The Museum Innovation Forum

Building More Equitable, Relevant and Impactful Museums
New Orleans Jazz Museum
400 Esplanade Ave, New Orleans, LA 70116

May 18, 2019

Produced By:
Master of Arts in Museum Studies Program
Southern University at New Orleans
6400 Press Drive, New Orleans, LA 70126

Partner Organizations:
Amistad Research Center
Museum Hue
Whitney Plantation and Museum
Coalition of Museums for Climate Justice
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ORGANIZING COMMITTEE

- Dr. Haitham Eid, Associate Professor/Director, Master of Arts in Museum Studies, Southern University at New Orleans, (Chair)
- Mr. Greg Lambousy, Director, New Orleans Jazz Museum, (Co-Chair)
- Dr. Ndubuisi C. Ezeluomba, Curator of African Art, New Orleans Museum of Art, (Member)
- Dr. Ibrahima Seck, Director of Research, Whitney Plantation and Museum, (Member)
- Dr. Sara Hollis, Professor of Museum Studies, Southern University at New Orleans, (Member)
- Ms. Stephanie A. Johnson-Cunningham, Co-Founder and Creative Director, Museum Hue, (Member)
- Mr. Christopher Harter, Deputy Director, Amistad Research Center, (Member)
- Dr. Kara Tucina Olidge, Executive Director, Amistad Research Center, (Member)
- Dr. Robert Janes, Founder and Co-Chair of Coalition of Museums for Climate Justice and Visiting Research Fellow, Museum Studies, University of Leicester (UK), (Advisor)
STAFF AND VOLUNTEERS

Southern University at New Orleans Team
- Chauncey Cammon, Webmaster
- Pamala Bishop, Graduate Student, Master of Arts in Museum Studies
- Eliot Baron, Graduate Student, Master of Arts in Museum Studies
- Rontova Knox, Administrative Assistant, Master of Arts in Museum Studies

New Orleans Jazz Museum Team
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- Amanda Seal, Program Coordinator
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- Ilyanette Bernabel, Assistant Curator
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- David Kunian, Music Curator
- Brook Tesler, Assistant Archivist
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- Joseph Stolarick, Production Engineer
INTRODUCTION

Now, more than ever, museums are critically reflecting upon their practices and striving to adopt innovative approaches to their civic responsibilities. Whether the innovation is a new or enhanced technology, business model or service, museums are becoming more socially, culturally, environmentally and politically aware of their surroundings. From the devastating environmental crises to human rights abuses, violence, as well as racial and economic inequities, museums as civic institutions have a moral duty to take actions to make the world a better place.

The Museum Innovation Forum and MCNx New Orleans are taking place on the International Museum Day, Saturday, May 18, 2019 to explore some crucial questions. For example, how can museums be innovative in addressing social issues using both digital and non-digital tools? How are the organizational structures (i.e. values, behaviors and organizational design) hindering or helping museums achieve their aspirations as agents for social change? How can museums balance the need to increase earned revenues and their social objectives? How can museums establish sustainable relationships with communities of color, LGBTQ, and people with different abilities, and affirm their relevance as viable community partners? What strategies can museums adopt to be more inclusive and equitable organizations? How can museums decolonize their collections, narratives and representations in the physical and virtual spaces?

Consisting of fifteen sessions and more than fifty visionary presenters from around the world, this Forum explores the role of contemporary museums in society. It assumes that the role of contemporary museums goes beyond the basic functions of collecting, exhibiting and interpreting cultural heritage. Looking both internally (within the museum) and externally, The Museum Innovation Forum discusses digital, social and business model innovations from the museum sector and beyond which can help museums be more effective agents for social change. The Forum aspires to challenge current assumptions and provoke new thinking in the museum discourse.

To maximize the impact of this gathering and to make sure the intellectual debate is shared with the wider museum community, selected papers will be compiled in an edited book and published by Routledge, pending peer-review. The book is co-edited by Haitham Eid and Robert Janes.

I hope you enjoy the event and find it stimulating, fun and inspiring.

