

**MON & TUE**  
**APRIL 15-16**

# **Practice & Progress:**

**The MoMA Alzheimer's Project Exchange**



# Practice & Progress: The MoMA Alzheimer's Project Exchange

**Monday, April 15, 2013**  
**9:00 a.m.–3:30 p.m.**

**Tuesday, April 16, 2013**  
**9:00 a.m.–5:30 p.m.**

For more information on  
The MoMA Alzheimer's Project,  
please visit [MoMA.org/meetme](http://MoMA.org/meetme).

The MoMA Alzheimer's Project:  
Making Art Accessible to People with Dementia  
is made possible by **MetLife Foundation**

# Monday, April 15

## Schedule

### CONVERSATIONS & COLLABORATIONS

<b>9:00–9:30</b> Mezzanine	<b>Registration and coffee</b>
<b>9:30–9:45</b> Theater 3	<b>Welcome</b> James Gara, Francesca Rosenberg
<b>9:45–11:00</b> Galleries	<b>Considering Creation:</b> <i>Inventing Abstraction, 1910-1925</i> Masha Chlenova
<b>11:00–11:10</b>	<b>Return to Theater 3</b>
<b>11:10–11:45</b> Theater 3	<b>Spotlighting Collaborations:</b> <b>Examples of Partnerships</b> Halldóra Arnardóttir, Jessica Sack, Jayna Hintz, Lena Nordby, Yoko Hayashi, Laurel Humble
<b>11:45–12:15</b> Classrooms	<b>Cultivating Connections:</b> <b>Inter-Exchange Speed Relating</b>
<b>12:15–12:45</b> Mezzanine Classrooms	<b>Lunch and breakout sign up</b>

### DISCUSSION & DEVELOPMENT

<b>12:45</b>	<b>Return to Theater 3</b>
<b>1:00 –1:45</b>	Classroom A <b>Advanced Engagement</b> Classroom B <b>Expanding Access</b> Classroom C <b>Producing Projects</b> Theater 3 <b>Investigating Evaluation</b>
<b>1:50–2:35</b>	Classroom A <b>Advanced Engagement</b> Classroom B <b>Focus on Funding</b> Classroom C <b>Tools and Troubleshooting</b> Theater 3 <b>Investigating Evaluation</b>
<b>2:40–3:25</b>	Classroom A <b>Evolving Educators</b> Classroom B <b>Expanding Access</b> Classroom C <b>Tools and Troubleshooting</b> Mezzanine <b>Inquiry+Information</b>
<b>3:25–3:30</b> Theater 3	<b>Closing thoughts</b>

# Breakout Session Descriptions for Monday, April 15

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## **Advanced Engagement**

### **Classroom A**

In this session Carrie McGee (MoMA) and Adriane Boag (National Gallery of Australia) will share strategies for engaging small groups of individuals in the later stages of Alzheimer's disease in specially tailored conversations. Participants will have an opportunity to practice the strategies discussed.

## **Evolving Educators**

### **Classroom A**

In this session Carrie McGee (MoMA) will share strategies for the recruitment and training of educators, focusing on both initial preparation and long-term professional development, and taking into account the diversity of experiences within any given educator pool.

## **Expanding Access**

### **Classroom B**

In this session Francesca Rosenberg (MoMA) and Maureen Gilbert will discuss ways of moving your museum towards greater accessibility, including developing new educational programming, improving physical access, and generating greater awareness among staff.

## **Focus on Funding**

### **Classroom B**

In this session Francesca Rosenberg (MoMA) will facilitate a panel conversation and Q&A among individuals with varying perspectives on funding sources in the United States and abroad. Topics will include ways of diversifying funding sources, approaching funding organizations, and maintaining those relationships.

## **Investigating Evaluation**

### **Theater 3**

In this session Jackie Armstrong (MoMA) and Laurel Humble (MoMA) will share different perspectives on types of programmatic assessment and/or evaluation, from small in-house work to larger collaborations with outside organizations. Participants will identify evaluation/assessment priorities, and discuss specific tools that can be used in the future.

