

**THE NATIONAL MUSEUM PUBLISHING SEMINAR IS BROUGHT TO YOU BY THE UNIVERSITY OF CHICAGO GRAHAM SCHOOL**

The National Museum Publishing Seminar extends thanks and appreciation to the 2018 planning committee for their help in creating this year's event.

**CHAD COERVER**  
San Francisco Museum of Modern Art

**KARI DAHLGREN**  
San Francisco Museum of Modern Art

**LESLIE DUTCHER**  
Fine Arts Museums of San Francisco

**CLARE JACOBSON**  
Asian Art Museum of San Francisco

**KARA KIRK**  
Getty Publications

**KAREN LEVINE**  
Getty Publications

**GREG NOSAN**  
The Art Institute of Chicago

**GWEN ROGINSKY**  
The Metropolitan Museum of Art

**MICHAEL STTENFELD**  
The Metropolitan Museum of Art

**NICOLE YAGODA**  
University of Chicago Graham School

# PLANNING COMMITTEE

Non Profit Org.  
U.S. Postage  
**PAID**  
The University  
of Chicago

**18th National Museum Publishing Seminar**  
The University of Chicago  
Graham School of Continuing  
Education and Professional Studies  
1427 E. 98th Street  
Chicago, IL 60637

Asia Pacific Offset  
San Francisco, CA  
Aufuldish & Warner  
San Anselmo, CA  
Bookmobile  
Minneapolis, MN  
Cartiere Del Garda (LECTA)  
Riva del Garda (TN), Italy  
Conti Tipocolor S.p.A.  
Florence, Italy  
D Giles Limited  
London, England  
DelMonico Books + Prestel  
New York-London-Munich  
Die Keure  
Bruges, Belgium  
ELCOGRAF S.p.A.  
Verona, Italy  
Fresens Corporation  
Altona, Canada  
Glue + Paper Workshop  
Chicago, IL  
Goosepen Studio & Press  
Hickory, NC  
Meridian Printing  
East Greenwich, RI  
Pristone Pte LTD  
Singapore  
Purtan Capital  
Hollis, NH  
Shore Design  
Antioch, CA  
Taylor  
Dallas, TX  
Trifolio s.r.l.  
Verona, Italy  
Verona Libri SRL  
Verona, Italy  
Wilsted and Taylor Publishing  
Services  
Oakland, CA

The National Museum Publishing Seminar is supported by and benefits from a growing number of sponsors. These organizations serve the museum publishing community by providing paper, printing, photographic expertise, design, writing, packaging, and other services. It is with pleasure that we thank the following:

# PROGRAM SPONSORS

call the hotel (415-392-8000) or use the following dedicated link online: <https://aws.passkey.com/event/4924254>  
/owner/1150/home (also provided on the NMPs page of the Graham School website).

If your organization should be billed for your tuition, please email Nicole Yagoda at [nyagoda@uchicago.edu](mailto:nyagoda@uchicago.edu). Payment must be received prior to the start of the seminar in order for you to be considered a registrant. Please register early.

### Cancellation policy

Each cancellation is subject to a \$150 cancellation fee. Cancellations received after April 26, 2018, are subject to forfeiture of the full tuition fee. All cancellations must be confirmed in writing. (Note that the Museum Publishing 101 workshop requires an additional fee and advance registration.) The optional field trip on Sunday is free, but also requires advance registration. Full-time students may email [mpps@uchicago.edu](mailto:mpps@uchicago.edu) directly to request a student rate.

**Registration**  
Please register online at [grahamschool-uchicago.edu/museumpublishing-seminar](http://grahamschool-uchicago.edu/museumpublishing-seminar). The general seminar registration, optional tour of the Oakland Museum of California, optional Museum Publishing 101 workshop, and optional Getty Digital Publishing workshop are listed as separate courses; please register accordingly. For those unable to register online, please call 773-702-1722.

