

## Inspiring Leader

Author of the most popular blog in the museum field, Museum 2.0, with over 600,000 visits since its launch in November 2006

Author of *The Participatory Museum* (2010), named "museum education book of the year" by the Museum Education Monitor and described as a future "classic book of museology" by Elizabeth Merritt of the American Association of Museums

Keynote speaker at over thirty conferences, including the museum associations of California, New York, Texas, New Mexico, Washington, British Columbia, Ontario, Alberta, and Sweden

Adjunct professor in audience engagement and social technology for the University of Washington Museology graduate program; guest lecturer for the JFKU, University of Michigan, and Johns Hopkins Museum Studies graduate programs

Strategic consultant to museum directors and leadership groups including the Noyce Leaders Fellowship, the Pew Center for Arts and Heritage, and the Wallace Foundation

Columnist for Museum magazine, the largest national publication for museum professionals (since 2007)

*While most reformers in the field ask: how can this or that museum be a better museum? She asks: how can the museum make a better society or a better city?*

*-Adam Lerner, Director  
Museum of Contemporary Art Denver*

*Nina is the leading voice of her generation of museum professionals. Her unflagging and persuasive advocacy for a museum ethos that values community participation, pluralism, civic engagement and a playful spirit of experimentation and innovation, is without parallel.*

*-Dan Spock, Director  
Minnesota History Center Museum*

## Proven Innovator

Named a "museum visionary" by Smithsonian Magazine (Aug 2010)

Consultant in community participation, exhibit design, innovative audience engagement, and educational programming for museums, libraries, and cultural institutions, with over sixty clients to date

Creative lead and on-staff manager for *Operation Spy* at the International Spy Museum, winner of the 2008 award for Outstanding Achievement from the Themed Entertainment Association

Creator of the year three curriculum for the Girls, Math and Science Partnership's *Click!* urban science adventure camp, winner of the 2010 MacArthur Foundation Digital Media and Learning Competition

Founding curator of *The Tech Virtual* at The Tech Museum, a crowd-sourced approach to exhibition design

Winner of Museums and the Web 2009 Best Small Museum website for the Museum 2.0 blog

## Powerful Network

Relationships with hundreds of leading museum directors, funders, curators, designers, educators, evaluators, and thinkers worldwide

Founding advisor to the American Association of Museum's Center for the Future of Museums

Board member for the National Association for Museum Exhibitions

Member of the Institute for Museum and Library Services task forces on Museums, Libraries and 21st Century Skills and the Future of Museums and Libraries

Advisor/participant in multiple projects funded by IMLS, NEA, NEH, NSF, NOAA, the Wallace Foundation, the MacArthur Foundation, the Irvine Foundation, the Moore Foundation, and the Chipstone Foundation

*Professionally, I count Nina as one of my mentors: she has helped me see the museum world with fresh eyes.*

*-Marsha Semmel, Deputy Director for Museums  
Institute for Museum and Library Services (IMLS)*

# MUSEUM 2.0

Independent strategic consulting business, 2008-2011

## In-Depth Projects

Lead developer of civic engagement and collaborative art elements for the Skirball Cultural Center's traveling exhibition *Half the Sky* (2010-2011)

Lead designer of interactive exhibit and online components to deepen and broaden teen participation at the Experience Music Project and Science Fiction Museum (2009-2011)

Interpretative planner for The Mint Project, a San Francisco Historical Society initiative to open a city history museum in the Old Mint (2008-2009)

First professor of social technology at the University of Washington graduate program in Museology, teaching a bi-annual course in which students design museum exhibitions that engage visitors as active participants (2009-2011)

Creator of award-winning curriculum and media elements for Girls Math, and Science Partnership *Click!* urban science adventure on social technology for rising 9th-graders (2009)

Consultant to the Monterey Bay Aquarium in the design of visitor participation elements for the *Hot Pink Flamingos* climate change exhibition and associated online community website (2009-2010)

