

## 26th Annual Preconference

National Art Education Association  
Museum Education Division

Wednesday, February 29, 2012 8:30 am–5:15 pm  
Wine reception from 5:15–7:00 pm  
New York City



*Advancing Art Education*

# Art Museum Learning in the Digital Age

The 2012 NAEA Museum Education Preconference examines how people are learning in the digital age and the implications for art museums and art museum educators.

The digital revolution has rapidly transformed how people access, create, integrate, and exchange knowledge, expanding sources of information, ushering in new kinds of social interactions, and challenging traditional hierarchies of expertise and authority.

The Preconference explores these key questions:

- How can art museum educators address visitors' desires for experiences that are more immersive, collaborative, and participatory?
- How are educators and others applying new research on learning and employing digitally-based methods to deepen and amplify people's engagement with art, artists, and creative processes within the environments of art museums?
- How can art museums use digital tools to leverage their unique assets and characteristics as content-rich environments for informal learning?

The 2012 Preconference offers participants resources, skills, and new knowledge to think about these issues. It also provides opportunities to learn new strategies and to reflect on how experiments and practices at other organizations can inform and reshape participants' own work.

The day begins at The Metropolitan Museum of Art with an opening panel of experts from the museum, education, and media fields followed by gallery sessions focused on teaching strategies. In the afternoon, interactive workshops at the Solomon R. Guggenheim Museum, Museum of Modern Art, the Museum of Arts and Design, and The Met draw on the vibrancy of art, design, and museum education practice in New York City. A closing keynote by interpretation and media specialist Peter Samis invites reflection. The day also includes time for art viewing, conversations with colleagues, and a wine reception.

Preconference enrollment is limited to 300 participants. Spaces are expected to fill quickly.

## Program Schedule

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*\*Participants are responsible for their own transportation to The Met, MoMA, and afternoon workshop sites.*

8:30–9:00 am

### REGISTRATION, THE METROPOLITAN MUSEUM OF ART

9:00–9:40 am

### WELCOME

**NAEA and Museum Division Leaders** and **Thomas P. Campbell**, Director and CEO, The Metropolitan Museum of Art.

9:40–11:15 am

### PANEL: How are people learning in the digital age and what are the implications for art museums?

Presentations and discussion moderated by **Peggy Fogelman**, Frederick P. and Sandra P. Rose Chairman of Education, The Metropolitan Museum of Art.

**Lauren Brandt Schloss**, Director of Education, Queens Museum of Art, introduces **fifth graders from P.S. 144, Queens**, who present their designs for the art museum visit of the future.

**Kylie A. Pepler**, Assistant Professor of Learning Sciences, School of Education, Indiana University, shares research about creativity in youth communities.

**Trebor Scholz**, Culture and Media Studies, The New School, and an artist and writer, talks about self-organized, peer-to-peer learning.

**Sebastian Chan**, Director of Digital and Emerging Media, Smithsonian Cooper-Hewitt, National Design Museum, discusses the task of museums in creating environments for storytelling, resonance, and experience in the digital age.

11:15–11:30 am

### BREAK

11:30 am–12:30 pm

### GALLERY SESSIONS AT THE METROPOLITAN MUSEUM OF ART

Informed by approaches drawn from digital learning, each group explores teaching strategies that help create experiential encounters with art.

12:30–1:45 pm

### LUNCH

1:45–3:30 pm

### CONCURRENT WORKSHOPS

(See descriptions below and make your selection.) Sessions meet at The Met, Guggenheim, Museum of Arts and Design and MoMA.



**Top:** P.S. 144 Fifth Grade students

**Bottom:** Metropolitan Museum of Art, photograph by Natasha Milesina

3:30–4:15 pm

## BREAK

4:15–5:15 pm

## RAPID SHARE-OUT AND CLOSING KEYNOTE, MUSEUM OF MODERN ART

**Peter Samis**, Associate Curator of Interpretive Media, San Francisco Museum of Modern Art, discusses how museums can support learning across a networked, continuous set of environments and prompts participants to reflect on how they can strategically design visitor experiences.