**Hotel Reservations**  
The University of Chicago Graham School has reserved a block of rooms at the Parc 55 San Francisco for the reduced rate of \$269 per night. The block will be available until it has filled, or until April 12, 2018, whichever happens first. Please make your reservations early. To reserve a room, you may

**Transportation**  
San Francisco is served by the San Francisco International Airport (SFO) and the Oakland International Airport (OAK). Upon arrival you can reach the hotel by hiring a car/taxi or using the region's BART train service, which runs from both airports to downtown. The closest BART stop to the Parc 55 San Francisco is Powell Street.

**For further information, please contact:**  
Nicole Yagoda  
The University of Chicago  
Graham School of Continuing  
Liberal and Professional Studies  
773-702-2768  
[nyagoda@uchicago.edu](mailto:nyagoda@uchicago.edu)

**Dates**  
The 18th National Museum Publishing Seminar will run Thursday through Saturday, May 3-5, 2018.

### Location

Parc 55 San Francisco  
55 Cyril Magnin Street  
San Francisco, CA 94102  
415-392-8000

### Tuition

Conference tuition is \$650 before February 28, 2018. Regular and late registration pricing is available on our website. Tuition includes admission to all seminar activities, materials, the receptions on Thursday and Friday evenings, and the luncheon on Saturday. (Note that the Museum Publishing 101 workshop requires an additional fee and advance registration.) The optional field trip on Sunday is free, but also requires advance registration. Full-time students may email [mpps@uchicago.edu](mailto:mpps@uchicago.edu) directly to request a student rate.

# GENERAL INFORMATION

The **National Museum Publishing Seminar** is journeying to San Francisco, home to a rich literary history and birthplace of the digital revolution. We will take this opportunity to ponder the ways museum publishers have continued to thrive in our media-saturated environment and capitalize on new platforms for delivering compelling content to our audiences. We will hear from specialists on how we can best tailor texts for readers from diverse cultural backgrounds, discover and reach new audiences, and foster institutional buy-in for our projects. We will look in detail at the ways we can continue to improve our skills as professional editors, designers, printers, production specialists, and project managers. For those new to the field (or looking to refresh their skills), we will offer a new Museum Publishing 101 workshop led by a team of seasoned veterans. Regardless of your institution's size or your level of personal experience, you will find thought-provoking discussions and replicable strategies for success at the 18th National Museum Publishing Seminar.

As always, the program will offer many opportunities to socialize with colleagues, beginning on Thursday with a keynote address by Chronicle Books CEO Nion McEvoy and a reception at the Parc 55 Hotel. Following Friday's sessions, the San Francisco Museum of Modern Art will host a private party for us in its Rooftop Pavilion and Sculpture Garden. The new galleries of the museum's landmark Fisher Collection—with its unparalleled depth in artists such as Andy Warhol, Agnes Martin, and Gerhard Richter—will also be open for viewing. At the Sponsors' Luncheon on Saturday, Kory Stamper, lexicographer at Merriam-Webster and author of *Word by Word: The Secret Life of Dictionaries*, will take a humorous look at the lively life of language. On Sunday the Oakland Museum of California, a groundbreaking example of midcentury museum architecture by Roche-Dinkeloo, will offer an optional private tour of their special exhibition on hip-hop culture (reservations required). The tour will pay special attention to how the museum has succeeded in engaging with, and programming for, Oakland's extraordinarily diverse population. As at the 2016 event, the Sponsors' Gallery will be a central part of the seminar, with refreshments available between program sessions.

The conference takes place in San Francisco's vibrant Union Square neighborhood, with easy access to all the famed sights of San Francisco. The city's Chinatown, South-of-Market, and Nob Hill neighborhoods are all within an easy walk, while nearby mass transit lines (including streetcars, of course) offer convenient access to attractions such as Golden Gate Park, Coit Tower, the Mission neighborhood, and the Ferry Building. The city features a wide range of museums, including the Asian Art Museum, California Academy of Sciences, de Young, Exploratorium, Jewish Contemporary Museum, Yerba Buena Center for Contemporary Art, and many more. Finally, the region is a destination for foodies, with offerings ranging from dim sum to burritos to sustainably farmed California cuisine.