Haitham Eid, PhD
Director/Associate Professor
Master of Arts in Museum Studies Program
Southern University at New Orleans
PROGRAM

Artwork on Display  The Art of Procession: A Visual History of New Orleans Second Lines
Foyer, 3rd Floor  Photographs by Charles M. Lovell (USA)

(V) = Virtual Presentation  (L) = Livestream
8:00am – 12:00pm  Registration
Reception Desk, 1st Floor

8:00am – 9:30am  Morning Reception
Foyer, 3rd Floor

8:45am – 8:55am  Welcome Remarks (L)
Performance Hall, 3rd Floor

- Haitham Eid, Associate Professor/Director, M.A. Museum Studies Program, Southern University at New Orleans

8:55am – 9:00am  Introduction of Keynote Speaker
Performance Hall, 3rd Floor

- Alaina Carter, Graduate Student, M.A. Museum Studies Program, Southern University at New Orleans

9:00am – 9:45am  Keynote (L)
Performance Hall, 3rd Floor

Decolonizing the Future: thoughts on temporal equity

- Elizabeth Merritt, AAM’s Vice President for Strategic Foresight, and founding director of the Center for the Future of Museums
9:50am – 10:50am

**Session 1 (Papers & Presentations)**
Louis Prima, 2nd Floor

**Chair:** Kara Tucina Olidge, Executive Director, Amistad Research Center

**No Môr Plastic - youth-led museum interventions as platforms for change (V)**
- Sarah Younan, Youth Engagement Coordinator, Amgueddfa Cymru | National Museum Wales (UK)
- Jade Jenkins, Youth Forum Member

**Museums and Galleries Attendance Apathy in Nigeria: Advocacy for Inclusive Public Relations Intervention (V)**
- Anthony Usiaholo Okonofua, Associate Professor of Sculpture and Visual Art Education/Director, Professor Stella Idiong Art Gallery, University of Uyo (Nigeria)

**Institutions of Displacement: Reflections on Art Collection in the English-Speaking Caribbean (V)**
- Daniela Fifi, Doctoral Candidate in Art and Art Education, Teachers College, Columbia University (USA)
- Nimah Muwakil-Zakuri, Chief Curator, Money Museum and Art Collection, Central Bank (Trinidad and Tobago)

9:50am – 10:50am

**Session 2 (Papers & Presentations) (L)**
Performance Hall, 3rd Floor

**Chair:** Ndubuisi C. Ezeluomba, Curator of African Art, New Orleans Museum of Art

**The Future of Making Museum Exhibitions**
- Kathleen McLean, Principal, Independent Exhibitions (USA)

**Make things see: An object-oriented exhibition design language (V)**
- Kelly Spanou, PhD Researcher, Information Experience Design, School of Communication Royal College of Art, London (UK)

**Reinventing the museum with our senses**
- Aurélie Fleury, Director, Tactile Studio (France)
- Moreau Philippe, President, Tactile Studio (France)
11:00am – 12:00pm

**Session 3 (Papers & Presentations)**
Louis Prima, 2nd Floor

**Chair:** Clyde Robertson, Associate Professor/Director, Center for African and African American Studies, Southern University at New Orleans

**Embodiment at the edge of the archive: private audience and public experience (V)**
- Seth Ellis, Senior Lecturer in Interactive Media, Griffith University (Australia)

**Creating Space, Cultivating Community, and Iterative Processes as Best Practice: The Native American Fellowship Program at the Peabody Essex Museum**
- Jennifer Himmelreich, Program Manager, Native American Fellowship Program, Peabody Essex Museum (USA)
- Karen Kramer, Curator of Native American & Oceanic Art and Culture; Director, Native American Fellowship Program, Peabody Essex Museum (USA)

**The Case for the Urban Ecomuseum: Empowering Divested Neighborhoods through Community-focused Museums**
- Kaity O’Reilly, Graduate Student, School of the Art Institute of Chicago

11:00am – 12:00pm

**Session 4 (Papers & Presentations) (L)**
Performance Hall, 3rd Floor

**Chair:** Kara Tucina Olidge, Executive Director, Amistad Research Center

**Essential Elements of Successful DEAI Initiatives**
- Makeba Clay, Chief Diversity Officer, The Phillips Collection (USA)
- Gia Harewood, The Phillips Collection (USA)

**Museums as a Medium for Racial Equity**
- Stephanie Cunningham, Creative Director, Museum Hue (USA)

**Trans Identity Narratives in Mainstream Museums: Contemporary Curatorial Innovations and their Discontent (V)**
- Serena Iervolino, Lecturer, Arts and Cultural Management and Programme Director, MA in Arts and Cultural Management, King’s College London (UK)
11:00am – 12:00pm