5:15–7:00 pm

## WINE RECEPTION, MUSEUM OF MODERN ART



Family Day, Solomon R. Guggenheim Museum

## Afternoon Workshops

### 1. MAKING ARTISTS' PROCESSES AND PERSPECTIVES ACCESSIBLE TO DIVERSE AUDIENCES

Explore how technology can make the artistic process relevant to K–12, adults, and family audiences, enhancing the ways visitors learn about artists' materials and working methods. Three case studies involving video, iPads, and live chat provide a focal point to engage in discussion and reflection with other museum educators.

### 2. DESIGNING AND IMPLEMENTING EXHIBITION-RELATED PUBLIC PROGRAMS WITH NEW MEDIA ARTISTS

In what ways can working with a new media artist expand both museum staff and visitors' understanding of works of art and historical periods? This three-part session—mini-tour, workshop, discussion—helps you explore this question and seeks to spark ideas for possible collaborations with artists in your own community.

### 3. MAKING MUSEUM WEBSITES AND OTHER DIGITAL MEDIA ACCESSIBLE TO PEOPLE WHO ARE BLIND OR PARTIALLY SIGHTED

How would you navigate your museum's website or apps if you were blind or partially sighted? Learn how people with little or no vision use websites and mobile applications and become attuned to the challenges they face when interacting with popular digital media. Find out how to evaluate the accessibility of your museum's online resources and find creative, inclusive solutions that better meet users' needs.

### 4. TECHNOLOGY FOR MUSEUMS: COOL TOOLS AND GOOD GUIDELINES

Explore cool technology tools that can be put to work immediately in museum education during this hands-on how-to workshop. But tools are not enough, sound policy is also needed in order to benefit museum visitors both onsite and online. Learn about the guidelines necessary to sustain and grow technology innovation in museum education practice.

#### Facilitators:

Heather Maxson, Manager of School, Youth, and Family Programs; Stina Puotinen, Senior Family Programs Coordinator; Ai Wee Seow, Coordinator of School and Educator Programs; Gene McHugh, Kress Interpretation Fellow, Whitney Museum of American Art

#### Facilitators:

R. Luke DuBois, composer, artist, and performer; Christina Yang, Director of Public Programs; Rachel Sirota, Manager of Public Programs, Solomon R. Guggenheim Museum

#### Facilitators:

Rebecca McGinnis, Museum Educator for Access and Community Programs; Masha Turchinsky, Creative Manager, Digital Media, The Met; Karen Gourgey, Director, Computer Center for Visually Impaired People, Baruch College, City University of New York

#### Facilitators:

Kris Wetterlund, Sandbox Studios and Editor, Museum-Ed; Nicole Stutzman, Director of Teaching Programs and Partnerships, Dallas Museum of Art

## 5. VIRTUAL LEARNING: STRATEGIES FOR MUSEUM-BASED, YOUTH-DRIVEN PROJECTS

Use digital media in a relatively low-cost way to develop programs with and for youth, both in and outside of school, integrating the inquiry-based skills and practices common to teaching and programming in museum education. Explore how the Museum for African Art staff has created programs that present African art, cultures, and history while their building is under construction, and how the museum is using these strategies to foster student learning and reflection. Try your hand at using relevant online digital tools and discuss the personal and institutional challenges and rewards of incorporating digital media.

## 6. FOR KIDS: DESIGNING ONLINE RESOURCES FOR ARTISTS AGES 8–12

Using the Whitney's innovative *For Kids* web pages as a case study, learn the process of developing and managing online resources for kids and the challenges of building a peer community among children. Try your hand at building your own profile and interacting with the web features, and learn how Whitney educators have used the content in the museum's galleries and the classroom.

## 7. TEENS LEAD: USING DIGITAL TOOLS TO FOSTER INTERACTIVE LEARNING COMMUNITIES AMONG TEENS

During this interactive workshop led by teens, dissect common misperceptions about youth and digital technology, investigate current trends in youth media participation, learn how to design recruitment strategies using social media platforms preferred by teens, and explore how you can collaborate with teens to build community through technology, with the goal of facilitating greater teen engagement in museums.

## 8. DEVELOPING AUDIO INTERPRETATIONS WITH TEENS

Explore how you can use low-cost digital audio tools to engage youth in art interpretation and learn strategies for designing creative workshops with teens. After downloading easy-to-access software, use it to create a group audio guide of an artwork in the museum's collection. Reflect on and evaluate the full process with other museum peers.

