Today’s museum publishers continue to confront a maelstrom of questions and possibilities. Which projects should be printed and which released digitally, and how can we best gauge their effectiveness? How can we attempt to reach wider and more diverse readers? Most importantly, what is the status of knowledge and scholarship in a world in which so much information is continually on offer? At the 17th National Museum Publishing Seminar, we will work to make sense of this storm, taking up where we left off in Boston two years ago. Together, we’ll reengage broadly with the challenge of how we can better deliver high-quality content by relying on our established strengths as editors, designers, printers, production specialists, and project managers. At the same time, we’ll work to build those strengths through sessions devoted to specific publishing skills and activities, all with the goal of uniting newcomers and seasoned veterans in meaningful conversations about the profession.

The program will offer many opportunities to socialize with new and old colleagues, beginning on Thursday with a keynote address and reception at the RadissonBlu Aqua Hotel. Following Friday’s sessions, the Art Institute of Chicago will host a private party for us on the Grand Staircase and in the adjacent galleries housing the museum’s celebrated collection of French Impressionist paintings. On Sunday the Museum of Contemporary Art Chicago will offer an optional private tour of their special exhibition on the work of artist Kerry James Marshall (reservations required). As at the 2014 event, the Sponsors’ Gallery will be a central part of the seminar, with refreshments available between program sessions.

The conference takes place in the iconic Aqua Tower, the first skyscraper designed by internationally renowned architect Jeanne Gang. The Chicago River, Millennium Park, and Michigan Avenue, with its burgeoning restaurant scene, are around the corner. So are the Art Institute and the Museum of Contemporary Art, as well as the city’s extended museum campus, which contains the Adler Planetarium, the Field Museum of Natural History, and the Shedd Aquarium. For those who wish to explore Chicago’s spectacular lakefront and vibrant neighborhoods, miles of paths are outside the front door, and bus and subway lines are nearby and plentiful.
Wednesday, May 11
9:00 am–4:30 pm
Project Management: Making Teams Work
This new daylong course will focus on how proven project management techniques can enhance the effectiveness of museum publishers. Seats are limited, and separate registration is required. Tuition: $500
MARK WERWATH, Instructor
University of Chicago Graham School

Thursday, May 12
12:00–4:15 pm
Registration
Radisson Blu Aqua Hotel

4:30 pm
Welcome and keynote address

Making Sense of the Storm: Knowledge and the Future of Museum Publishing
ROBERT STEIN
Independent Museum Professional

6:00–7:15 pm
Buffet reception
Radisson Blu Aqua Hotel

7:30 pm
Dinner with colleagues
Sign-up sheets available in advance at the Registration Desk.

Friday, May 13
8:00–9:00 am
Registration and coffee service

9:00–10:15 am
Plenary session

Museums and Equality: Inside and Out
CHARLES KIM
Associate Publisher, The Museum of Modern Art, moderator

JACQUELINE TERRASSA
Woman’s Board Endowed Chair of Museum Education, The Art Institute of Chicago

ALEX ROEDIGER
Data Management Coordinator, The Museum of Modern Art

10:45 am–12:00 pm
Concurrent sessions

Rights: What You Need to Know Now
SUSAN CHUN
Chief Content Officer, Museum of Contemporary Art Chicago, moderator

PATRICIA AUFDENHEIDE
Coprincipal Investigator of CAA’s Code of Best Practices in Fair Use for the Visual Arts

ANNE YOUNG
Editor of AAM’s Rights & Reproductions: The Handbook for Cultural Institutions

ROB LANCEFIELD
Manager of Museum Information Service and Registrar of Collections, Davison Art Center, Wesleyan University

There Is No “Publish” Button: Case Studies of Unrealized Digital Projects
JOSEPH MOHAN
Associate Director of Production, The Art Institute of Chicago, moderator

GREG ALBERS
Digital Publications Manager, Getty Publications, comoderator

KRIS THAYER
Senior Designer, Minneapolis Institute of Art

12:00–1:30 pm
Lunch break
List with suggestions in packet

12:00–1:30 pm
Optional breakout discussion on fair use and the CAA code with representatives from CAA. Advance sign up required during registration.

