

DR. SUSANA SMITH BAUTISTA

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SUMMARY: Highly experienced and networked professional in the fields of museums and art (senior management, curating, public programming, visitor studies, advancement, university museums and academic relations), internationally recognized scholar in digital technology and museums (Ph.D. in Communications), art historian and curator of Latinx, Latin American and Chicana art, familiar also with Asian and Greek art, trilingual, and passionate about advancing access, equity, and diversity.

PROFESSIONAL EXPERIENCE

- Nov 2018 – present *Independent Museum Consultant* – Los Angeles, CA
Advising President and CEO on developing a museum for a corporate art collection.
- May 2017 – Oct 2018 *Executive Director, Pasadena Museum of California Art* – Pasadena, CA
Organized board, restructured staff, diversified funding sources, balanced the budget, increased attendance, developed new interpretive materials, culturally diverse exhibitions and community partners. When the board decided, against my advice, to close the museum, worked with board and legal team to do so efficiently.
- 2015 – August 2016 *Director of Public Engagement, USC Pacific Asia Museum* – Pasadena, CA
Built new museum department, hired staff and developed new goals, started Academic Advisory Committee and worked with faculty and Provost office, created a digital plan and new interpretive materials for galleries. Managed two budgets, grants administration, and staff of 5 plus student interns, workers, and docents.
- 2013 – 2015 *Interim Deputy Director, USC Pacific Asia Museum* – Pasadena, CA
Helped to lead museum through transitional period after it became part of USC, managed daily operations, planned budgets, coordinated master planning, and supervised staff of 15 plus volunteers, docents and interns.
- 2006 – 2007 *Project Manager, USC International Museum Institute*
Organized lecture series and publications for “Who Owns the Past in the Future” program.
- 2005 *Exhibition Consultant, The California Museum for History, Women, and the Arts*
– Sacramento, CA (*Latinas: The Spirit of California* exhibition)
- 2002 – 2005 *Executive Director/ Curator, Mexican Cultural Institute of Los Angeles*
Took the organization from deficit to surplus in 2 years. Directed development, marketing, public relations and outreach; established budgets, solidified relationship with the Mexican Consulate, created new community partnerships and programming, and curated art exhibitions.
- 2002 – 2005 *Gallery Associate, Daniel Saxon Gallery* – West Hollywood, CA
Introduced new Chicano and Mexican artists to the gallery, curated exhibitions, worked with artists, cultivated press contacts and new collectors, and organized opening receptions.
- 2000 – 2002 *Editorial Director, www.LatinArt.com* – Los Angeles, CA
Assisted in establishing direction of online art journal, wrote articles, met with curators, scholars, artists and galleries throughout Latin America, and coordinated local events and presence at art fairs.

- 1999 – 2001 *Book Editor, Manuel Rosen Morrison, Architect*
 Edited a bilingual book, authored an essay, interviewed the architect, developed a chronology, and worked with other writers.
- 1999 – 2000 *Assistant Curator, USC Fisher Museum of Art*
Mixed Feelings: Art and Culture in the Postborder Metropolis. Interviewed, researched, and cataloged all contemporary Mexican artists and art spaces in Baja California Norte, Mexico for exhibition.
- 1998 – 1999 *Curatorial Research Assistant, The Museum of Contemporary Art, Los Angeles, CA* (*The Experimental Exercise of Freedom: Lygia Clark, Hélio Oiticica, Gego, Mathias Goeritz and Mira Schendel*). Authored a selected bibliography and exhibition history for catalog; procured images, managed communication including written and verbal correspondence to Latin America, completed exhibition checklist, and planned and coordinated symposium.
- Prior to 1998 *Art Consultant, El Portal Restaurant – Pasadena, CA*
 Conceived and curated a Rotating Artist Series featuring local Mexican and Chicano/a artists, and coordinated all marketing, publicity, and sales.
- Art Consultant, City of Pasadena*
 For the National Hispanic Latino Heritage Month: conceived and organized a two-month festival with public murals, lectures, a mural tour and documentary exhibition.
 For Cinco de Mayo: conceived and organized the first Latino Art Walk around Pasadena City Hall.
- Worked with Greek sculptor **Takis** on book about energy, kinetics, and art. Led research and writing teams (conducted in Athens, Paris, and Egypt), and served as coordinator for the artist's foundation KETE.
- Contributing Art Critic and Writer*
ARTnews Magazine and ARTnewsletter – New York City, NY
Odyssey Magazine (international English) – Athens, Greece
The Art Magazine (bilingual) – Athens, Greece
ARTI International (international bilingual) – Athens, Greece
Athenscope Magazine (English) – Athens, Greece
- Administrative Assistant, International Arts Relations, Inc. (INTAR) – New York City, NY*. Assisted gallery director with selection of artists, exhibition installation, general correspondence, and daily operations of a Latino arts organization with two theatres and an art gallery.

