

19th

National

Museum

Publishing

Seminar

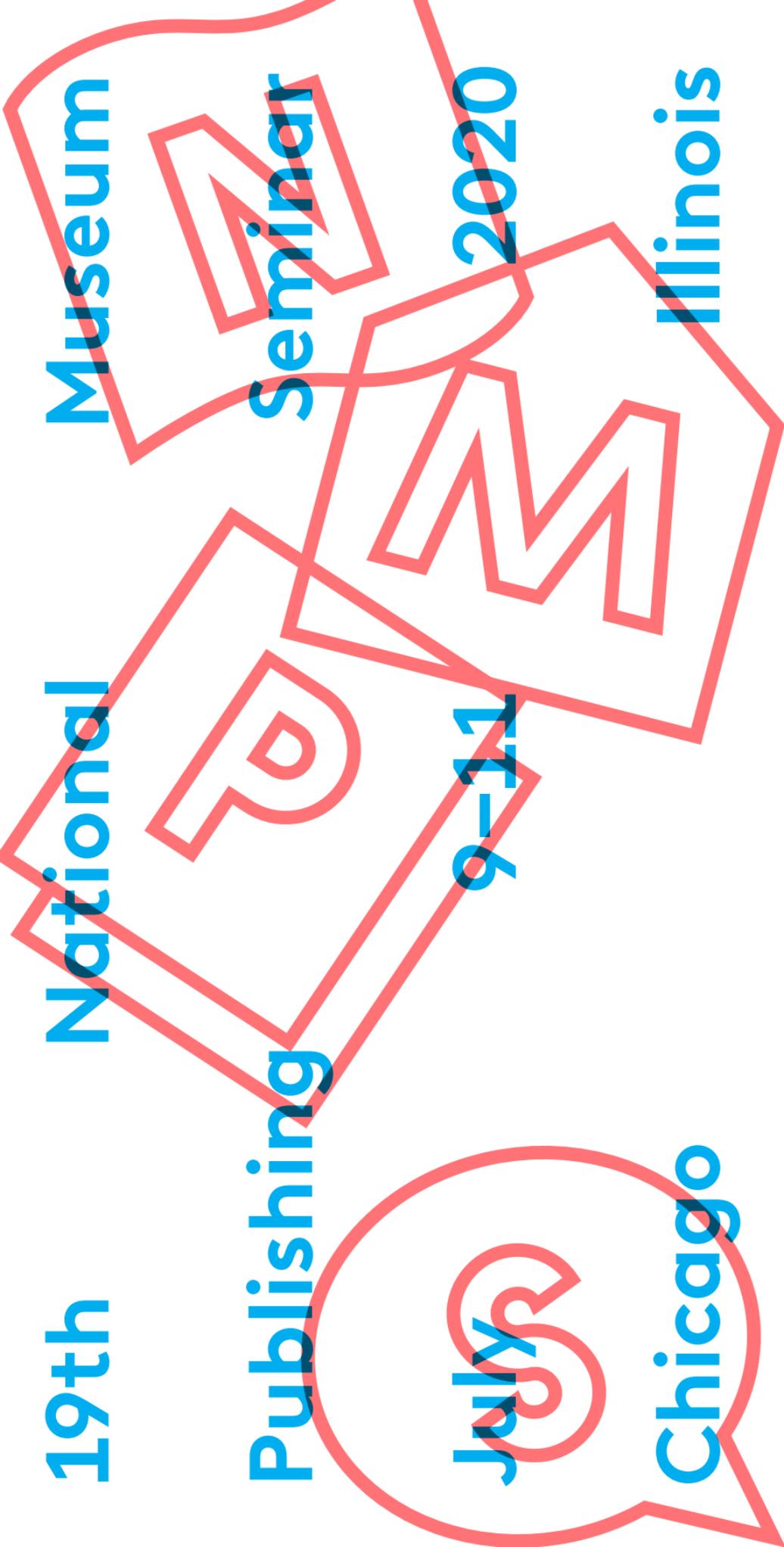
July

9-11

2020

Chicago

Illinois



Welcome to the Windy City!