# CONFERENCE

# 18TH NATIONAL MUSEUM PUBLISHING SEMINAR

## Thursday May 3

9:00 am–3:00 pm

### Museum Publishing 101

Get a head start on the National Museum Publishing Seminar with our special preconference workshop. Led by experts in senior positions at museums nationwide, the course will survey the fundamental skills of the trade, including editing, production, project management, and distribution. This intensive course will be particularly useful for those new to the field or looking to broaden their expertise. Tuition: \$100 with conference registration / \$250 without conference registration. Advance registration required.

12:00–4:30 pm

Registration open Parc 55 Hotel

2:00–3:30 pm

### Quire Digital Publishing Platform: Demo and Q&A

NMPS attendees are invited to attend a preconference demo of Quire, the Getty's new open-source digital-publishing tool. Designed to ensure discoverability and longevity, Quire is a multiformat publishing solution for museum and scholarly publishers interested in producing illustrated, open-access online publications ranging from collection catalogues to conference proceedings. Come see how Quire's simultaneous creation of online, ebook, PDF, and print-on-demand editions might serve your institution's needs. Tuition: Free with conference registration. Advance registration required. Can be combined with Museum Publishing 101 workshop

4:30–6:00 pm

### Welcome and keynote address

**NION MCEVOY**  
CEO, Chronicle Books

6:00–7:15 pm

Buffet reception Parc 55 Hotel

7:30 pm

Dinner with colleagues

Sign-up sheets available in advance at the registration desk

## Friday May 4

8:00–9:00 am

Registration, coffee and continental breakfast in Sponsors' Gallery

9:00–10:15 am

Plenary session

### Extending Our Field of Vision: Digital Artists, Frontline Media, and Advocacy

moderator: **PETER BRANTLEY**  
Director, Online Strategy, UC Davis, and organizer, Books in Browsers conference  
**DAN GOLDMAN**  
Founder, Kinjin, Inc.  
**SAMANTHA GORMAN**  
Cofounder, Tender Claws  
**AMELIA WONG**  
Web Content Strategist, J. Paul Getty Trust

10:15–11:00 am

Coffee break in Sponsor's Gallery

11:00 am–12:15 pm

Concurrent sessions

### New Solutions to Old Problems: Alternative Publishing Models

moderator: **KARA KIRK**  
Publisher, Getty Publications  
**MARY DELMONICO**  
Publisher, DelMonico Books+Prestel  
**LISA GABRIELLE MARK**  
Publisher, Los Angeles County Museum of Art  
**ED MARQUAND**  
Partner, Creative Director, Lucia | Marquand  
**SCOTT TENNANT**  
Director of Advancement Communications, Smithsonian Institution

### Book Production Made Rational

moderator: **PETER ANTONY**  
Chief Production Manager, The Metropolitan Museum of Art  
**SANDRA KLIMT**  
Principal, Klimt Studio, Inc.  
**CHRIS ZICHELLO**  
Production Manager, The Metropolitan Museum of Art

12:15–1:30 pm

Lunch break

List of suggested places to eat in registration packet

1:30–2:45 pm

Concurrent sessions

### Lost in Translation: The Multilingual Museum

moderator: **CHAD COERVER**  
Chief Content Officer, San Francisco Museum of Modern Art  
**SAMANTHA AYSON**  
Marketing and Communications Manager, The Main Museum of Los Angeles Art  
**LESLEY JOHNSTONE**  
Head of Exhibitions and Education, Musée d'art contemporain de Montréal  
**BETH REDMOND-JONES**  
Vice President of Engagement and Education, San Diego Natural History Museum

### Legal Boot Camp: Copyright, Fair Use, and Contracts

moderator: **GWEN ROGINSKY**  
Associate Publisher and General Manager, The Metropolitan Museum of Art  
**MARK POLIZZOTTI**  
Publisher and Editor in Chief, The Metropolitan Museum of Art  
**JOHN SLAFSKY**  
Attorney, Wilson Sonsini Goodrich & Rosati

