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 a wider and more diverse readership? 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.

Welcome to the Windy City!
## Schedule

### Wednesday, May 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9:00 am–4:30 pm</td>
<td>Project Management: Making Teams Work</td>
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<tr>
<td></td>
<td>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</td>
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<tr>
<td></td>
<td><strong>MARK WERWATH</strong>, Instructor University of Chicago Graham School</td>
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### Thursday, May 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>12:00–4:15 pm</td>
<td>Registration RadissonBlu Aqua Hotel</td>
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<tr>
<td>4:30 pm</td>
<td>Welcome and keynote address</td>
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<tr>
<td></td>
<td><strong>Making Sense of the Storm: Knowledge and the Future of Museum Publishing</strong></td>
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<tr>
<td></td>
<td><strong>ROBERT STEIN</strong> Independent Museum Professional</td>
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<tr>
<td>6:00–7:15 pm</td>
<td>Buffet reception RadissonBlu Aqua Hotel</td>
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<tr>
<td>7:30 pm</td>
<td>Dinner with colleagues Sign-up sheets available in advance at the Registration Desk.</td>
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</table>

### Friday, May 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00–9:00 am</td>
<td>Registration and coffee service</td>
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<tr>
<td>9:00–10:15 am</td>
<td>Plenary session</td>
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<tr>
<td></td>
<td><strong>Museums and Equality: Inside and Out</strong></td>
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<tr>
<td></td>
<td><strong>CHARLES KIM</strong> Associate Publisher, The Museum of Modern Art, moderator</td>
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<td></td>
<td><strong>JACQUELINE TERRASSA</strong> Woman’s Board Endowed Chair of Museum Education, The Art Institute of Chicago</td>
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<td></td>
<td><strong>ALEX ROEDIGER</strong> Data Management Coordinator, The Museum of Modern Art</td>
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<tr>
<td>10:15–10:45 am</td>
<td>Coffee break in Sponsors’ Gallery</td>
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<tr>
<td>10:45 am–12:00 pm</td>
<td>Concurrent sessions</td>
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<tr>
<td></td>
<td><strong>Rights: What You Need to Know Now</strong></td>
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<td></td>
<td><strong>SUSAN CHUN</strong> Chief Content Officer, Museum of Contemporary Art Chicago, moderator</td>
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<td></td>
<td><strong>PATRICIA AUFDERHEIDE</strong> Coprincipal Investigator of CAA's Code of Best Practices in Fair Use for the Visual Arts</td>
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<td></td>
<td><strong>ANNE YOUNG</strong> Editor of AAM's Rights &amp; Reproductions: The Handbook for Cultural Institutions</td>
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<td></td>
<td><strong>ROB LANCEFIELD</strong> Manager of Museum Information Service and Registrar of Collections, Davison Art Center, Wesleyan University</td>
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<tr>
<td></td>
<td><strong>There Is No “Publish” Button: Case Studies of Unrealized Digital Projects</strong></td>
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<tr>
<td></td>
<td><strong>JOSEPH MOHAN</strong> Associate Director of Production, The Art Institute of Chicago, comoderator</td>
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<td></td>
<td><strong>GREG ALBERS</strong> Digital Publications Manager, Getty Publications, comoderator</td>
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<td></td>
<td><strong>KRIS THAYER</strong> Senior Designer, Minneapolis Institute of Art</td>
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<td></td>
<td><strong>KIRSTEN SOUTHWELL</strong> Design Strategy Consultant</td>
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<tr>
<td>12:00–1:30 pm</td>
<td>Lunch break List with suggestions in packet</td>
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<tr>
<td>1:30–2:45 pm</td>
<td>Concurrent sessions</td>
</tr>
</tbody>
</table>

### Optional Breakout Discussion on Fair Use and the CAA Code

**Advance sign up required during registration.**

### Friday, May 13

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<th>Time</th>
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<tbody>
<tr>
<td>10:45 am–12:00 pm</td>
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<tr>
<td></td>
<td><strong>Made to Measure: Assessing Digital Publishing</strong></td>
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<td></td>
<td><strong>KARA KIRK</strong> Publisher, Getty Publications, moderator</td>
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<tr>
<td></td>
<td><strong>GWEN ROGINSKY</strong> Associate Publisher and General Manager of Publications, The Metropolitan Museum of Art</td>
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<tr>
<td></td>
<td><strong>PATRICIA FIDLER</strong> Publisher, Art and Architecture, Yale University Press</td>
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<tr>
<td></td>
<td><strong>SARAH GUERNSEY</strong> Executive Director of Publishing, The Art Institute of Chicago</td>
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<td><strong>LAURA MANN</strong> Principal and Founder, Frankly, Green + Webb USA</td>
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<tr>
<td></td>
<td><strong>How to Live in a Freelance World</strong></td>
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<tr>
<td></td>
<td><strong>SUSAN ROSSNER</strong> Publishing Consultant and Editor, moderator</td>
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<tr>
<td></td>
<td><strong>MICHAEL SITTENFELD</strong> Senior Managing Editor, The Metropolitan Museum of Art</td>
</tr>
<tr>
<td></td>
<td><strong>JOAN SOMMERS</strong> Design Partner, Glue + Paper Workshop LLC</td>
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<tr>
<td></td>
<td><strong>TOM FREDRICKSON</strong> Editor and Writer</td>
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</tbody>
</table>
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 WEENE**  
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 +

2:00–3:15 pm  
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.

**KATHY FREDRICKSON**  
Director of Exhibition Research and Publishing, Peabody Essex Museum, moderator

**REBECCA BEDNARZ**  
Editor, Peabody Essex Museum

**EMIKO USUI**  
Director of MFA Publications, Museum of Fine Arts, Boston

**MATT SIMPSON**  
Chief Marketing Officer, Museum of Science and Industry, Chicago

**PAMELA HORN**  
Head of Cross-Platform Publishing, Cooper Hewitt, Smithsonian Design Museum

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

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

**SARAH SARGENT**  
Former Exhibition Developer +

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

LOCATION
The RadissonBlu 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 grahamsschool.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 RadissonBlu 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.)

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
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GRAHAM SCHOOL

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

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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

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Graham School of Continuing Liberal and Professional Studies
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Chicago, IL 60637