In 2020 the National Museum Publishing Seminar returns to its Chicago roots. This year's conference is designed to help us connect in new ways; question what we think we know about our work; and learn smarter, better ways of doing it. Drawn from an unprecedented number of submissions, the panels and workshops feature experts from large and small institutions alike and are geared to both veterans and those new to the field. Presenters will share research on topics including the state of museum publishing as a whole, the user experience for digital catalogues, and what visitors want to learn in our galleries (and how). We'll also take a fresh look at pressing issues such as inclusive language, copyright, and green publishing, and explore a range of innovative ways to connect with readers in print and online. If you are eager to sharpen your skills in editing, design, production, and project management, we've got you covered: you're sure to leave with new knowledge, tools, and networks of support.

Our Thursday program begins with our optional foundation course, [Museum Publishing 101](#), followed by two all-new opportunities: a special [first-timer welcome](#) and a [speed-networking session](#) for return attendees. We'll then travel to the nearby Art Institute of Chicago for a keynote address in the iconic Stock Exchange Trading Room and a [hearty welcome reception](#) at the museum's rooftop restaurant, Terzo Piano, and adjoining sculpture terrace. The evening also includes remarks from Art Institute curators and free time in the galleries. Friday starts with a [mentorship session](#) and a plenary on the state of the field, followed by breakout sessions, workshops, and panels. In the evening, celebrate at our [hotel reception](#) and make new connections at the optional [dinners with colleagues](#). Remember to sign up for the new [exhibitor raffle](#), which will take place at a formal farewell reception following panels, breakout sessions, and the [sponsors' brunch](#) on Saturday. Finally, consider joining us on Sunday for an optional field trip to the [National Museum of Mexican Art](#), where we'll enjoy a courtyard breakfast, private tours, and the Pilsen neighborhood's breathtaking public murals.

We are excited to host the conference at the [Fairmont Chicago Hotel](#), which offers spacious guest rooms; a host of amenities; and stunning views of Lake Michigan, Millennium and Grant Parks, and the downtown skyline. We hope you'll find the time to enjoy a few short trips to nearby museums, restaurants, and local hot spots. For those who wish to venture farther afield, the hotel is located near public transportation, with plentiful taxi and rideshare options.



**Thurs
July 9**

9:00 am–2:00 pm

Museum Publishing 101

Tuition: \$200 (includes lunch);
advance registration required

Get a head start on NMPS with our special preconference workshop. Led by past and present members of the planning committee, this intensive course surveys fundamental skills, key milestones, and best practices for both print and digital projects, from initial concept through delivery. Learn how to develop a table of contents, specifications, budget, and schedule; partner with trade copublishers; commission content and clear permissions; identify and collaborate with freelancers; set a print run, request pricing, and check proofs; and much more! The course will be particularly useful for those new to the field or seeking to broaden their expertise.

Faculty: **Kara Kirk** and **Karen Levine** (Getty Publications), **Joseph Mohan** and **Greg Nosan** (Art Institute of Chicago), **Katie Reilly** (Philadelphia Museum of Art), **Gwen Roginsky** and **Michael Sittenfeld** (Metropolitan Museum of Art)

1:00–4:30 pm

Registration open

2:30–3:30 pm

First-time attendee reception

Meet the planning committee and connect with other new attendees at our first-ever first-timer welcome; no advance registration required.

2:30–3:30 pm

Speed networking

Open to all return attendees;
no advance registration required.

4:30–5:30 pm

Welcome and keynote address

Stock Exchange Trading Room,
the Art Institute of Chicago

Note: Conference attendees are invited to walk to the Art Institute, located just a few blocks away.

Copyright and the Visual Arts

Amy Adler, Emily Kempin Professor of Law at New York University, is one of the leading scholars of copyright and intellectual property law in the US. Her recent work addresses issues such as the First Amendment treatment of visual images, the misfit between copyright law and the art market, and the moral rights of artists. She opens NMPS 2020 with an overview of these issues as they relate to—and challenge—conventional thinking about copyright in the museum community.

5:30–8:00 pm

Reception and gallery access at the Art Institute of Chicago

Terzo Piano & Bluhm Sculpture Terrace

Curators **Gloria Groom** and **Felicia Valentine Mings** introduce the exhibitions *Monet and Chicago* and *Malangatana: Mozambique Modern*.

Fri
July 10

7:30–9:00 am

Registration

8:00–9:00 am

**Continental breakfast
and coffee service**

8:30–9:00 am

Mentorship meet-up

Open to all attendees; advance registration required.