## 9. USING DIGITAL MEDIA, GAMES AND PLAY TO CONNECT TEENS AND YOUNG ADULTS TO MODERN AND CONTEMPORARY ART

How can integrating digital media, mobile technologies, and games develop new youth audiences in museums and help people connect more deeply with art? Gain hands-on experience with tools used during the pilot program CLICK@MoMA as you explore some of the creative and educational uses of mobile applications in the Museum's galleries or play-test the final video games created by teens in the program. MoMA and Institute of Play share best practices and lessons learned from their successful cross-institutional, digital media-based partnership, including ways of sharing resources, developing curriculum and learning activities, integrating technology, and coordinating and displaying youth projects in museum settings.

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### Facilitators:

Erika Gee, Director of Education and Public Programs; Ebon Brown, School Programs Coordinator; Dan'etta Jimenez, Youth Programs Coordinator, Museum for African Art; Veralyn Williams, radio producer, social media expert and youth education consultant

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### Facilitators:

Desi Gonzalez, Education Assistant; Dina Helal, Manager of Interpretation and Interactive Media, Whitney Museum of American Art

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### Facilitators:

Youth members of the Museum Teen Summit; Marit Dewhurst, Director of Art and Museum Education, City College of New York; Hannie Chia, Education Programs Manager, Bronx Museum of Art

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### Facilitators:

Cathleen Lewis, School Programs Manager; Nathan Sensel, ArtsLife Coordinator; Josh Lucas-Falk, Associate VP Digital Learning, and teen ArtsLife Interns, Museum of Arts and Design

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### Facilitators:

Calder Zwicky, Associate Educator of Teen and Community Programs, Museum of Modern Art; Leah Gilliam, Program Manager for Informal Learning, Institute of Play

## Speakers

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During a series of design workshops, **fifth graders from P.S. 144, Queens** were challenged to closely examine art museum school trips—the good, the bad, the boring, the euphoric—and drawing from that understanding, design museum visits that would facilitate a richer learning experience for students. This project developed through the **2050 Group**, a new group of art educators which places today's students in the center of conversations about the future of education, and was organized by **Lauren Brandt Schloss**, Director of Education at the Queens Museum of Art, and **Lois Olshan**, P.S. 144 Arts Coordinator.

**Sebastian Chan** is the Director of Digital & Emerging Media, Smithsonian, Cooper-Hewitt, National Design Museum. Until November 2011, he led the Digital, Social and Emerging Technologies department at the Powerhouse Museum in Sydney, where he oversaw the implementation of Open Access and Creative Commons licensing policies and many projects exploring new ways for visitors and citizens to engage and contribute to the Powerhouse's collection. Chan was a member of the Australian Government's Government 2.0 Taskforce and he has helped organizations strategize and implement cutting-edge technologies in the cultural sector worldwide. Chan writes the popular Fresh & New(er) museums and digital media blog—[www.freshandnew.org](http://www.freshandnew.org).

**Kylie A. Peppler** is an Assistant Professor in Learning Sciences Program, Indiana University, Bloomington. An artist by training, Peppler engages in research that focuses on the intersection of arts, media, new technologies, and informal learning, studying the media arts practices of urban and rural youth in order to better understand and support literacy, learning, and the arts in the 21st century. Peppler's recent research has appeared in the *Cambridge Journal of Education*, *Teachers College Record*, as well as *Learning, Media, and Technology*. She co-edited the book *The Computer Clubhouse: Constructionism and Creativity in Youth Communities* (2009).

**Trebor Scholz** is an artist, writer, conference organizer, and chair of the program series *The Politics of Digital Culture* at The New School in New York City, where he is a faculty member in Culture and Media Studies. His research focuses on social media, especially in education, art, and media activism. Author of the forthcoming book *Digital Labor* (2012), he co-authored *From Mobile Playgrounds to Sweatshop City* (with Laura Y. Liu); edited the essay collections *Learning Through Digital Media* (2011); and co-edited the series *Situated Technologies* and *The Art of Free Cooperation* (2007). Scholz founded the Institute for Distributed Creativity, known for its online discussions of network culture.

