key issues and trends emerging in the field. In Miami, the meeting will focus on entrepreneurial leadership, collaborative partnerships, and inclusive strategies, with presentations from AAMD members and leading academics and practitioners.

The opening keynote will be presented by **Porchia Moore**, doctoral candidate in the University of South Carolina's Museum Management Program; a regular contributor to *Incluseum*; and frequent presenter on race, culture, and museums. **Amy C. Edmondson**, Novartis Professor of Leadership and Management at Harvard Business School, an expert on the study of human interactions in the creation of successful enterprises, will also give a keynote address on "The Power of Teaming in an Uncertain World." **Nancy F. Koehn**, the James E. Robinson Chair of Business Administration at Harvard Business School, will present the closing keynote. Koehn's research focuses on effective business leadership, and she will speak on "Leadership in Turbulent Times: Rising to the Challenge."

The AAMD mid-winter meeting will also feature a session on "**Public Partnerships in Miami**", a conversation between Silvia Karman Cubiñá, Executive Director and Chief Curator of The Bass; Franklin Sirmans, Director, Pérez Art Museum Miami; and Michael Spring, Senior Advisor to the Mayor and Director of the Miami-Dade County Department of Cultural Affairs.

Two case study presentations, featuring Chicago's Museum of Contemporary Art's "Coyote" project and The Frick Film Project, will highlight the ways AAMD museums are advancing their missions through the integration of inclusive practices and programs to better serve their communities.

"**Seeing with Words: Visual Description and Web Accessibility**," presented by Susan Chun, Chief Content Officer, MCA Chicago, and Sina Bahram, Founder, Prime Access Consulting, is a participatory session that will report on insights and best practices from the MCA Coyote project, which aims to describe every image on the MCA's website. The initiative is part of the MCA's commitment to web accessibility and providing rich content for all visitors to their site, including those with vision impairment.

"**The Frick Film Project**" will be presented by Joseph Hall, Executive Director, Ghetto Film School, and Ian Wardropper, Director, The Frick Collection. This session, moderated by Elizabeth Easton, Director, Center for Curatorial Leadership, will share insights on The Frick Film Project, a collaboration between the Bronx-based Ghetto Film School and The Frick Collection. The partnership promotes cross-discipline arts learning by providing on-site arts education across the fine and cinematic arts, while demonstrating best practices for making museums inclusive spaces for people from all backgrounds.

"**Challenges of Leading in Uncertain Times**," facilitated by Gretchen Dietrich, Executive Director of Utah Museum of Fine Arts, will invite AAMD members to share questions, challenges, and issues they are currently facing.

**“De-Risking a Leveraged Portfolio”**, presented by Jeremiah Wise, Chief Financial Officer, Indianapolis Museum of Art, will examine the measures museums can put in place to improve long-term financial stability in the wake of the 2008 and 2011 financial downturns, as well as other external factors that put pressure on museum budgets.

AAMD is grateful for the support provided by Phillips for the mid-winter meeting, and is pleased to welcome Arnold Lehman, Senior Advisor at Phillips, Director Emeritus of the Brooklyn Museum, and former president of AAMD, who will give a presentation to members.

The Association was invited to hold its meeting in Miami by the directors of three of its member institutions in the region: Silvia Karman Cubiñá (The Bass), Jill Deupi (Lowe Art Museum), and Franklin Sirmans (Pérez Art Museum Miami). In addition to events hosted by those member museums, attendees will also visit the Rubell Family Collection, the de la Cruz Collection, and the Margulies Collection at the Warehouse.

As with previous meetings, the meeting in Miami will have an active social media presence, and attendees will be encouraged to live-tweet and Instagram their experiences with the hashtag #AAMDMiami.

The Association of Art Museum Directors advances the profession by cultivating leadership capabilities of directors, advocating for the field, and fostering excellence in art museums. An agile, issues-driven organization, AAMD fosters engagement, leadership, and shared learning. Further information about AAMD’s professional practice guidelines and position papers is available at [www.aamd.org](http://www.aamd.org)

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

PHILLIPS

**For more information, the press can contact:**

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# Monday, January 23

## 1:00PM

### **Registration**

Room: Gallery 3, 4th Fl.

## 1:00PM - 2:00PM

### **Buffet Lunch and Coffee Available**

Room: Met Ballroom 2,3,4, 3rd Fl.

## 1:30PM - 2:45PM

### **Committee Meetings**

#### **Professional Issues Committee Meeting**

Room: Met Ballroom 5, 3rd Fl.

#### **Membership Committee Meeting (closed)**

Room: Plaza Room 1, 5th Fl.

## 3:00PM - 4:15PM

### **New Member Orientation**

Open to AAMD members attending their first meeting only

Room: Met Ballroom 6, 3rd Fl.

## 4:30PM - 5:30PM

### **Opening Welcome**

Room: Met Ballroom 1, 3rd Fl.

Welcome by Chris Anagnos, AAMD Executive Director; and Brian Ferriso, AAMD President

### **Keynote by Porchia Moore, University of South Carolina**

Opening Keynote by Porchia Moore, a fourth year doctoral candidate enrolled in the School of Library and Information Science and McKissick Museum's Management Program at the University of South Carolina.