9:00–10:15 am

Plenary Session

**State of the Field:
What Does Museum Publishing
Look Like Today?**

Museum publishing comprises a range of different experiences across our community. How much do we know about what is happening in the field right now? What has changed in the last decade or so? And what do you want to learn? In advance of this session, NMPS will solicit data and questions from you and museum publishers throughout the profession. Panelists will be selected to address key issues of importance that surface from your responses. Learn about our findings, hear from colleagues at a range of institutions, and gather in smaller groups to continue the conversation.

Moderator: **Emily Zoss**
(National Gallery of Art)

10:15–10:45 am

Coffee and snack break

10:45–11:45 am

Concurrent Sessions

**A Common Language:
Demystifying Design for Editors**

Editors and designers work together but often speak different languages and bring different interests and priorities to the table. This panel explores the challenges and rewards of close collaboration, addressing the following questions: How do designers determine basic elements such as typography, layout, and materials? How can editors learn the vocabulary and fundamentals of design? When is it necessary to make exceptions to design or editorial standards? Our panel of designers will share their approaches to working with a range of stakeholders, including editors, artists, authors, and curators.

Moderators: **Mollie Edgar** (Hour Studio) and **Lisa Meyerowitz** (Art Institute of Chicago); Panelists: **James Goggin** (Practise), **David Khan Giordano** (Passion Khan Giordano), **Cheryl Towler-Weese** (Studio Blue)

**Green New Deal:
Asking Questions about
Sustainable Book Production**

Although we hear daily about the disastrous effects of climate change on the natural world, there still appears to be little demand for sustainably produced museum publications. In addition to asking why not, this session draws on the expertise of printers, editors, scholars, and production managers to offer a primer on the environmental dimensions of book-making, teaching you the questions to ask (and options to explore) with respect to every part of the process, including design specs, print run, paper, inks, printing technologies, energy sources, shrink-wrapping, and shipping.

Moderator: **Greg Nosan** (Art Institute of Chicago); Panelists: **Alexis Bogaert** (Die Keure Printing), **Anna Brouwer** (Princeton University Art Museum), **Lucy Partman** (Princeton University)

11:45–1:15 pm

Break for lunch on your own

12:00–1:00 pm

Special lunchtime session Getting on the Radar: Marketing and Selling Your Publication

We fall in love with projects easily and grow disappointed when sales don't meet our expectations. In this panel, a university press marketer and an independent bookstore manager will show us how they make books visible and attractive to potential buyers, even as they deal with scores of titles each season. We'll come away with a better understanding of the context in which our books exist, as well as some marketing strategies we can undertake ourselves.

Moderator: **Susan F. Rossen** (freelance editor and consultant);
Panelists: **Levi Stahl** (University of Chicago Press), **Jeff Deutsch** (Seminary Co-Op Bookstores), and others

1:15–2:15 pm

Concurrent Sessions

What Do Visitors Want?

As museums reflect on who our audiences are and how we communicate with them, publishers are increasingly called upon to perform or support the work of museum interpretation. Interpretation departments, meanwhile, strategize about the tools and

language we use to convey stories and ideas to our audiences. But how much do we really know about our visitors—the knowledge and experiences they bring with them and what they want to learn while within our walls? In this panel, seasoned interpretation specialists share their research-based findings about what works and what doesn't in didactic materials.

Moderator: **Emily Lew Fry** (Art Institute of Chicago); Panelists: **Jamie Lawyer** (Nelson Atkins Museum of Art), **Rosie May** (MCA Chicago), **Ginia Sweeney** (Art Institute of Chicago)

Expanded Definitions of Museum Publishing: New Interpretation and Content Strategies for Engaging Audiences

Many museums are developing new and varied approaches to storytelling in order to broaden their audiences, expanding not only methods of content delivery but also the very definition of publishing. This panel explores the ways in which changing museum interpretation practices impact audience outreach and fortify content management workflow. The session offers three different approaches to content development, including the digital periodical; the podcast; and a publishing platform prototype that offers options for long-lead and print-on-demand book production and customized, in-gallery output.