## **Inquiry + Information**

### **Mezzanine**

In this session Laurel Humble (MoMA) will delve into the delicate balance of prompting open conversation while also incorporating art historical information. Participants will discuss ways of crafting effective, engaging questions and using art historical information with purpose.

## **Tools and Troubleshooting**

### **Classroom C**

In this session Meryl Schwartz (MoMA) will facilitate a conversation about challenges faced when teaching and the ways in which educators can address them. Topics will relate to delivery of art-discussion and/or art-making programs, but will be generated more specifically by the session participants.

## **Producing Projects**

### **Classroom C**

In this session Meryl Schwartz (MoMA) will share strategies for generating art-making projects when working with a collection. Participants will consider varying artistic materials, topics, and processes, and will have an opportunity to create works based on the ideas developed.

# Tuesday, April 16 Schedule

## APPROACHES TO OBJECTS

**9:00–9:30**  
Mezzanine

**Registration and coffee**

**9:30–10:00**  
Theater 3

**Welcome**  
Francesca Rosenberg

**10:00–10:30**  
Galleries

Red Gallery Group: **Gary**  
Orange Gallery Group: **John**  
Blue Gallery Group: **Carrie**  
Purple Gallery Group: **Laurel**

**10:30–11:00**  
Galleries

Red Gallery Group: **Laurel**  
Orange Gallery Group: **Gary**  
Blue Gallery Group: **John**  
Purple Gallery Group: **Carrie**

**11:00–11:30**  
Galleries

Red Gallery Group: **Carrie**  
Orange Gallery Group: **Laurel**  
Blue Gallery Group: **Gary**  
Purple Gallery Group: **John**

**11:30–12:00**  
Galleries

Red Gallery Group: **John**  
Orange Gallery Group: **Carrie**  
Blue Gallery Group: **Laurel**  
Purple Gallery Group: **Gary**

**12:00–12:15**

**Return to Theater 3**

**12:15–1:45**

**Lunch on your own**

## APPROACHES TO PROJECTS

**1:45–2:00**  
Theater 3

**Welcome back**  
Carrie McGee

**2:00–3:00**  
Theater 3

**Spotlighting Studio Work:  
Thoughts on Facilitating Creation**  
Robin Glazer, Alice Thwaite,  
Mats Fastrup, Carrie McGee

**3:00–4:00**  
Classrooms

**Mediating Making:  
Ventures in the Studios**  
Red Studio Group: **Mats**  
Orange Studio Group: **Carrie**  
Blue Studio Group: **Alice**  
Purple Studio Group: **Robin**

**4:00–4:30**  
Theater 3

**Closing thoughts  
Performance by *The Unforgettables***

**4:30–5:30**  
Mezzanine

**Reception**

## Practice & Progress

### Speaker Bios

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#### **Jackie Armstrong**

**Jackie Armstrong is Emily Fisher Landau Fellow in Education at The Museum of Modern Art where she works cross-departmentally planning and conducting visitor research, as well as evaluating museum initiatives.** Previously, she served as Audience Researcher in the Education Department at the Art Gallery of Ontario. Over the years Jackie has worked with a number of museums and cultural organizations, both large and small, growing her understanding of visitors' motivations and behaviors. She completed an M.A. in Museum Studies at the University of Toronto, focusing on visitor research. Jackie is interested in how museums can engage diverse publics and in using evaluation methods to help museums make informed decisions for improving the visitor experience.

#### **Adriane Boag**

**Adriane Boag has worked as Program Coordinator at the National Gallery of Australia since 2006 and is responsible for developing access programs for youth and the community.** A focus of her Gallery work with youth is the National Summer Art Scholarship. Adriane coordinates regular programs for a wide variety of specialised audiences including people with dementia and is the facilitator of the Art and Alzheimer's Program and the Art and Alzheimer's Outreach Program at the National Gallery of Australia. Adriane has over twenty years teaching experience in tertiary and museum visual art education and holds a Visual Arts degree with Honours in Painting and Sculpture from Sydney College of the Arts.