**Peter Samis** is the Associate Curator of Interpretive Media, San Francisco Museum of Modern Art. In 1993, he served as art historian/content expert for the first CD-ROM on modern art; he then spearheaded development of interactive multimedia programs for SFMoMA's new building in 1995. He led the first implementation of multimedia PDAs in an art museum for SFMoMA's 2001 *Points of Departure* exhibition. Programs produced by SFMoMA's Interactive Educational Technologies (IET) team have received wide recognition. Recently, the IET team has produced *Making Sense of Modern Art Mobile*, the museum's mobile multimedia guide. Samis has served as adjunct professor at the University of Lugano, and on the board of the New Media Consortium as well as three museum-focused open source initiatives: *Pachyderm 2.0* ([www.pachyforge.org](http://www.pachyforge.org)); *steve* ([www.steve.museum](http://www.steve.museum)), the art museum social tagging project; and *Open Exhibits* ([www.openexhibits.org](http://www.openexhibits.org)). He is currently engaged in an international research project documenting best practices in museum interpretation.

# Registration

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Preconference enrollment is limited to 300 participants. Spaces are expected to fill quickly. Registration forms and payment must be received by January 30, 2012. Late registrations submitted after this date must be accompanied by an additional \$10 fee and must be submitted online or received by mail by Friday, February 23. A confirmation email will be sent upon receipt. For all inquiries, contact [naea@metmuseum.org](mailto:naea@metmuseum.org).

*Please print clearly. The information you provide will be listed in a roster of Preconference participants and used for nametags.*

Name \_\_\_\_\_

Professional Title \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

NAEA Membership Number *(if applicable)* \_\_\_\_\_

New York City Educators Roundtable Membership Number *(if applicable)* \_\_\_\_\_

## AFTERNOON WORKSHOPS

Please rank afternoon workshops in your order of preference (1=highest, 9=lowest). Assignments for workshops will be made on a first-come, first-serve basis when received by mail.

- \_\_\_\_\_ 1. Making artists' processes and perspectives accessible to diverse audiences
- \_\_\_\_\_ 2. Designing and implementing public programs with a new media artist
- \_\_\_\_\_ 3. Making museum websites and other digital media accessible to people who are blind or partially sighted
- \_\_\_\_\_ 4. Technology for museums: Cool tools and good guidelines
- \_\_\_\_\_ 5. Virtual learning: Strategies for museum-based youth-driven projects
- \_\_\_\_\_ 6. *For Kids*: Designing online resources for artists ages 8–12
- \_\_\_\_\_ 7. Teens lead: Using digital tools to foster interactive learning communities among teens
- \_\_\_\_\_ 8. Developing audio interpretations with teens
- \_\_\_\_\_ 9. Using digital media, games and play to connect teens and young adults to the world of modern and contemporary art

## LUNCH

A mix of vegetarian and meat-based sandwiches will be served. Please indicate if you need:

- \_\_\_\_\_ Kosher lunch
- \_\_\_\_\_ Gluten-free lunch

## PLEASE CHECK ONE:

- \_\_\_\_\_ \$75 NAEA Member
- \_\_\_\_\_ \$65 Dual NAEA/NYCMER member
- \_\_\_\_\_ \$55 NAEA Student Member *(if registering by mail, include a copy of photo ID)*
- \_\_\_\_\_ \$90 Non-NAEA Member
- \_\_\_\_\_ \$10 Late Registration Fee

## PAYMENT METHOD

Register online or by mail. See information at right.



### Become an NAEA member:

<http://www.arteducators.org/community/membership>

### Become a New York City Museum Educator Roundtable member:

<http://www.nycmer.org/index.php?section=become-a-member>

### Register for the NAEA 2012 Convention:

<http://www.arteducators.org/news/national-convention/national-convention>

### Register online:

<http://www.arteducators.org/museum-preconference>

Visa, Mastercard, American Express accepted online

### Register by mail:

**Make checks payable to NAEA Museum Education Preconference.**

**Please print, complete and mail this form with a check to:**

NAEA Museum Education Preconference  
c/o Linda Scott  
National Art Education Association  
1806 Robert Fulton Drive, Suite 300  
Reston, VA 20191

Credit cards will not be accepted for mailed registrations.