Moderator: **Pamela Horn** (Cooper Hewitt, Smithsonian Design Museum);
Panelists: **Zoe Goldman** (Getty Publications), **Amy Peltz** (Art Institute of Chicago)

2:15–2:30 pm

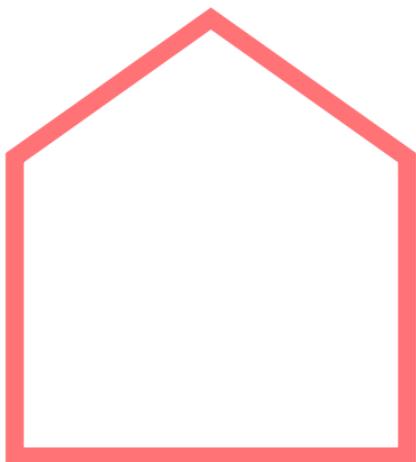
Short break

2:30–3:45 pm

Plenary Session

Inclusive Language: What's It to You?

This panel explores the relevance of inclusive language for museum publishers and offers case studies



from a range of institutions, including human rights and university art museums. Presentations focus on building a style guide, formalizing organization-wide approaches to inclusivity, developing interpretive materials, and working with bilingual audiences and Indigenous peoples. Participants will gain a broad view of what inclusive language means, why it matters, and how museums are addressing it, along with practical takeaways they can use in their own work.

Moderators: **Jane Neidhardt** (Mildred Lane Kemper Art Museum) and **Gail Gomez** (Smart Museum of Art); Panelists: **Melanie Crader** (Hammer Museum), **Karen Jacobson** (freelance editor), **Louise Waldman** (Canadian Museum for Human Rights), **Lillian Waller** (College for Creative Studies)

3:45–4:15 pm

Snack break and exhibitor raffle sign-up

4:15–5:15 pm

Concurrent Sessions

Lightning Round: Rapid-Fire Case Studies

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

Presenters: **Hilary Brown** (Georgia Museum of Art), **Merantine Hens** (Metropolitan Museum of Art), **Jacob Horn** (Whitney Museum of American Art), **Ruth Lane** (Getty Publications), **Anna Oehlkers** (Metropolitan Museum of Art and the Mash-Up Americans), **Sara Zabrodski** (Rubin Museum of Art)

Recentering the Reader: A Study of Digital Publications from Four Museums

This session presents the findings of a major evaluation of online scholarly catalogues. Our results are helpful for museums considering digital projects of any size because

they highlight an important shift: more scholars are reading and researching online, citing digital projects, and publishing digitally themselves. By revealing how readers find resources, how digital publications compare to those in print, and what features and content create the best experience, our findings help close the gap between the audiences we plan for and those we are truly serving.

Moderator: **Katie Reilly** (Philadelphia Museum of Art); Panelists: **Greg Albers** (Getty Publications), **Lauren Makhholm** (Art Institute of Chicago), **Claire Quimby** (Rockman et al), **Emily Zoss** (National Gallery of Art)

5:15–6:15 pm

Plenary Session

Think Digital

Is your institution publishing digitally or thinking of taking certain types of publications into the digital space? Where does one begin, and what considerations should be part of the decision-making process? This session offers a practical overview for museum publishers of all types. Get actionable advice on defining your goals and success factors, taking a user-centered approach to planning and design, evaluating technology choices and working with developers, and thinking long-term about distribution and maintenance. Begin developing the tools you need to confidently approach key digital-publishing decisions.

Presenter: **Greg Albers** (Getty Publications)

6:30–8:00 pm

Hotel reception

7:45 pm

Gather for dinners with colleagues

Sign-up sheets are available on Thursday and Friday at the registration desk.

Sat
July 11

8:00–9:00 am

Continental breakfast and coffee service

9:00–10:15 am

Concurrent Sessions

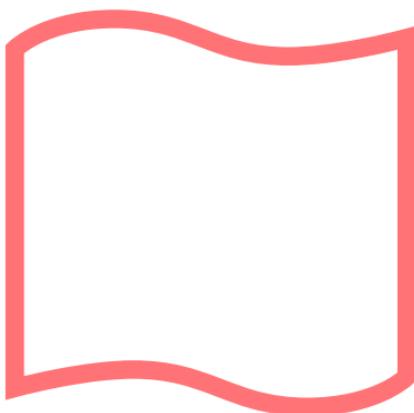
That Could Work: How to Improve and Tailor Your Workflow

This session will offer solutions to common workflow problems, covering each stage from planning to upload and sharing concrete ways to rethink and refine process. Good project management is more than improving communication or choosing the right tool for each task: it builds collegiality, increases quality and efficiency, and brings each project closer to its ideal. The ideas presented are adaptable to nearly every setting and can be incorporated at any time. Drawing on their experiences in museums big and small, panelists also offer suggestions on how to advocate for change, secure buy-in, and navigate a new process amid a heavy workload.