Lead developer and instructor for Chabot Space Science Center *Black Hole Institute*, in which teens produced media components for a Harvard-Smithsonian exhibition on black holes (2008)

*When you look at the essence of Nina's work on project after project, she can take what's new and fresh in our world and translate it to inspiration, creation and expression. Nina Simon is a person who can not only reimagine a project, exhibit or experience, but she can do so while remaining connecting to the personal, human, and community base that is so integral to museums today.*

*-Jennifer Stancil, former Executive Director, Girls, Math and Science Partnership*

*Nina moved our large cross-departmental team from ideas to actions by empowering us to make strategic, balanced decisions grounded in our mission and vision that we could easily act upon once she left. Since her workshop, we have developed programming that is rooted in excellent thinking, strategic vision, and above all, is well-received by our visitors.*

*-Lindsey Housel, Manager of Adult & College Programs, Denver Art Museum*

## Consulting Clients

Since 2007, Nina has been offering workshops in audience development, visitor participation, game design, creative uses of technology, and strategic planning for over sixty museums, libraries, and cultural institutions, including:

### ART

Art Gallery of Ontario  
Denver Art Museum  
Milwaukee Art Museum  
Minneapolis Institute of Art  
Museu Picasso, Barcelona  
National Gallery of Art, Denmark  
National Museum of Fine Art, Taiwan  
SFMOMA  
Yerba Buena Center for the Arts

### HISTORY

Auckland Museum  
Chicago History Museum  
Frankfurt History Museum  
Historic New Harmony  
Levine Museum of the New South  
Missouri History Museum  
Oakland Museum of California  
Powerhouse Museum  
Te Papa, National Museum of New Zealand

### CHILDREN'S/SCIENCE

Boston Children's Museum  
Canada Science & Technology Museum  
Exploratorium  
London Science Museum  
Museum of Life and Science  
New York Hall of Science  
Ontario Science Centre  
Pittsburgh Children's Museum  
Smithsonian Museum of Natural History

### FOUNDATIONS

Chipstone Foundation  
Noyce Leadership Institute  
Wallace Foundation

### CONSORTIUMS

Balboa Park Online Collaborative  
Balboa Park Learning Institute  
Libraries of Eastern Oregon  
Marcus Institute for Digital Engagement in the Arts

# EDUCATION AND WORK EXPERIENCE

Museum employment and experience prior to running the Museum 2.0 consultancy full-time

## Work Experience

### Curator of The Tech Virtual at The Tech Museum of Innovation (2007-8)

- Developed, marketed, and executed a new virtual exhibition design process that invited an international community of artists and technologists to help design real exhibits for The Tech.
- Managed creation of *The Tech Virtual* prototype gallery, successfully producing a 2,000 square foot interactive exhibition on-time and under budget.
- Creatively led a team of internal engineers, fabricators, and designers during a time of low morale and general uncertainty.

### Experience Design Consultant at The Electric Sheep Company (2007)

- Developed concept and original content for a cross-platform, interactive online game to coincide with season 4 of CSI:NY.
- Led a team of programmers, artists, and game designers while coordinating the creative effort with CBS.

### Experience Development Specialist at the International Spy Museum (2004-7)

- Led internal creative development of *Operation Spy*, a narrative, immersive, multi-sensory "you be the spy" experience. Coordinated concept development, prototyping, design, production, fabrication, and installation of the 4,000 square foot, \$2M project.
- Developed interactive exhibit components and original educational programs to enhance teen and family visitor experience. Launched the *SpyCast*, a successful, multi-year podcast program.
- Managed departmental budgets and schedules. Coordinated and oversaw contracts with 20+ contractors. Led an internal effort to overhaul membership database and communication system.

### Educator, Capital Children's Museum (2003-4)

- Developed and facilitated educational programs, exhibits, and family workshops about science, mathematics, and engineering.

### Education & Exhibition Staff, Acton Discovery Museum (2003)

- Designed, fabricated, and maintained exhibits, including new exhibits on statistics, sound, and electricity. Managed and mentored floor staff.