#### **Halldóra Arnardóttir**

**Halldóra Arnardóttir is a Ph.D. Art Historian from The Bartlett School of Architecture (UCL), London.** She has published extensively in Europe on Art, Architecture and Alzheimer's disease, as well as given lectures at universities and congresses. Emphasising the importance of communication, she has prepared television and radio programs on the built environment for the National Broadcasting Company in Iceland. Among her books are: *Stories of Houses*, as well as *El arte de Entretelas* (2009), *Narrando Memorias* (2010), *Tarta Murcia* (2010) and *Emociones en Silencio* (2011), results of the Art and Culture as Therapy research project. Currently, Halldóra is Coordinator of *Art and Culture as Therapy against Alzheimer's*, Co-director of SARQ architects in Murcia (Spain) and is working on a forthcoming book on Kristín Guðmundsdóttir, the first interior architect in Iceland (2013).

#### **Masha Chlenova**

**Masha Chlenova has been Curatorial Assistant in the Department of Painting and Sculpture at The Museum of Modern Art since 2010, where she has worked with Leah Dickerman on the exhibition *Inventing Abstraction, 1910-1925*.** She previously worked as a lecturer at MoMA, and in curatorial departments at The Guggenheim Museum and The Metropolitan Museum of Art. Masha received her first B.A. in French and Linguistics at Moscow Linguistic University and a second B.A. in Art History at Columbia University, where she also received her Ph.D. in 2010 with a dissertation entitled "On Display: Transformations of the Avant-Garde in Soviet Public Culture, 1928-33."

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## **Mats Fastrup**

**Mats Fastrup works as Curator and Art Educator at Malmö Konsthall, Sweden.** As Curator he coordinates the art gallery's exhibition program and in his role as Art Educator he works with programs for the general public and community organizations. He was an initiator of the project "Art as a means of expression – art education for young people with Alzheimer's disease." The project is run in cooperation with Club Celafon, a daycare center for individuals under 65 years of age living with Alzheimer's disease and other forms of dementia, and the Clinical Memory Research Unit, Department of Clinical Sciences, Malmö, Lund University. He holds a B.A. in Art History from Lund University, Sweden, and is currently pursuing an M.A. in Art Education at Stockholm University.

## **Robin Glazer**

**Robin Glazer has been with The Creative Center at University Settlement (TCC) since its inception in 1994.** An artist, Robin was diagnosed with breast cancer in 1992 and helped bring the idea that "medicine cures the body, but art heals the spirit" to fruition, implementing free-of-charge art workshops (visual, performing, and literary) for people living with cancer and other chronic illnesses as well as Hospital Artists-In-Residence, a gallery for professional artists living with illness and training programs and collateral materials for artists and administrators. Now Director of The Creative Center, Robin has broadened the scope of art services to include older adults across the aging spectrum. In 2011, The Creative Center merged with the University Settlement, which provides social services and cultural experiences to New York City's underserved populations, including recent immigrants,

enabling TCC to bring creative art experiences to vulnerable populations. In 2009, the National Endowment for the Arts, a funder of several TCC training programs in the fields of art in health and aging, selected The Creative Center as a "Best Practice Site."

## **Maureen Gilbert**

**Maureen Gilbert is an independent disability equality consultant based in Dublin, Ireland.** She has worked on arts and disability issues for 20 years, starting with her involvement in the "Celebrating Difference" touring exhibition in 1993, the first in Ireland on the topic of disability in the visual arts. She wrote the arts and culture section of the report of the landmark Commission on the Status of People with Disabilities (Ireland, 1996) and has undertaken consultancy projects with The Museum of Modern Art (MoMA) in New York and the Arts Council, Arts & Disability Ireland (ADI), local authority arts offices and others in Ireland. Other aspects of Maureen's work include providing consultancy services to statutory and not-for-profit organisations both in Ireland and abroad, including UNICEF, the International Labour Organisation and other UN agencies. She has trained facilitators of disability equality training (DET) on four continents.