Moderator: **Kamilah Foreman** (Dia Art Foundation); Panelists: **Matt Mayerchak** (Mayerchak & Company), **Joseph Mohan** (Art Institute of Chicago), **Robert Weisberg** (Metropolitan Museum of Art)

Hook 'Em Young: Museum Publishing and Children's Books

Children's books are big business, and museums are increasingly interested in finding new commercial outlets while courting future visitors. This panel sheds light on the particulars of publishing for younger readers, from acquisition and development to editing and publicity. Panelists with a wide range of experience within (and in partnership



with) museums survey recent projects and address the potential rewards and pitfalls of publishing in this area. They also offer practical advice on collaborating with authors, illustrators, and editors as well as insights into marketing and distribution.

Moderator: **A. Robin Hoffman** (Art Institute of Chicago); Panelists: **Kathy Fredrickson** (Peabody Essex Museum), **Margaret Macnamara** (Field Museum of Natural History / School of the Art Institute of Chicago), **Elizabeth Nicholson** (Getty Publications), **Howard Reeves** (Abrams)

10:15–10:45 am

Coffee break and final raffle sign-up

10:45–11:45 am

Concurrent Sessions

Wanted, Dead or Alive: The Challenges and Blessings of Working with Living Artists and Artist's Estates

Are you about to embark on a project with a living artist or in cooperation with an artist's estate? Working with the former can be thrilling and daunting at the same time; dealing with the latter can prove even more challenging. Offering perspectives and best

practices from artists, estates, and editors, this session addresses key questions on artistic and editorial responsibility, the trials and tribulations of the creative process, managing expectations, and forging a mutually beneficial working relationship. Whatever your challenge, our case studies and practical advice will prepare you for the task ahead.

Moderator: **Sophie Tates** (Stedelijk Museum); Panelists: **Katherine Atkins** (Dia Art Foundation) and others

Picture This: The Art of the Reproduction

This panel explores how to reproduce an artwork in a print publication, discussing every phase in the process. We cover the challenges involved in securing the highest-quality image possible, including how to communicate requirements and best practices to photographers and how to work with non-professional photographers to achieve the best capture with minimal resources. We also dig into the next steps: retouching, color separation, color proofing, and printing. We will touch upon how to best communicate with vendors; look at how science, philosophy, and subjectivity collide; and investigate color proofing in a variety of environments.

Panelists: **Paul Booth**, **Elizabeth De Mase**, and **Lauren Knighton** (Metropolitan Museum of Art)

11:45–1:00 pm
Plenary Session

Sponsors' Brunch

Speaker: **Carol Saller**, chief copy-editor for the 16th edition of the *Chicago Manual of Style*, editor of the *Chicago Manual of Style Online Q&A*, and author of *The Subversive Copy Editor*

1:15–2:45 pm
Plenary Session

The Museum's Online Presence

This panel focuses on the museum website's potential as a space for critical thinking and conversation. For such a space, the goal is not to communicate and promote museum activities, but to expand them by taking advantage of the nimble nature of online presence. Panelists will structure the discussion around four projects: the Carnegie Museum of Art's online journal, *Storyboard*; *L'Internationale Online*, a platform for research and debate sponsored by seven European art institutions; R adio Web MACBA, which explores the creative potential of conversation; and the Canadian Centre for Architecture's website, an engine for research on architecture and the built environment.

Moderator: **Albert Ferr ** (Canadian Centre for Architecture); Panelists: **Matthew Newton** (Andy Warhol Museum), **Anna Ramos** (MACBA), **Mabel Tapia** (*L'Internationale Online*)

2:45–3:45 pm
Exhibitor raffle and closing reception

Sun
July 12

10:00 am–12:30 pm
Optional field trip to the National Museum of Mexican Art
Transportation provided; advanced registration required.

General Information

Dates

The 19th National Museum Publishing Seminar will run Thursday through Saturday, July 9–11, 2020.

Location

Fairmont Chicago Hotel
200 North Columbus Drive
Chicago, IL 60601

Registration

Individual and exhibitor registration is available online at graham.school.uchicago.edu/community/national-museum-publishing. Conference registration includes access to all networking events, social meals, snacks, and plenary and breakout sessions. Separate registration, also available online, is required for the optional NMMA field trip and the Museum Publishing 101 workshop.