### Youth Programs Staff, Boston Museum of Science (2003)

- Developed, facilitated, and evaluated engineering service program in which at-risk teenagers created science exhibits for community centers.

### Researcher, NASA Goddard Space Flight Center (2002-4)

- Developed mathematical models and engineering prototypes for improved remote sensing of the Earth's surface.
- Designed a handheld, low-cost radiometer and educational outreach materials for use by K-12 students as part of NASA's GLOBE program.

*Nina is a resourceful, energetic and inspirational leader capable of managing and motivating a dynamic group of individuals towards a common goal. I was impressed by her ability to conceptualize a project, identify and pull together key individuals, manage challenges, overcome obstacles, and achieve high quality results.*

*-Rich Turner, former Director of Engineering  
The Tech Museum of Innovation*

*Nina has the rare capability of being able to provide creative vision while also managing the details needed to see a project to completion. She has an intuitive understanding of how to develop projects that actively engage interest in people of all ages.*

*-Anna Slafer, Director of Exhibitions &  
Programs, International Spy Museum*

*Nina imagines and creates new things -- in her case, museum experiences -- that haven't existed and fill a vital need. That's engineering at its best.*

*-Rick Vaz, Dean of Interdisciplinary and  
Global Studies, WPI*

## Education

### Worcester Polytechnic Institute, Worcester MA

Bachelors of Science in Electrical Engineering with a minor in Mathematics, GPA: 4.0

Awards received three years in a row as most outstanding member of class

Employed as Lab Director and Senior Tutor in Electrical Engineering and Mathematics

# PUBLICATIONS

## BOOKS

*The Participatory Museum*. 388 pages, published in 2010 by Museum 2.0 as paperback and online at [www.participatorymuseum.org](http://www.participatorymuseum.org). Top-selling book at the 2010 American Association of Museums (AAM) conference. Over 2,300 sold within nine months of publication.

"The Future of Participation." Chapter in *Letting Go? Historical Authority in a User-Generated World*. Forthcoming in 2011 from the Pew Center on Arts and Heritage.

## JOURNAL ARTICLES

"Book Review: Cognitive Surplus." Forthcoming in *Curator*, Volume 54, Number 2, Spring 2011.

"Book Review: Connecting Kids to History with Museum Exhibitions." In *American Journal of Play*, Volume 3, Number 1, Summer 2010.

"Just Looking? Designing Opportunities for Visitor Participation in Museums." In *Powerline*, June-August 2010.

"Visitor Participation: Opportunities and Challenges." In *Exhibitionist*, Volume 29, Number 1, Spring 2010.

"Developing Social Media Plans." In *Hand to Hand*, Volume 23, Number 4, Winter 2009.

"Design for Participation." In *Exhibitionist*, Volume 28, Number 2, Fall 2009.

"Book Review: Digital Technologies and the Museum Experience." In *Visitor Studies*, Volume 12, Issue 2, 2009.

"Technology in Museums: Evaluating New Tools." In *Westmuse*, June 2008.

"Changes in Attitudes: Designing for Visitor Expectations." In *ASTC Dimensions*, November/December 2007.

"Beyond Hands On: Web 2.0 and New Models for Engagement." In *Hand to Hand*, Volume 21, Number 4, Winter 2007.

"Discourse in the Blogosphere: What Museums Can Learn from Web 2.0." In *Museums and Social Issues*, Volume 2, Number 2, Fall 2007.

## MAGAZINE AND BLOG

Museum 2.0 column in the American Association of Museum's *Museum* magazine, 2007 to present. Articles on innovation in museum business models, leadership, marketing, audience engagement, and technology.

Author of Museum 2.0 blog, 2006 to present. Over 450 original articles published on topics related to design, exhibitions, programming, marketing, membership, evaluation, technology, and visitor participation. Articles accessed over 600,000 times by readers worldwide.