2:45–3:30 pm

Coffee and snack break in Sponsors' Gallery

3:30–4:45 pm

Concurrent sessions

### Didactics to Die For

moderator: **MICHAEL SITTENFELD**  
Senior Managing Editor, The Metropolitan Museum of Art  
**DEBORAH CLEARWATERS**  
Director of Education and Interpretation, Asian Art Museum of San Francisco  
**PENNY JENNINGS**  
Associate Director of Experience Development, Oakland Museum of California  
**RHONDA RUBINSTEIN**  
Creative Director, California Academy of Sciences

### Art Bookselling: A State of the Union

moderator: **KAREN LEVINE**  
Editor in Chief, Getty Publications  
**LISA BACH**  
Director of Independent Special Sales, Chronicle Books  
**PETER MARAVELIS**  
Event Director, City Lights Booksellers & Publishers  
**JIM SUGARMAN**  
Sales and Admissions Manager, UC Berkeley Art Museum and Pacific Film Archive (BAMPFA)

4:45–6:00 pm

Plenary session

### Defining Mission, Refining Process: Rethinking What and How We Publish

moderator: **KATIE REILLY**  
Director of Publishing, The Philadelphia Museum of Art  
**KARI DAHLGREN**  
Head of Publications, San Francisco Museum of Modern Art  
**CHRISTOPHER HUDSON**  
Publisher, The Museum of Modern Art, New York  
**GREG NOSAN**  
Executive Director of Publishing, The Art Institute of Chicago

7:15 pm

Depart for San Francisco Museum of Modern Art

Charter bus provided but not required

7:30–9:00 pm

Reception and private gallery access at San Francisco Museum of Modern Art

## Saturday May 5

8:00–9:00 am

Coffee and continental breakfast in Sponsors' Gallery

9:00 am–10:15 am

Plenary session

### Curators' Perspectives on Publishing within the Museum Context

moderator: **KARI DAHLGREN**  
Head of Publications, San Francisco Museum of Modern Art  
**NAIMA KEITH**  
Deputy Director, Exhibitions and Programs, California African American Museum  
**BRITT SALVESEN**  
Curator, Wallis Annenberg Photography Department, Los Angeles County Museum of Art  
**JULIE RODRIGUES WIDHOLM**  
Director, DePaul Art Museum, Chicago

10:15 am–11:00 am

Coffee break in Sponsors' Gallery

11:00 am–12:15 pm

Concurrent sessions

### In Other Words: Working with Authors outside the Museum Community

moderator: **REBECCA BEDNARZ**  
Editor for Exhibition Research and Publishing, Peabody Essex Museum  
**KAREN LEVINE**  
Editor in Chief, Getty Publications  
**ADRIEL LUIS**  
Curator of Digital and Emerging Media, Smithsonian Asian Pacific American Center  
**MICHAELYN MITCHELL**  
Editor in Chief, The Frick Collection

### Judging a Book by Its Cover:

#### A Multiplicity of Perspectives

moderator: **LESLIE DUTCHER**  
Director of Publications, Fine Arts Museums of San Francisco  
**BOB AUFULDISH**  
Partner, Aufuldish & Warinner, and Professor, California College of the Arts  
**AIMÉE GOGGINS**  
Senior Marketing Manager, University of California Press  
**STUART HATA**  
Director of Retail Operations, Fine Arts Museums of San Francisco

12:15–1:45 pm

Sponsors' Luncheon

speaker: **KORY STAMPER**  
Lexicographer, Merriam-Webster, and author of *Word by Word: The Secret Life of Dictionaries*

2:15–3:30 pm

Plenary session

### Lightning Round Presentations

A rapid-fire program of brief presentations on a variety of essential topics.

## Sunday May 6

10:00 am–12:30 pm

### Private tour and discussion, Oakland Museum of California

Attendees will tour the museum's hip-hop exhibition and hear about interpretive strategies for connecting with diverse audiences. Separate registration required.