**Session 5 (Papers & Presentations)**
Drumsville, 2nd Floor

**Chair:** Chris Harter, Deputy Director, Amistad Research Center

**Artist Talk: Look at Art. Get Paid**
- Josephine Devanbu, Co-founder of Look at Art. Get Paid (USA)

**Performance Art in Museum Spaces: Exploring the Complexities of the Human Condition**
- Ilyanette Bernabel, Curatorial Assistant, New Orleans Jazz Museum (USA)

**The Role of Art in Human Rights Justice**
- J. Wren Supak, Visual Artist, University of Minnesota (USA)

12:00pm – 1:00pm

**Lunch**
Foyer, 3rd Floor

1:00pm – 1:15pm

**Recorded Video Message**
Performance Hall, 3rd Floor

**Museums and the Climate Change: A Call to Action**
- Robert Janes, Founder and Co-Chair of the Coalition of Museums for Climate Justice and Visiting Research Fellow, Museum Studies, University of Leicester (UK)

1:15pm – 2:00pm

**Session 6 (Papers & Presentations) (L)**
Performance Hall, 3rd Floor

**Chair:** Chris Harter, Deputy Director, Amistad Research Center

**Community Speaks: Creating Opportunities for Storytelling**
Stephanie Keating, Adult Programs Coordinator, Albright-Knox Art Gallery (USA)

**Innovative Interpretations: NYC Museums respond to the Muslim Travel Ban**
- Melissa Forstrom, Assistant Professor, Purchase College- State University of New York (USA)
1:15pm – 2:00pm  
**Session 7 (Creative Session)**  
Louis Prima, 2nd Floor

**Grab a Brush! Collaborative Painting in Sensory-Friendly Programming**  
- Rachel Gaudry, Education Coordinator, The Historic New Orleans Collection (USA)  
- Jenny Schwartzberg, Curator of Education, The Historic New Orleans Collection (USA)

1:15pm – 2:00pm  
**Session 8 (Papers & Presentations)**  
Drumsville, 2nd Floor

**Chair:** Sara Hollis, Professor of Museum Studies, Southern University at New Orleans

**YAMP: Harvesting A New Generation**  
Vera Warren-Williams, Founder & Director, Community Book Center (USA)

**How Museums Can Benefit from The Skills and Expertise of Social Workers to Improve their Communities and Bring About Social Changes**  
- Glinda Powell, PhD Student, Morgan State University (USA)  
- Derrick Freeman, Assistant Professor of Social Work, Southern University at New Orleans (USA)

2:10pm – 3:10pm  
**Session 9 (Panel Discussion) (L)**  
Performance Hall, 3rd Floor

**A Highway Runs Through It: How Museums Address Stories of Displacement**  
- Jennifer Scott, Director & Chief Curator, Jane Addams Hull-House Museum, University of Illinois at Chicago (USA)  
- Melanie Adams, Historian (USA)  
- Gia M. Hamilton, Director, New Orleans African American Museum of Art (USA)
2:10pm – 3:10pm

**Session 10 (Papers & Presentations)**
Louis Prima, 2nd Floor

**Chair:** Stephanie Cunningham, Co-Founder and Creative Director, Museum Hue

**The Development of the Exhibition of African Art in American Art Museums: Strategy for Engaging the Recent Repatriation Debate of Africa’s Cultural Property**
- Ndubuisi C. Ezeluomba, Francois Billion Richardson Curator of African Art, New Orleans Museum of Art (USA)

**Reflections of Diversity, Oppression and Social Functioning of Special Populations through the Lens of Social Work Practice: How do American Museums reflect the Intersectionality of Social Justice and Art**
- Samuel Odom, Assistant Professor of Social Work, Southern University at New Orleans (USA)

**Rewriting History: Recommended or Reviled?**
- Liza Rogers, Senior Consultant, Barker Langham (UK)
- Fiona Cole-Hamilton, Principal Consultant, Barker Langham (UK)
- Jody Neal, Associate, Barker Langham (UK)

3:10pm – 3:30pm

**Coffee Break**
Foyer, 3rd Floor

3:30pm

**MCNx New Orleans Kicks Off (L)**

3:30pm – 3:45pm

**Welcome Remarks**
Performance Hall, 3rd Floor
- Eric Longo, Executive Director, Museum Computer Network (MCN)

3:50pm – 4:50pm

**Session 11 (Papers & Presentations)**
Louis Prima, 2nd Floor

**Chair:** Ndubuisi C. Ezeluomba, Curator of African Art, New Orleans Museum of Art

**Innovation, data and social responsibility (V)**
- Oonagh Murphy, Lecturer in Arts Management, Institute for Creative and Cultural Entrepreneurship, Goldsmiths (UK)
- Elena Villaespesa, Assistant Professor, School of Information, Pratt Institute (USA)
Being Digitally Purposeful  
- Ross Parry, Professor, School of Museum Studies, University of Leicester (UK)