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## **Gary Glazner**

**Gary Glazner is Founder and Executive Director of the Alzheimer's Poetry Project (APP).** The National Endowment for the Arts listed the APP as a "best practice" for their Arts and Aging initiative. NBC's *Today* show, NPR's *All Things Considered*, and *Voice of America* have featured segments on Gary's work. Harper Collins, W.W. Norton, and Salon.com have published his work. In 2012, Gary organized "Dementia Arts on Capitol Hill" with the support of the offices of Congressman Edward Markey of Massachusetts, the lead author of National Alzheimer's Plan, and Senator Tom Udall of New Mexico. To date the APP has held programming in 23 states and internationally in Germany, Poland, and South Korea, serving over 15,000 people living with dementia. The APP was awarded the 2012 MetLife Foundation Creativity and Aging in America Leadership Award in the category of Community Engagement.

## **Yoko Hayashi**

**Yoko Hayashi is Representative Director of Arts Alive, a nonprofit arts organization in Tokyo, Japan.** Arts Alive provides arts programs to underserved individuals, including older adults living with dementia, and children with disabilities living in care facilities, child homes, and hospitals, among others. She has also started a program modeled after Meet Me at MoMA and in 2012 translated *Meet Me: Making Art Accessible to People with Dementia* into Japanese. Yoko serves on the committees of several municipal museums and municipal cultural offices. She is the author of *Evolving Arts Management* (Rayline, 2004) and *Art Communication: from the Sites of Arts and Welfare* (Rayline, 2008). She holds an M.A.

in art administration from Columbia University, and a B.A. in humanities from International Christian University. Yoko is associate professor of art management at Shobi University, lectures widely, and has contributed many articles in the field of arts management, museum management, and arts for health.

## **John Heginbotham**

**John Heginbotham, originally from Anchorage, Alaska, graduated from The Juilliard School in 1993, and was the recipient of the Martha Hill Prize for Outstanding Achievement and Leadership in Dance.** He has danced in the works of Pam Tanowitz, John Jasperse, Rebecca Stenn, Janis Brenner, Allison Chase, David Neumann, Ben Munisteri, Stanley Love, Vanessa Walters, and Pilobolus Dance Theater (guest artist). As a member of the Mark Morris Dance Group from 1998 to 2012, he performed across the United States and internationally with artists including Mikhail Baryshnikov, Yo-Yo Ma, Emanuel Ax, The Bad Plus, Zakir Hussain, and with opera companies including The Metropolitan Opera, New York City Opera, and the English National Opera. Heginbotham offers dance master classes in the United States and abroad. He has taught at institutions including Princeton University; the University of California, Berkeley; George Mason University; the University of Illinois at Urbana-Champaign; the University of Washington, and The Laban Centre in London. He is currently on faculty at the Mark Morris Dance Center, and is a founding teacher of Dance for PD®, an ongoing collaboration between the Mark Morris Dance Group and the Brooklyn Parkinson Group.

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## **Jayna M. Hintz**

**Jayna M. Hintz has been Curator of Education at the Leigh Yawkey Woodson Art Museum in Wausau, Wisconsin, since 2000.** In that role she develops and coordinates education programming for all life stages and abilities, including research, planning, visitor advocacy, implementation, and assessment. SPARK! is a program she cultivates, coordinates, and instructs for individuals with dementia and their caregivers. The SPARK Alliance began in 2009 when five Wisconsin museums received funding from the Milwaukee-based Helen Bader Foundation to develop programming for individuals with memory loss and their caregivers modeled on art and dementia programs at MoMA. These museums continue to work collaboratively to create programs for the target audience and to serve their communities. Ten museums in Wisconsin and Minnesota now comprise the SPARK Alliance and actively work to raise awareness and offer “best practices” training for arts and culture organizations serving those with memory loss.

## **Laurel Humble**

**Laurel Humble is Assistant Educator for The MoMA Alzheimer’s Project.** In that role she manages outreach efforts for museum and care professionals working with individuals with Alzheimer’s disease, conducts professional development workshops and conference presentations, and develops online training resources. She regularly teaches MoMA’s programs for individuals with dementia and their caregivers at the Museum and off-site at care facilities. She is co-author of the award-winning publication *Meet Me: Making Art Accessible to People with Dementia*, and has presented nationally and internationally on

issues related to developing and implementing programs for individuals with dementia, including recent presentations at the Stedelijk Museum in Amsterdam and The National-museum in Stockholm.

