Agenda

Thursday, April 15

5:00 P.M. Concurrent Sessions:

a. Managing Budgets

b. Developing Children's Books
   Zena Sutherland, Professor Emerita, Graduate School of Library Science, The University of Chicago
   Caroline Newman, Executive Director of Book Development, The Smithsonian Institution Press, Washington, D.C.

5:15 P.M. Opening Remarks

B. Frank Jewell, Director, Valentine Museum, Richmond, Virginia

6:00 P.M. Friday, April 16

Registration and Coffee

8:15 A.M. Session: Author versus Editor: Tensions and Cooperative Strategies in the Publishing Process

Susan F. Rosen, Executive Director of Publications, The Art Institute of Chicago

Ian B. Wardroper, Curator, European Decorative Arts and Sculpture, The Art Institute of Chicago

George Marcus, Head of Publications, Philadelphia Museum of Art

Fanni Weinberger, Freelance Editor, Pittsburgh, Pennsylvania

9:30 A.M. Concurrent Sessions:

a. Archival and Ecological Issues in Museum Publishing
   Ellen McCready, Publisher/Editor, Alkaline Paper Advocates, and The Abbey Newsletter, Austin, Texas

b. Style Sheers
   Barbara Burns, Executive Editor, Metropolitan Museum of Art, New York

10:45 A.M. Session: Copublishing Issues

Chris Hudson, Director of Museum Publications, The J. Paul Getty Museum, Malibu, California

Sean Moore, Managing Editor, Dorling Kindersley Publishers, London

Susan Dwyer, Vice President, Thames and Hudson, Inc., New York

Coffee Break

10:50 A.M. Concurrent Sessions:

   Paul Baker, President, Paul Baker Typography, Evanston, Illinois

b. Copyright Issues
   Betty Bines, President, Binns & Lubin, New York

3:00 P.M. Saturday, April 17

Session: The Status of Electronic Publishing


Alan Newman, Executive Director, Imaging and Technical Services, The Art Institute of Chicago

Session: Marketing Museum Publications

Judith Linfield, Assistant Vice President, National Trade Sales Manager, Macmillan Publishing Company, New York

Barbara Hasen, Director, University of Chicago Bookstore

Susan Sewall, President, The Sewall Company, Lincoln, Massachusetts

b. What is Successful Museum Publications Design?
   Julia Henshaw, Director of Publications, Detroit Institute of Arts
   Josef Godlewski, Executive Design Director, Ligature, Inc., Chicago

4:00 P.M. Session: Managing Ephemera

Lyn C. DelliQuadri, Director of Graphic Services and Reproductions, The Art Institute of Chicago

Thomas Friedenreich, Editor, Museum of Contemporary Art, Chicago

Russell Lewis, Director of Publications, Chicago Historical Society

5:00 P.M. Closing Remarks

Lunch Speech: Publications and Public Education

Ruthe Hartfield, Executive Director, Museum Education, The Art Institute of Chicago

11:00 A.M. Luncheon Speech: Publications and Public Education

1:30 P.M. Concurrent Sessions:

a. How to Photograph Museum Objects
   Dirk Bakker, Director of Photography, Detroit Institute of Arts

b. Writing Labels: Informing the Public or Impress the Expert?
   Susan Curran, Freelance Editor & Writer, Chicago Sharon Darling, Director, Motorola Museum of Electronics

Phyllis Rabinow, Deputy Chair, Program Development, The Field Museum, Chicago

Fanni Weinberger, Freelance Editor, Pittsburgh, Pennsylvania

Registration

To register, please fill out the registration form below and mail with your remittance of $265 in U.S. currency to: 4th Annual Museum Publishing Seminar, 5155 S. Kimbark Ave., Chicago, Illinois 60657. You may fax your registration form to The University of Chicago at 312-702-6814 if you intend to pay by credit card or if your organization will pay the tuition. Payment must be received prior to the start of the conference. Individuals may bring payment with them, but no one who has not paid by the time of on-site registration will be admitted to the program.

Cancellation Policy: Please read this section carefully before you register. Each cancellation is subject to a $50 service charge. Notifications of cancellation received less than five business days prior to the opening date of the seminar are subject to forfeiture of the full tuition fee.

Non-payment of tuition does not constitute a cancellation. All cancellations must be confirmed in writing. Substitution of another admissible participant may be made for no additional charge prior to the start of the seminar.

Name of registrant:

Organization name:

Address:

City State Zip

Telephone:

Fax:

Total amount: $________

Method of payment:

☐ Check ☐ Money order ☐ MasterCard ☐ Visa

Card number:

Expiration date:

Signature:

Bill my organization* and send invoice to the attention of:

*If for any reason your organization should fail to furnish payment in full, you will be responsible for paying the outstanding balance.