Witnessing History: Digitally Democratizing Memory at the National September 11 Memorial & Museum (V)  
- Dakota Stevens, Exhibition Content Coordinator, National September 11 Memorial & Museum (USA)  
- Kirsten Madsen, Exhibition Media Coordinator, National September 11 Memorial & Museum (USA)

3:50pm – 4:50pm  
Session 12 (Papers & Presentations) (L)  
Performance Hall, 3rd Floor

Chair: Tim Neill, Doctorate Candidate, Louisiana State University

Deep Dives in Shallow Times: How Museums are Using Podcasts to Help Audiences Make Sense of the World  
- Hannah Hethmon, Consultant and Producer, H. Hethmon Consulting (UK)

Battle of Truths  
- Victor Lander, Creative Director, Royal College of Art, Information Experience Design Programme (UK)  
- Sindi Breshani, Royal College of Art, Information Experience Design Programme (UK)

No hard feelings! Sentiment analysis as a tool for museum professionals?  
- Georgios Papaioannou, Associate Professor of Museum Studies, University College London in Qatar (Qatar)

3:50pm – 4:50pm  
Session 13 (Creative Session)  
Drumsville, 2nd Floor

The Alchemy of Museum Planning  
- Fiona Cole-Hamilton, Senior Consultant, Barker Langham (UK)  
- Liza Rogers, Barker Langham (UK)  
- Jody Neal, Associate, Barker Langham (UK)
5:00pm – 6:00pm  

**Session 14 (Papers & Presentations) (L)**  
Performance Hall, 3rd Floor

**Chair:** Ibrahima Seck, Director of Research, Whitney Plantation and Museum

**RAF Stories - Social Platform**
- Kevin Carter, Head of Digital Experience, RAF Museum, London (UK)
- Jess Boyden, Community Engagement Officer: RAF Stories (UK)
- Dan Waters, Digital Content Producer: RAF Stories (UK)

**The Lubbock Lake Landmark App: A Multiprong Approach to Digital Content and Accessibility**
- Megan Reel, Assistant Collections Manager – Ethnology, Museum of Texas Tech University (USA)
- Jessica Stepp, Administration Intern, Museum of Texas Tech University (USA)
- Dr. Eileen Johnson, Director, Lubbock Lake Landmark; Director of Academic and Curatorial Programs; Chair and Horn Professor of Heritage and Museum Sciences, Museum of Texas Tech University (USA)

**Immigrant Stories: Community Engagement through Digital Storytelling**
- Saengmany Ratsabout, Program Coordinator, Immigration History Research Center (USA)

5:00pm – 6:00pm  

**Session 15 (Creative Session)**  
Louis Prima, 2nd Floor

**Anonymous Research Techniques: Dark Web Treasure Hunt**
- Tim Schwartz, Digital Strategist (USA)
- Lucas Wrench, Tulsa Artist Fellowship (USA)
- Dan Bustillo, University of California Irvine (USA)

6:00pm – 6:15pm  

**Closing Remarks (L)**  
Performance Hall, 3rd Floor
- Ross Parry, Professor, School of Museum Studies, University of Leicester (UK)

6:15pm – 8:00pm  

**Social Event, Networking, Karaoke, Entertainment and Dinner**  
Foyer, 2nd Floor
AUTHORS AND SPEAKERS

- Adams, Melanie
  Historian (USA)

- Bernabel, Ilyanette
  Curatorial Assistant, New Orleans Jazz Museum (USA)

- Boyden, Jess
  Community Engagement Officer: RAF Stories (UK)

- Breshani, Sindi
  Royal College of Art, Information Experience Design Programme (UK)

- Bustillo, Dan
  University of California Irvine (USA)

- Carter, Kevin
  Head of Digital Experience, RAF Museum, London (UK)

- Clay, Makeba
  Chief Diversity Officer, The Phillips Collection (USA)

- Cole-Hamilton, Fiona
  Principal Consultant, Barker Langham (UK)

- Cunningham, Stephanie
  Creative Director, Museum Hue (USA)

- Devanbu, Josephine
  Cofounder of Look at Art. Get Paid (USA)