1:30–2:45 pm
Concurrent sessions

Made to Measure: Assessing Digital Publishing
KARA KIRK
Publisher, Getty Publications, moderator

GWEN ROGINSKY
Associate Publisher and General Manager of Publications, The Metropolitan Museum of Art

PATRICIA FIDLER
Publisher, Art and Architecture, Yale University Press

LAURA MANN
Principal and Founder, Green + Webb USA

How to Live in a Freelance World
SUSAN ROSSEN
Publishing Consultant and Editor, moderator

MICHAEL SITTENFELD
Senior Managing Editor, The Metropolitan Museum of Art

JOAN SOMMERS
Design Partner, Glue + Paper Workshop LLC

TOM FREDRICKSON
Editor and Writer

2:45–3:15 pm
Coffee break in Sponsors’ Gallery
3:15–4:30 pm
Plenary session

**How to Get Your Books Out There**

**SARAH GUERNSEY**
Executive Director of Publishing,
The Art Institute of Chicago, moderator

**KATIE REILLY**
Director of Publications, Graphics, and Photographic Services, Carnegie Museum of Art

**MELANIE EMERSON**
Head, Ricker Library of Architecture and Art, University of Illinois at Urbana-Champaign

**JANE BROWN**
Sales Director, Distributed Art Publishers (DAP)

**RACHEL HIGH**
Publishing and Marketing Assistant, The Metropolitan Museum of Art

5:30 pm
Depart for the Art Institute of Chicago

6:00–8:30 pm
Dinner reception and free time at the Art Institute

8:30 pm
Transportation back to RadissonBlu Aqua Hotel

---

**Saturday, May 14**

8:00–9:00 am
Registration and coffee service

9:00–10:15 am
Plenary session

**Fresh Approaches to Classic Design Conventions**

**ED MARQUAND**
Partner, Creative Director, Lucia | Marquand, moderator

**CHERYL TOWLER WEESE**
Partner, Creative Director, Studio Blue

**JENA SHER**
Owner, Jena Sher Graphic Design

**ROY BROOKS**
Owner, Fold Four

10:15–10:45 am
Coffee break in Sponsors’ Gallery

10:45 am–12:00 pm
Concurrent sessions

**Beyond the Wall: Interpretive Labels and Visitor Experience**

**GREG NOSAN**
Editorial Director, The Art Institute of Chicago, moderator

**BRADLEY PEACOCK**
President, Peacock Nine

**BEVERLY SERRELL**
Director, Serrell & Associates

**JOHN RUSSICK**
Vice President for Interpretation and Education +

**EMILY NORDSTROM**
Editor, Chicago History Museum

**TAYLOR PETERSON**
Media and Interactives Project Manager +

**SARAH SARGENT**
Former Exhibition Developer +

**CHRISTINA YANG**
Digital Interactives Producer, Field Museum of Natural History

---

12:00–1:30 pm
Sponsors’ Luncheon

**MARY NORRIS**, “The Comma Queen” of the *New Yorker*

1:45–3:15 pm
Plenary session

**Pecha Kucha**
A rapid-fire program of seven brief presentations on a variety of essential topics: how to survive on press, pros and cons of Google and JSTOR, how to get hired, the update of the Heilbrunn Timeline of Art History, green publishing practices, how to publish a children’s book, and the demystification of a DAMS.

---

**Sunday, May 15**

10:00 am
Tour of *Kerry James Marshall: Mastry* at the Museum of Contemporary Art Chicago

Separate registration required.
**DATES**

**LOCATION**
The Radisson Blu Aqua Hotel
221 N. Columbus Drive
Chicago, IL 60601
312-565-5258

**TUITION**
Tuition for the seminar is $625 on or before March 11, 2016, $675 before April 30, and $725 after April 30. Tuition includes admission to all seminar activities, materials, the receptions on Thursday and Friday evenings, and the luncheon on Saturday. Full-time students are eligible for the discounted registration rate of $275. Please call 773-702-1722 for student registration.