Student and individual rates available. Email nmps@uchicago.edu to find out more. Valid student ID required.

Hotel Reservations

The 2020 NMPS will be held at the Fairmont Chicago. The NMPS has secured a room block for conference attendees at a rate of \$209 per night. Register in the room block at book.passkey.com/event/49545076/owner/2945/home or by calling 800-526-2008.

Cancellation Policy

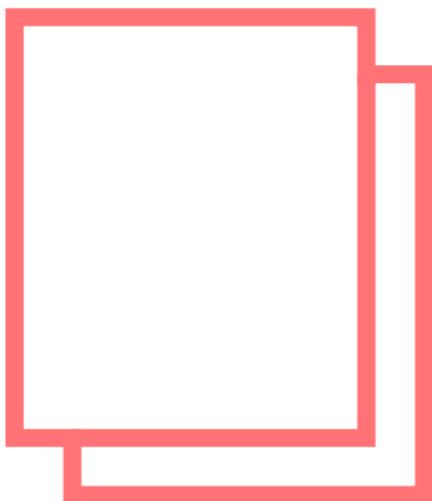
NMPS conference registration fees are fully refundable within seven business days of your registration. However, if a registrant cancels after seven business days have elapsed (inclusive of the registration date) and at any point before June 18, 2020, the registrant will be refunded 75 percent of the original registration fee. As of June 18, 2020, registration fees are completely nonrefundable. To report a cancellation or request a refund, please reach out to nmps@uchicago.edu.

Exhibitors

Exhibitors are the backbone of the NMPS conference. Standard exhibitor packages include a tabletop display in the Exhibitor Hall and registration for two representatives. To inquire about sponsoring an event or a featured cocktail at our events, please reach out to Nikki Yagoda at nyagoda@uchicago.edu.

Transportation

Chicago is served by O'Hare and Midway International Airports. Cabs, rideshare services, and public transportation are all readily available to transport you between the airport of your choice and the hotel. Fairmont Hotel Chicago is served by Blue, Green, and Red Line El trains. For more info, visit transitchicago.com.



Program Sponsors

NMPS 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:

Asia Pacific Offset

San Francisco, CA

Book Industry Study Group

New York, NY

Bookmobile Minneapolis, MN

Cartiere del Garda — LECTA

Riva del Garda, Italy

Classic Color Chicago, IL

Conti Tipocolor Florence, Italy

DelMonico Books New York

Die Keure Bruges, Belgium

ELCOGRAF SpA Verona, Italy

Eriksen Translations Brooklyn, NY

Friesens Corporation

Altona, Canada

Glue + Paper Workshop

Beverly Shores, IN/Cushing, ME

Graphicom Ithaca, NY/Verona, Italy

Graphius Ghent, Belgium

Longo SpA Bolzano, Italy

Lucia | Marquand Seattle, WA

Mega Printing Istanbul, Turkey

Meridian Printing East Greenwich, RI

NPN Printing Company

Breda, Netherlands

O.G.M. SpA Padua, Italy

Oddi Sales Brooklyn, NY

Ofset Yapimevi Istanbul, Turkey

Point B Solutions Minneapolis, MN

Pristone Singapore

Puritan Capital Hollis, NH

SYL Barcelona, Spain

Scala Arts Publishers, Inc.

New York, NY

Smart-Rights Seattle, WA

Trifolio SRL Verona, Italy

VeronaLibri SRL Verona, Italy

Planning Committee

The National Museum Publishing Seminar extends thanks and appreciation to the 2020 planning committee for its help in creating this year's event.

Albert Ferré

Canadian Centre for Architecture

Kamilah Foreman

Dia Art Foundation

Gail Gomez Smart Museum of Art

Karen Levine Getty Publications

Joseph Mohan

Art Institute of Chicago

Jane Neidhardt

Mildred Lane Kemper Art Museum

Greg Nosan

Art Institute of Chicago (chair)

Katie Reilly

Philadelphia Museum of Art

Sophie Tates

Stedelijk Museum Amsterdam

Dale Tucker

Metropolitan Museum of Art

Nikki Yagoda University of Chicago

Emily Zoss National Gallery of Art

Printing of this brochure was generously provided by Classic Color, Chicago www.classic-color.com

Typeset in LL Brown (Aurèle Sack, Lineto, 2011/2019)

Design by James Goggin at Practise