- Ellis, Seth
  Senior Lecturer in Interactive Media, Griffith University (Australia)

- Ezeluomba, Ndubuisi
  Curator, New Orleans Museum of Art (USA)

- Fifi, Daniela
  Teachers College, Columbia University (USA)

- Fleury, Aurélia
  Director, Tactile Studio (France)

- Forstrom, Melissa
  Assistant Professor, Purchase College- State University of New York (USA)

- Gaudry, Rachel
  Education Coordinator, The Historic New Orleans Collection (USA)

- Hamilton, Gia M.
  Director, New Orleans African American Museum of Art (USA)

- Harewood, Gia
  The Phillips Collection (USA)

- Hethmon, Hannah
  Consultant and Producer, H. Hethmon Consulting (UK)
- **Himmelreich, Jennifer**  
  Native American Fellowship Program Manager, Peabody Essex Museum (USA)

- **Iervolino, Serena**  
  Lecturer in Arts and Cultural Management and Programme Director, MA in Arts and Cultural Management, Kings College London (UK)

- **Janes, Robert**  
  Founder and Co-Chair of Coalition of Museums for Climate Justice and Visiting Research Fellow, Museum Studies, University of Leicester (Canada)

- **Jenkins, Jade**  
  Youth Forum Member, National Museum Wales (UK)

- **Keating, Stephanie**  
  Adult Programs Coordinator, Albright-Knox Art Gallery (USA)

- **Kramer, Karen**  
  Curator of Native American & Oceanic Art and Culture; Director, Native American Fellowship Program, Peabody Essex Museum (USA)

- **Lander, Victor**  
  Royal College of Art, Information Experience Design Programme (UK)

- **Longo, Eric**  
  Executive Director, Museum Computer Network (USA)

- **Lovell, Charles M.**  
  Director, Second Story Gallery (USA)

- **Madsen, Kirsten**  
  Exhibition Media Coordinator, National September 11 Memorial & Museum (USA)

- **McLean, Kathleen**  
  Principal, Independent Exhibitions (USA)

- **Merritt, Elizabeth**  
  AAM’s Vice President for Strategic Foresight, and founding director of the Center for the Future of Museums (USA)

- **Murphy, Oonagh**  
  Lecturer in Arts Management, Institute for Creative and Cultural Entrepreneurship, Goldsmiths – London (UK)

- **Muwakil-Zakuri, Nimah**  
  Chief Curator, Money Museum and Art Collection, Central Bank (Trinidad and Tobago)

- **Neal, Jody**  
  Associate, Barker Langham (UK)

- **Odom, Samuel**  
  Assistant Professor, Southern University at New Orleans (USA)

- **Okonofua, Anthony Usiaholo**  
  Associate Professor of Sculpture and Visual Art Education/Director, Professor Stella Idiong Art Gallery, University of Uyo (Nigeria)

- **Papaoianou, Georgios**  
  Associate Professor in Museum Studies, University College London in Qatar (Qatar)
- Parry, Ross
  Professor, School of Museum Studies, University of Leicester (UK)

- Philippe, Moreau
  President Tactile Studio (France)

- Powell, Glinda
  Ph.D. Student, Morgan State University (USA)

- Ratsabout, Saengmany
  Program Coordinator, Immigration History Research Center (USA)

- Reel, Megan
  Assistant Collections Manager - Ethnology, Museum of Texas Tech University (USA)

- Rogers, Liza
  Senior Consultant, Barker Langham (UK)

- Schwartz, Tim
  Digital Strategist, Alley Interactive / Artist / LA Cryptoparty (USA)

- Schwartzberg, Jenny
  Curator of Education, The Historic New Orleans Collection (USA)

- Scott, Jennifer A.
  Director & Chief Curator, Jane Addams Hull-House Museum, Univ. of Illinois at Chicago (USA)

- Spanou, Kelly
  PhD Researcher, Information Experience Design, School of Communication Royal College of Art, London (UK)

- Stevens, Dakota
  Exhibition Content Coordinator, National September 11 Memorial & Museum (USA)

- Supak, J. Wren
  Artist, University of Minnesota

- Villaespesa, Elena
  Assistant Professor, School of Information, Pratt Institute (USA)

- Warren-Williams, Vera
  Founder/Director Community Book Center

- Wrench, Lucas
  Tulsa Artist Fellowship (USA)

- Younan, Sarah
  Youth Engagement Coordinator, Amgueddfa Cymru | National Museum Wales