**REGISTRATION**
Please register online at
grahamschool.uchicago.edu/museumpublishingseminar.
The general seminar registration, optional tour of the MCA Chicago, and the optional project management course are listed as separate courses: the seminar registration course number is MUSMPS 16S1; the tour course number is MUSMPS 16S4; the project management course number is PMTEAM 16S1. Please register accordingly. For those unable to register online, please call 773-702-1722.

If your organization should be billed for your tuition, please e-mail Nicole Yagoda: 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 $75 cancellation fee. Cancellations received after May 1, 2016, are subject to forfeiture of the full tuition fee. All cancellations must be confirmed in writing.

Nonpayment of tuition does not exempt individuals from the cancellation fee. Prior to the start of the seminar, substitution of another participant from the same organization may be made at no additional charge.

**HOTEL RESERVATIONS**
The University of Chicago Graham School has reserved a block of rooms at the Radisson Blu Aqua Hotel for the reduced rate of $235 per night, single or double occupancy. That block will be released on Friday, April 15, 2016, so make your reservations early.

To reserve a room, you may call the hotel (312-565-5258) or go through the hotel’s Web site, www.radissonblu.com/Chicago. (A link is provided on the NMPS page of the Graham School Web site.)

To get the reduced rate online, please use the group code MUSEUM. The reduced rate is available the nights of Wednesday through Monday, June 11–16, 2016.

**TRANSPORTATION**
Chicago is served by O’Hare and Midway International Airports. You have several transportation options upon your arrival: cab service (meter rate) or the city’s elevated train service, the El (not a direct route; see transitchicago.com for maps). The Radisson AquaBlu is accessible via the Blue Line from O’Hare and the Orange Line from Midway.

**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
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:

Appleton Coated
Combined Locks, WI

Asia Pacific Offset
Washington, DC

Bookmobile
Minneapolis, MN

Classic Color
Broadview, IL

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

Fedrigoni S.p.A.
Verona, Italy

Friesens Corporation
Altona, Canada

Glue + Paper Workshop
Chicago, IL

Goosepen Studio & Press
Hickory, NC

Graphicom
Ithaca, NY

Graphius
Ghent, Belgium

Librios Ltd
London, England

Lucia | Marquand
Seattle, WA

Meridian Printing
East Greenwich, RI

Professional Graphics, Inc.
Rockford, IL

Puritan Capital
Hollis, NH

Scala Arts Publishers, Inc.
New York, NY

Shore Design
Antioch, CA

SmArt Rights
Seattle, WA

The Avery Group at Shapco Printing
Minneapolis, MN

Trifolio s.r.l.
Verona, Italy

VeronaLibri
Verona, Italy

Printing and paper for the NMPS conference materials have been donated by the Avery Group at Shapco Printing, Minneapolis, www.averygroupshapco.com.

The National Museum Publishing Seminar is brought to you by the University of Chicago Graham School.

THE UNIVERSITY OF CHICAGO GRAHAM SCHOOL

**PLANNING COMMITTEE**
The NMPS extends thanks and appreciation to the 2016 planning committee for its help in creating this year’s event.

Susan Chun, Museum of Contemporary Art Chicago
Chad Coerver, San Francisco Museum of Modern Art
Katherine Dreher, University of Chicago Graham School
Kathy Fredrickson, Peabody Essex Museum
Sarah Guernsey, The Art Institute of Chicago
Charles Kim, The Museum of Modern Art
Kara Kirk, Getty Publications
Marissa Love, University of Chicago Graham School
Joseph Mohan, The Art Institute of Chicago
Greg Nosan, The Art Institute of Chicago
Gwen Roginsky, The Metropolitan Museum of Art
Susan Rossen, Publishing Consultant and Editor
Michael Sittenfeld, The Metropolitan Museum of Art
Emiko Usui, Museum of Fine Arts, Boston
Nicole Yagoda, University of Chicago Graham School