## 5:45PM

### **Cocktails at the Lowe Art Museum**

Sponsored by: University of Miami, John S. and James L. Knight Foundation, Sotheby's, International Arts & Artists, Academic Arrangements Abroad, and Edventure Promotions  
Bus will depart from the Marriott hotel lobby

## 8:00PM

### **Dinner on own**

Bus will bring everyone back to the Marriott hotel  
Free for dinner on own

# Tuesday, January 24

## 7:00AM

### **Yoga**

Room: Yoga Room, 20th Fl.

## 8:00AM - 9:30AM

### **Continental Breakfast**

Room: Met Ballroom 2,3,4, 3rd Fl.

### **Contemporary Art Museum Directors Meeting**

Room: Met Ballroom 7, 3rd Fl.

## 9:30AM - 10:45AM

### **Seeing With Words: Visual Description and Web Accessibility**

Room: Met Ballroom 1, 3rd Fl.

Presented by Sina Bahram, Prime Access Consulting, Inc.; and Susan Chun, MCA Chicago  
Though not required, attendees may wish to bring a laptop or tablet to the session. Those who do will have the opportunity to describe images on their own museum website using the newly developed Coyote bookmarklet.

This participatory session will report on novel insights and reproducible best practices that the MCA Chicago and her partners have learned while embarking on the Coyote project - which aims to describe every image on the MCA's website.

## 11:00AM - 12:15PM

### **Challenges of Leading in Uncertain Times**

Room: Met Ballroom 1, 3rd Fl.

Open to AAMD members only

Program of the Education & Community Issues Committee  
Moderated by Gretchen Dietrich, Utah Museum of Fine Arts  
In this session, several AAMD members will lay out a series of questions, challenges, issues we are all grappling with during these divisive and uncertain times. Our hope for this session is a productive chance to dialogue with our colleagues about the challenges we all face as leaders.

## 12:15PM - 1:30PM

### **De-Risking a Leveraged Portfolio**

Room: Met Ballroom 2,3,4, 3rd Fl.

Lunch will be served.

Presented by Jeremiah Wise, Indianapolis Museum of Art  
Many museums have financed expansion projects through the issuance of long-term debt. After the financial downturns of 2008 and 2011, interest costs on outstanding debt have put pressure on museum budgets. The IMA is putting measures in place to improve long-term financial sustainability while de-risking its endowment by reducing debt and increasing earned revenue.

### **1:30PM - 2:30PM**

#### **The Power of Teaming in an Uncertain World**

Room: Met Ballroom 1, 3rd Fl.

Keynote by Amy Edmondson, the Novartis Professor of Leadership and Management, Senior Associate Dean for Culture and Community at Harvard Business School

### **2:30PM - 3:30PM**

#### **Art Issues/Government Affairs Legislative Briefing**

Room: Met Ballroom 1, 3rd Fl.

### **3:45PM**

#### **Visit to the Rubell Family Collection**

Bus will depart from the Marriott hotel lobby

### **5:00PM**

#### **Visit to the de la Cruz Collection**

Bus will depart from the Rubell Family Collection

### **6:30PM**

#### **Cocktails at The Bass**

Bus will depart from the de la Cruz Collection

### **8:00PM**

#### **Return to Hotel**

## **Wednesday, January 25**

### **8:00AM - 9:30AM**

#### **Continental Breakfast**

Room: Met Ballroom 2,3,4, 3rd Fl.

#### **Board of Trustees Meeting (closed)**

Room: Plaza Room 1, 5th Fl.

### **9:30AM - 10:45AM**

#### **Task Force on Archaeological Material and Ancient Art Meeting (closed)**

Room: Plaza Room 1, 5th Fl.

#### **College & University Art Museum Directors Meeting**

Room: Met Ballroom 7, 3rd Fl.

## 11:00AM - 12:00PM

### **Public Partnerships in Miami**

Room: Met Ballroom 1, 3rd Fl.

Conversation between Silvia Cubiñá, The Bass; Franklin Sirmans, Pérez Art Museum Miami; and Michael Spring, Miami-Dade Department of Cultural Affairs

## 12:15PM - 1:15PM

### **Speaker: Arnold Lehman, Phillips**

Room: Met Ballroom 1, 3rd Fl.

### **Business Session Luncheon**

Room: Met Ballroom 1, 3rd Fl.

## 1:30PM - 2:30PM

### **The Frick Film Project**

Room: Met Ballroom 1, 3rd Fl.

Moderated by Elizabeth Easton, Center for Curatorial Leadership

Presented by Joseph Hall, Ghetto Film School; and Ian Wardropper, The Frick Collection

This session delves into the successful partnership between the The Frick Collection and the Ghetto Film School. It's a partnership that promotes cross-discipline arts learning and best practices for making museums more accessible to people from all backgrounds. Students are led in college-level art history courses using the Frick as source material; and then write, produce, and edit a short film based on pieces in the Frick Collection and shot in the museum.

## 2:45PM - 4:15PM

### **Leadership in Turbulent Times: Rising to the Challenge**

Room: Met Ballroom 1, 3rd Fl.

Closing Keynote by Nancy F. Koehn, the James E. Robison Chair of Business Administration at Harvard Business School

## 4:30PM

### **Visit to the Margulies Collection at the Warehouse**

Bus will depart from the Marriott hotel lobby

## 6:00PM

### **Dinner at the Pérez Art Museum Miami**

Bus will depart from the Margulies Collection at the Warehouse

## 8:30PM

### **Meeting Adjourns**

Bus will depart from the Pérez Art Museum Miami and return to the Marriott hotel