## **Carrie McGee**

**Carrie McGee is Associate Educator for Community and Access Programs at The Museum of Modern Art.** MoMA has won international recognition for its unique efforts to make the Museum’s extensive resources, collection, and programs accessible to diverse audiences. Carrie is responsible for the recruitment and training of gallery educators and teaching artists, and for developing and facilitating programs for people with disabilities and groups from community-based organizations. These programs serve diverse audiences, including individuals with developmental or learning disabilities; blind and partially sighted visitors; individuals with mental illness; and people with Alzheimer’s disease and their caregivers. She is co-author of *Meet Me: Making Art Accessible to People with Dementia*. Carrie also teaches a seminar at the Museum for medical students from Columbia University’s College of Physicians and Surgeons, and serves on the Board of Directors of the Global Alliance for Arts and Health.

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## **Lena Nordby**

**Lena Nordby has read comparative literature and history of art at the University of Oslo.**

She has an M.A. in film and television studies from the University of Warwick, and has completed the first step in the gestalt-therapy training program (The Gestalt Akademy in Skandinavia). She has also worked as a volunteer with individuals who are HIV-positive living in Oslo. Nordby is currently working as Assistant Curator for the Meeting with Memories project and program at The Norwegian Museum of Science and Technology. In this capacity she represents one of the three pilot museums initiating the project. She is also co-author of the Meeting with Memories guideline publication for museum and dementia care professionals sponsored by the Norwegian Directorate of Health.

## **Jessica Sack**

**Jessica Sack, the Jan and Frederick Mayer Associate Curator of Public Education at the Yale University Art Gallery, leads the development of school, youth, and family programs and resources for teachers and students.** She runs the Wurtele Gallery Teacher Program, which trains

Yale graduate students to teach K-12 classes, programs for visitors with special needs, and professional development programs for teachers. Prior to coming to Yale, Sack was Senior Museum Educator and Coordinator of Teacher Services at the Brooklyn Museum. She is the author of publications including *Picturing a Nation: Teaching with American Art and Material Culture*. Sack received her M.Phil. in ethnology and museum ethnography from Oxford University, and an M.A. in performance studies from NYU.

## **Francesca Rosenberg**

**Francesca Rosenberg is Director of Community, Access, and School Programs at The Museum of Modern Art.** In her 18 years with MoMA,

Rosenberg and her team have won national and international recognition for MoMA's efforts to make the Museum accessible to all. Most recently, MoMA received awards from the Alzheimer's Association; American Association of Museums; and Museums and the Web for its efforts on behalf of people with dementia. In 2007, Francesca received the Ruth Green Advocacy Award from the League for the Hard of Hearing and, in 2002, was recognized as the Community Leader of the Year by Self Help for the Hard of Hearing. Francesca is a founding member of the Museum Access Consortium and currently serves on its steering committee. She is the co-author of *Meet Me: Making Art Accessible to People with Dementia* and *Making Art Accessible to Blind and Visually Impaired Individuals*. Francesca has been a featured speaker at numerous conferences; recent engagements include the Alzheimer's Disease International Annual Conference and Museum Ideas 2012.

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## **Meryl Schwartz**

**Meryl Schwartz is Assistant Educator for**

**The MoMA Alzheimer's Project.** In this role she provides training on engaging individuals with dementia with art to care professionals, family caregivers, and arts educators via conference presentations and individualized workshops, as well as develops online training resources. Meryl also regularly teaches art discussion and studio programs to individuals with dementia and their care partners. Prior to joining The MoMA Alzheimer's Project, she worked for MoMA teaching underserved community audiences, individuals with cognitive or physical disabilities, and K-12 students. She graduated from the University of Michigan with a B.A. in english literature and is currently pursuing an M.A. in art history from Hunter College.

## **Alice Thwaite**

**Alice Thwaite has been a pioneer in the field of creative aging since developing Equal Arts as an arts organization that specializes in work with older people in the early 1990s.** In her role at

Equal Arts she has managed over 150 projects and raised over £4 million. She is passionate about supporting older people to access the arts, and has developed professionally led creative projects, from photography to music, pottery to animated films, and every other art medium. Equal Arts works in partnership with the arts/health and care sectors in residential homes, sheltered accommodation schemes, arts venues, and in the community throughout the north east of England.

