



## Association of Art Museum Directors

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New York, NY—January 9, 2012—The Association of Art Museum Directors (AAMD) will be holding its mid-winter meeting in San Francisco, beginning Sunday, January 15<sup>th</sup>, which will include a series of panel discussions and presentations by outside speakers, as well as information-sharing sessions, committee, and task force meetings for members. On Wednesday, January 18<sup>th</sup>, AAMD members will also attend a memorial service for John Buchanan, the recently deceased director of the Fine Arts Museums of San Francisco.

Among the program highlights for the meeting are:

- Margy Waller, from ArtsWave in Cincinnati, will present that organization's research on public engagement with the arts and culture
- Beth Tuttle and Martha Tilyard of METstrategies will provide an overview of ways organizations can foster and sustain creative and innovative workplaces
- A presentation on global macro-economic forecasting by Aaron Gurwitz, Global Chief Investments Officer for Barclays Wealth
- A series of reports from AAMD task forces addressing a range of different topics of interest to the art museum field

Other activities include the presentation of AAMD's new graphic identity, designed by Pentagram's Paula Scher, and an update on AAMD's ongoing planning for the redesign and relaunch of its website. While meeting programs are planned several months in advance, the schedule is structured to allow for discussion of current topics and issues of relevance to the field.

AAMD selected San Francisco as the meeting site at the invitation of the five members in the area: Neal Benezra (SFMOMA), Lori Fogarty (Oakland Museum of California), Larry Rinder (UC Berkeley Art Museum & Pacific Film Archive), Jay Xu (Asian Art Museum), and the late John Buchanan (Fine Arts Museums of San Francisco). Events are being hosted by all five institutions over the course of the meeting.

The Association of Art Museum Directors, representing 205 art museum directors in the US, Canada, and Mexico, promotes the vital role of art museums throughout North America and advances the profession by cultivating leadership and communicating standards of excellence in museum practice. Further information about AAMD's professional practice guidelines and position papers is available at [www.aamd.org](http://www.aamd.org).

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## Sunday, January 15, 2012

- 9:00 – 3:00 Registration  
**Room: Presidio**
- 8:00 – 10:00 Futures Task Force Meeting  
**Room: Muir**
- 10:00 – 11:15 New Member Orientation Breakfast  
**Room: Stinson**
- 11:15 – 2:15 AAMD Trustee Luncheon Meeting  
**Room: Muir**
- 2:30 – 3:45 Women Art Museum Directors Meeting  
**Room: Muir**
- 3:45 – 5:00 Contemporary Art Museum Directors Meeting  
**Room: Muir**
- 3:45 – 5:00 Sanctions Task Force Meeting (closed)  
**Room: Stinson**
- 5:15 Bus departs for receptions at the **UC Berkeley Art Museum & Pacific Film Archive** and **Oakland Museum of California**  
Business Attire
- 8:30 Bus returns to Four Seasons Hotel

## Monday, January 16, 2012

- 8:00 – 9:30 Meeting for Directors with Budgets over \$20 million (closed)  
**Room: Stinson**
- 9:00 – 5:00 Registration  
**Room: Presidio**
- 9:00 – 10:00 Continental Breakfast
- 9:30-10:30 Opening Welcome and Introductions:  
**Dan Monroe, AAMD President**  
**Chris Anagnos, Executive Director**  
Presentation: **Paula Scher, Pentagram**  
**Room: Veranda B**

For more than three decades Paula Scher has been at the forefront of graphic design. Iconic, smart and unabashedly populist, her images have entered into

the American vernacular. Scher has been a principal in the New York office of the distinguished international design consultancy Pentagram since 1991. In this presentation, Scher will unveil the new graphic identity designed for AAMD.

- 10:30 - 11:40 Presentation: **Aaron Gurwitz, Barclays Wealth**  
**Room: Veranda B**

Aaron Gurwitz, Global Chief Investments Officer for Barclays Wealth, will present a global economic outlook for 2012. Gurwitz holds a PhD in Economics from Stanford University, an MA in English language and literature from Adelphi University, and an MA in Education from Stanford University.

- 12:00-2:15 Luncheon and Membership-wide Discussion:  
**The Future of Museums**  
Room: **Veranda A**

Dan Monroe, Olga Viso, and members of the AAMD Futures Task Force will present their thinking coupled with a briefing by Elizabeth Merritt from AAM's Center for the Future of Museums.

- 2:15 – 3:30 **AAMD Committee Sessions I**  
Art Issues **Room: Veranda B**  
Public Affairs **Room: Muir**  
Education and Community Issues **Room: Veranda Pre-Function B**
- 3:30 – 5:00 Nominating Committee Meeting (closed)  
**Room: Muir**
- 3:30 – 5:00 College & University Art Museum Directors Meeting  
**Room: Veranda B**
- 5:30 Buses depart for cocktails at the **Legion of Honor Museum** and dinner at the **de Young Museum** – Business Attire
- 9:45 Buses return to Four Seasons Hotel

## Tuesday, January 17, 2012

- 8:00 – 9:15 Midsize Museum Directors Breakfast Meeting  
**Room: Muir**
- 8:00 – 9:15 Messaging Task Force Meeting  
**Room: Boardroom**
- 9:00 – 10:00 Continental Breakfast

9:15 – 11:15 Leadership Approaches for Innovation  
**Room: Veranda B**

Beth Tuttle and Martha Tilyard of METstrategies will provide an overview of ways organizations can become more creative workplaces by actively instilling a culture of open ended exploration, and by deploying proven practices for encouraging imagination and innovation.

11:15 – 12:30 **AAMD Committee Sessions II**  
Government Affairs **Room: Muir**  
Membership (closed) **Room: Stinson**  
Professional Issues **Room: Veranda Pre-Function B**

12:30 – 2:15 Luncheon Session: **Hot Topics & New Ideas**  
**Room: Veranda A**

2:30 – 3:30 Keynote Address: **Margy Waller, ArtsWave Cincinnati**  
**Room: Veranda B**

In late 2008, leaders of ArtsWave in Cincinnati embarked on a year-long research initiative designed to develop a community dialogue leading to broadly shared public responsibility for arts and culture in the region. Margy Waller will discuss the research, how it relates to Art Museums, and how institutions can use these messages as individual and collective advocates for the arts.

3:30 – 5:30 AAMD Trustee Meeting (closed)  
**Room: Muir**

6:00 Depart for **SFMOMA** for cocktails and dinner (bus or foot)  
Business Attire

9:00 Buses return to Four Seasons Hotel

### **Wednesday, January 18, 2012**

8:15 Buses depart for breakfast and tour of the **Asian Art Museum**

11:00 Buses return to Four Seasons Hotel

12:15 Buses depart for Grace Cathedral for the **Memorial Service of John Buchanan, Jr., Director, Fine Arts Museums of San Francisco**

3:00 Buses return to the Four Seasons Hotel

# **ASSOCIATION OF ART MUSEUM DIRECTORS**

## **ANNUAL MEETING**

### **SAN FRANCISCO**

### **JANUARY 15-18, 2012**