

Thursday, 07 August 2014

SPEAKERS ANNOUNCED FOR COMMUNICATING THE MUSEUM

Destination NSW Chief Executive Officer Sandra Chipchase today announced a lineup of internationally renowned speakers at the Communicating the Museum conference taking place in Sydney from 4 to 8 November 2014.

“Sydney will be the first city in the Southern Hemisphere to host Communicating the Museum which boasts a fantastic line up of speakers from some of the world’s foremost cultural institutions such as London’s Tate and New York’s Museum of Modern Art,” Ms Chipchase said.

“Bringing this stellar group of cultural communications experts to Sydney is an important part of growing and developing the NSW creative economy which includes around 40 per cent of Australia’s creative industries, employing around 148,000 people,” she said.

Communicating the Museum was founded in 2000 by Corinne Estrada, Chief Executive Officer of Paris based communications agency Agenda and Damien Whitmore, former Director of Communications at Tate in London.

“Communicating the Museum joins the fantastic calendar of creative and cultural industry conferences and workshops on offer in NSW which includes the Asia Pacific’s annual celebration of innovation, creativity and community, Vivid Sydney and the Ideas Exchange, as well as partner events such as REMIX,” Ms Chipchase said.

“Over the last 14 years Communicating the Museum has attracted professionals from more than 3,000 arts organisations across 40 countries and has achieved huge success in major European and American cities. I encourage communications professionals from NSW and across Australia to make the most of this fantastic opportunity,” she said.

International speakers announced for Communicating the Museum include:

- Museum of Modern Art (New York) Chief Communications Officer, Kim Mitchell
- Tate (London) Head of Marketing and Audiences, Claire Eva
- Los Angeles County Museum of Art (Los Angeles) Director of Communications, Miranda Carroll
- Dallas Museum of Modern Art Deputy Director, Robert Stein
- The Art Institute of Chicago Vice President of Marketing and Public Affairs, and former Victoria and Albert Museum (London) Director, Gordon Montgomery.

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