

Imagining a Future

15 September 2016

1.00 pm Seminar registration

1.30 pm **Welcome**

Rebekah Butler, Executive Director, Museums & Galleries Queensland
Dr Campbell Gray, Director, The University of Queensland Art Museum

1.40 pm **Lisa Sasaki**, Director, Audience & Civic Engagement Center, Oakland Museum of California
How Our Community Changed Our Museum

2.35 pm **Seb Chan**, Chief Experience Officer, Australian Centre for the Moving Image
Continuous Transformation

3.20 pm Afternoon Tea

3.50 pm **Cathie Oats**, Assistant Director, Trove, National Library of Australia
Just imagine...

4.25 pm **Panel discussion** with moderator Simon Wright, Assistant Director, Learning and Public Engagement, Queensland Art Gallery | Gallery of Modern Art

5.00 pm Refreshments and networking

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**museums
& galleries**
QUEENSLAND

Imagining a Future

The University of Queensland Art Museum
15 September 2016

#imaginingGLAM

Imagining a Future is the 2016 seminar presented annually in partnership by Museums & Galleries Queensland, The University of Queensland Art Museum and The University of Queensland Museum Studies Program.

Museums & Galleries Queensland is supported by the Queensland Government through Arts Queensland, and is assisted by the Visual Arts and Craft Strategy, an initiative of the Australia, State and Territory Governments and by the Commonwealth through the Australia Council, its arts funding and advisory body.

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ART MUSEUM



about THE SPEAKERS

Lisa Sasaki

Director, Audience & Civic Engagement Center, Oakland Museum of California, USA

How Our Community Changed Our Museum

The Oakland Museum of California (OMCA) has undergone a radical transformation over the past eight years, from a sleepy municipal museum into a thriving institution that sees public participation and social impact as its core functions. At the heart of its transformation was this question: How can OMCA leverage its collections and unique creative identity in service to a better future Oakland? Through a commitment to community collaborations, innovative engagement practices, and institution-wide change, the Museum has seen dramatic and measureable impacts from its work – including doubling its attendance in under five years and receiving national recognition for helping to revitalize its community. OMCA is eager to share with museums around the world the repeatable and reliable strategies it has developed, so that others can change the role that they can play within their communities... and, more importantly, allow their communities to direct the changes that will make museums relevant and needed.



BIOGRAPHY

Lisa Sasaki is the Director of the Audience & Civic Engagement Center at the Oakland Museum of California where she oversees programs, marketing and communications, visitor services, and community engagement. Since joining OMCA, she has doubled the Museum's attendance through initiatives such as Friday Nights @ OMCA – which attracts 6,000 visitors weekly – and the New California Arts project, which aims to make arts more accessible to Oakland neighborhoods. Previously, she worked at the Japanese American National Museum where she led a major initiative examining how culturally specific museums can respond to changing American demographics. Sasaki also serves as Board President of the Western Museums Association.

Seb Chan

Chief Experience Officer, Australian Centre for the Moving Image

Continuous Transformation

At a time when public interest in museums is at a high, how can institutions expand their impact and audiences whilst also opening up their collections and specialist knowledges? How are museums changed, with or without their consent, by new audiences and new technologies? Seb Chan will talk about his work over the last decade in helping different types of museums transform and reimagine their possibilities through visitor-centric, technology-enhanced design interventions.



BIOGRAPHY

Seb Chan is the Chief Experience Officer (CXO) at Australian Centre for the Moving Image (ACMI) where he is responsible for creating and implementing a holistic, multi-channel, visitor-centred design strategy. Until August 2015, he was Director of Digital & Emerging Media, at Cooper Hewitt Smithsonian Design Museum in New York. There he led the museum's digital renewal and its transformation into an interactive and playful new museum, which reopened after a

three-year rebuilding and reimagining project. His team's work won awards from the American Association of Museums, Museums and the Web, One Club and D&AD. Their work also featured in *Slate*, *The Verge*, and *Fast Company*. Seb introduced new thinking to the Smithsonian Design Museum in the area of acquiring digital media and software, notably acquiring the iOS App *Planetary* – the first App to enter the Smithsonian's collection.

Prior to relocating to New York, Seb was Head of Digital, Social & Emerging Technologies at the Powerhouse Museum in Sydney, where he led teams responsible for the Powerhouse's pioneering work throughout the '00s. This work encompassed open access, mass collaboration and digital engagement, as well as large scale Australian cross-agency projects. He has also worked as cultural sector consultant with organisations across the world and was the co-author of Culture24's influential *Lets Get Real* action research project in 2011 and 2013, which helped evolve data-informed digital decision making in the UK performing arts and heritage sectors.

Seb serves on several non-profit boards, and is a regular speaker at digital and cultural sector conferences and events. He has led a parallel life in electronic art and music – organising and curating both festivals and international touring. He was also the founding editor-in-chief for a long running music magazine. In his spare time, Seb enjoys overly sweet dessert wines and high grade chocolate.

Cathie Oats

Assistant Director, Trove, National Library of Australia

Just Imagine...

Connecting collections around Australia, Trove allows people across Australia and the world to discover our unique heritage. Trove is also connecting people, creating a whole world of digital detectives and encouraging creative collaboration.

Cathie will tell us about some of the journeys that individuals have been on by using Trove, as well as the projects created through access to the collections of the National Library of Australia and its partners. She will explain how individual items collected in the past are fuelling innovation today and how Trove's collections will inspire future generations.



About Trove

Trove provides access to more than 500 million digitised resources – all online, all free. But Trove is also a community of passionate and engaged users, a platform for building new tools and collaborations, and the raw material for new forms of research and analysis.

BIOGRAPHY

Cathie Oats is from the National Library of Australia and works in the National Collections Access Division. She has the dream job of working with the Trove team that makes the wonderful resources held by Australian collection institutions easier to discover, access and use. Trove brings together content from libraries, museums, archives, repositories and other research and collecting organisations big and small. Cathie specialises in designing digital services that connect people to content. Prior to joining Trove she worked in public, university and school libraries and arts administration. Cathie also has a background in communications and marketing. In her spare time, she is studying for a Master in Digital Humanities and Public Culture at the Australian National University.