

ELEVENTH

NATIONAL MUSEUM PUBLISHING SEMINAR

April 29-May 1, 2004

Westin Pasadena Hotel, Pasadena, California

COSPONSORED BY

- THE GRAHAM SCHOOL OF GENERAL STUDIES AT THE UNIVERSITY OF CHICAGO
- Getty Publications → The Huntington Library, Art Collections, and Botanical Gardens
- Los Angeles County Museum of Art → The Museum of Contemporary Art, Los Angeles

Seminar Schedule

Thursday, April 29

- Noon-3:00 p.m. Registration, Westin Pasadena Hotel
Sign up for dinner with colleagues
- 3:30 p.m. Transportation to the Huntington
- 3:45-4:45 p.m. Free time at the Huntington
- 4:45-5:00 p.m. Welcome by **Steven Koblík**, President, The Huntington
Library, Art Collections, and Botanical Gardens, in the
Friends' Hall
- 5:00-6:00 p.m. Keynote speech by **Lawrence Weschler**
- 6:10-7:30 p.m. Reception on the Garden Terrace
- 7:45 p.m. Transportation back to Westin Pasadena Hotel
- 8:00 p.m. Dinner with colleagues at local restaurants

Friday, April 30

- 8:00-9:00 a.m. Registration and coffee service
Sign up for dinner with colleagues
- 9:00-10:30 a.m. Plenary session .
- Tango or Tangle? The Curator-Editor Relationship
- Russell Ferguson**
Chief Curator, UCLA Hammer Museum
- Thomas Kren**
Curator of Manuscripts, The J. Paul Getty Museum
- Kara Kirk**, moderator
General Manager, Getty Publications

10:45 a.m.-Noon

CONCURRENT SESSIONS

1. Print-on-Demand Publishing

- Don Collins**
President, Distribution Services, University of Chicago Press
- John Walsh**
Assistant Director and Design and Production Manager,
Harvard University Press
- Chad Coerver**, moderator
Director of Publications, Graphic Design, and Web,
San Francisco Museum of Modern Art

2. Book Cover Design: Everyone's a Client, Everyone's a Critic

- Robert Barrett**
Manager, Hennessey + Ingalls
- Jane Brown**
National Accounts Director, D.A.P./Distributed Art Publishers
- Michael Carabetta**
Creative Director, Chronicle Books
- Lorraine Wild**
Proprietress, Lorraine Wild Design
- Deenle Yudell**, moderator
Design Manager, Getty Publications

Noon-1:30 p.m.

Lunch on your own

1:30-3:00 p.m.

CONCURRENT SESSIONS

1. Digital Imaging: A Survival Guide

Pat Goley

Vice President, Professional Graphics, Inc.

Jalme Stukenberg,

Photography/Color Specialist, Professional Graphics, Inc.

Peter Brenner

*Supervising Photographer,
Los Angeles County Museum of Art*

Karen Schmidt, moderator

Production Manager, Getty Publications

2. Publishing on the Cheap:

Artful Strategies for Cutting Costs

Jodee Blanco

President, Blanco Group, Inc.

Susan Chun

*General Manager for Information Planning,
Office of the Director/Editorial Department,
The Metropolitan Museum of Art*

Liane Sebastian

President, Michael Light

Stephanie Medlock, moderator

*Director, Publishing Programs,
The Graham School of General Studies*

3:00-3:30 p.m.

Coffee break

3:30-4:30 p.m.

Plenary session

Shop Talk:

Exploring the Publishing-Retail Connection

Michael Maegrath

Publisher, The Museum of Modern Art

David Way

Head of Publishing and Bookselling, The British Library

Irma Zigas

Museum retail consultant

Chris Hudson, moderator

Publisher, Getty Publications

5:00 p.m.

Transportation to the Getty Center

6:00-8:00 p.m.

Reception and Getty Museum and Gardens visit

8:00 p.m.

Transportation back to Westin Pasadena Hotel

8:45 p.m.

Dinner with colleagues at local restaurants

Saturday, May 1

8:00-9:00 a.m.

Coffee service

Sign up for dinner with colleagues

9:00-10:30 a.m.

Plenary session

Legal Issues Affecting Museum Publishing

Christine Stelner

Principal, Steiner Conley LLP

Jonathan Kirsch

Law Offices of Jonathan Kirsch

Peggy Park Bernal, moderator

Director, Huntington Library Press

10:30-10:45 a.m.

Coffee break

10:45 a.m.-Noon

Plenary session

The Copublisher-Museum Relationship

Sharon Helgason Gallagher

President, D.A.P./Distributed Art Publishers

Hugh Merrell

Publisher, Merrell Publishers, Ltd.

Ed Marquand

Principal, Marquand Books, Inc.

Deborah Kirshman

*Fine Arts Editor/Director of Development,
University of California Press*

Noon-2:00 p.m.

Sponsors' luncheon at Westin Pasadena Hotel

2:00-3:30 p.m.

CONCURRENT SESSIONS

1. Addressing the Audience In

Ephemera Development and Editing

Jane Burrell

*Chief, Art Museum Education,
Los Angeles County Museum of Art*

Abby Wasserman

*Editor in Chief, The Museum of California (quarterly
magazine of the Oakland Museum of California)*

Sue Lafferty, moderator

Director of Education, The Huntington

2. The Realities of Publishing for the Small Museum

Susan Green

Editor, Huntington Library Press

Ann Karlstrom

*Director of Publications and Graphic Design,
Fine Arts Museums of San Francisco*

Chris Keledjian, moderator

*Freelance editor (formerly of LACMA and
the Autry Museum of Western Heritage)*

3:30-4:00 p.m.

Coffee break

4:00-5:15 p.m.

CONCURRENT SESSIONS

1. Tapping Your Collections for Innovative Book Ideas

Ardis Willwerth

*Director of Education and Public Programming,
Pasadena Museum of History*

Kathleen Thorne-Thompson

Author/Designer

Christine Taylor

President, Wilsted and Taylor Publishing Services

Ralph Eubanks

Director of Publishing, Library of Congress

Peggy Park Bernal, moderator

Director, Huntington Library Press

2. Building Productive Partnerships with Overseas Printers

Amanda Freyman

*Associate Director of Publications—Production,
The Art Institute of Chicago*

Sandra Kilmt

Illustrated book production consultant

Howard Musk

Production Director, Imago

Sara Vadgama

West Coast Sales Representative, Butler and Tanner, Ltd.

6:30 p.m.

Dinner with colleagues at local restaurants