
Agenda

Thursday, April 15

- 5:00 P.M. **Cocktail Reception and Registration**
- 6:00 P.M. **Opening Address: Ethics in Museum Publishing in the '90s**
B. Frank Jewell, Director, Valentine Museum, Richmond, Virginia

Friday, April 16

- 8:15 A.M. **Registration and Coffee**
- 9:15 A.M. **Opening Remarks**
Susan F. Rossen, Executive Director of Publications, The Art Institute of Chicago
- 9:30 A.M. **Session: Author versus Editor: Tensions and Cooperative Strategies in the Publishing Process**
Ian B. Wardropper, Curator, European Decorative Arts and Sculpture, The Art Institute of Chicago
George Marcus, Head of Publications, Philadelphia Museum of Art
Fannia Weingartner, Freelance Editor, Pittsburgh, Pennsylvania
- 10:45 A.M. **Concurrent Sessions:**
A. Archival and Ecological Issues in Museum Publishing
Ellen McCrady, Publisher/Editor, *Alkaline Paper Advocate*, and *The Abbey* Newsletter, Austin, Texas
B. Style Sheets
Barbara Burn, Executive Editor, Metropolitan Museum of Art, New York
- 12:15 P.M. **Lunch**
- 2:00 P.M. **Session: The Relationship of the Museum Store to Publications**
Osa Brown, Director of Publications, Museum of Modern Art, New York

- 3:00 P.M. **Concurrent Sessions:**
A. Managing Budgets
Doris Palca, Head of Publications, Whitney Museum of American Art, New York
B. Developing Children's Books
Zena Sutherland, Professor Emerita, Graduate Library School, The University of Chicago
Caroline Newman, Executive Director of Book Development, The Smithsonian Institution Press, Washington, D.C.
Judith Mathews, Associate Editor, Albert Whitman & Company, Niles, Illinois

- 4:30 P.M. **Session: The Status of Electronic Publishing**
Peter Mollman, Manager of Intellectual Property Development, MultiMedia Publishing, Microsoft Corporation, Redmond, Washington
Alan Newman, Executive Director, Imaging and Technical Services, The Art Institute of Chicago

Saturday, April 17

- 9:00 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
- 10:30 A.M. **Coffee Break**
- 10:45 A.M. **Concurrent Sessions:**
A. Does Type Matter?: Desktop Publishing, Design, and Quality
Paul Baker, President, Paul Baker Typography, Evanston, Illinois
Betty Binns, President, Binns & Lubin, New York
B. Copyright Issues
Estelle Stearn, Manager, Contracts and Subsidiary Rights, The University of Chicago Press
Laurie ShoulterKarall, Studio Manager, Odyssey Productions, Chicago

- 12:00 NOON **Luncheon Speech: Publications and Public Education**
Ronne Hartfield, Executive Director, Museum Education, The Art Institute of Chicago

- 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 Impressing the Expert?
Susan Curran, Freelance Editor & Writer, Chicago
Sharon Darling, Director, Motorola Museum of Electronics
Phyllis Rabineau, Deputy Chair, Program Development, The Field Museum, Chicago
Fannia Weingartner, Freelance Editor, Pittsburgh, Pennsylvania

- 3:00 P.M. **Concurrent Sessions:**
A. Marketing Museum Publications
Judith Litchfield, Assistant Vice President, National Trade Sales Manager, MacMillan Publishing Company, New York
Barbara Hassan, Director, University of Chicago Bookstore
Susan Sewall, President, The Sewall Company, Lincoln, Massachusetts
B. What is Successful Museum Publication 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 Fredrickson, Editor, Museum of Contemporary Art, Chicago
Russell Lewis, Director of Publications, Chicago Historical Society

- 5:00 P.M. **Closing Remarks**

Registration

To register, please fill out the registration form below and mail with your remittance of \$260 in U.S. currency to: 4th Annual Museum Publishing Seminar, 5835 S. Kimbark Ave., Chicago, Illinois 60637. 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 tuition.