EDUCATION

- Ph.D.** **University of Southern California (USC)**, Los Angeles, CA 2012
 Annenberg School for Communication and Journalism
 Awarded Provost Fellowship and Dissertation Completion Fellowship
- Concentration: Media, Culture, and Community
- Dissertation: The Changing Nature of Museology in the Digital Age: Case Studies of Situated Technology Praxis in U.S. Art Museums
- Qualifying Exam Fields: Art and Communication, Cultural Studies, Museum Studies, Technology and Culture, Museums and Civic Engagement

MA	University of Southern California (USC) Art History Department (Phi Kappa Phi)	2000
Program:	Museum Studies	
BA	Pomona College , Claremont, CA	1988
Major:	Government	
Minor:	Art History	

RELATED EDUCATION

International School on Digital Transformation – Porto, Portugal Organized by the University of Porto and the University of Texas, Austin	2009
USC Annenberg Summer Institute on Methods and Statistics, CA	2009
National Association of Latino Arts and Culture, San Antonio, Texas Leadership Institute	2002
Advanced Leadership Institute	2004
Art Appraisal Certifying Course, New York University, New York	1989
College Year in Athens, Greece	1987

ACADEMIC HONORS

HASTAC Scholar (Humanities, Arts, Science & Technology Alliance & Collaboratory)	2011 – 2012
Dissertation Completion Fellowship, USC	2011 – 2012
Provost Fellowship, USC	2007 – 2011
National Science Foundation EDGE-SBE FIRST Summer Institute Fellowship	2008
Phi Kappa Phi, National Honor Society	2000
Academic Scholarships, USC Art History Department Mexican American Alumni Association	1997 – 1999
Museum Studies and Fisher Museum Acquisition Competition Award, USC	1998

CIVIC LEADERSHIP

Board of Trustees, American Alliance of Museums, Washington, DC, 2018 – present
Public Art Selection Committee Member. City of Sacramento, 2018
Board of Trustees, Clazzical Notes, Pasadena, CA, 2017 – present
Advisory Committee Member. Exhibition <i>Murales Rebeldes/Contested Chicana/o Public Art</i> , organized by the California Historical Society and La Plaza de Cultura y Artes as part of Getty PST: LA/LA, Los Angeles, 2016 – 2017
MAP Peer Reviewer, American Alliance of Museums, 2015 – present
Advisory Committee Member. The Horizon Report – Museum Edition New Media Consortium, 2012 and 2013
Board of Trustees, Westridge School, Pasadena, CA, 2011 – present (currently the first Chair of Diversity)
Appointed Member of the Arts and Culture Commission, City of Pasadena, 2002 – 2007
Appointed Member of the Design Commission, City of Pasadena, 2006 – 2007
Advisory Council Member. Southwest Chamber Music, Pasadena, CA, 2004 – 2008
Invited Judge. Los Angeles Metro Art division, Metropolitan Transportation Authority, 2005
Invited Judge. <i>Open Call LA 2004</i> , Barnsdall Municipal Art Gallery, Los Angeles, 2004
Invited Judge. City of Los Angeles, Cultural Affairs Division annual grants program, 2004
Advisory Panel Member. Exhibits USA, Kansas City, MO, 2001 – 2003
Invited Judge. City of Pasadena, Cultural Affairs annual grants program, 2001, 2002, 2009
Board of Trustees, Latino Museum of History, Art, and Culture; Los Angeles, 2000 – 2002

President, USC Association of Art History Graduate Students, 1998 – 1999
Committee Member. “The Spirit of Aztlan” festival for *The Road to Aztlan* exhibition, organized by the Los Angeles County Museum of Art, 1999 – 2001
Volunteer. The Los Angeles Conservancy, 1997 – 2002

EXHIBITIONS CURATED (Selected)

Korea Mexico: 100 Years of Diplomacy (Co-curated with Kyungmi Shin) at the Korean Cultural Center, Los Angeles, May 20 – June 15, 2005. Group exhibition with Susan Choi, Young Chung, Ken Gonzales-Day, Kate Hers, Yongsoon Min, Jorge Nava, Ruben Ortiz Torres, and David Won.

Brainfever: New Drawings, Sculpture and Painting by Gronk, Daniel Saxon Gallery, West Hollywood, July 8 – August, 2003.

The Labyrinth of Multitude: Contemporary Latin American Artists in Los Angeles, The Luckman Fine Arts Complex, California State University, Los Angeles, September 24 – November 6, 1999. Group exhibition with Cecilia Miguez, Einar and Jamex de la Torre, Guillermo Bert, Victor Estrada, David Serrano, and Enrique Martinez Celaya. Catalog published. (Reviewed by Peter Frank, *LA Weekly* “Pick of the Week,” October 29, 1999)

Spring Fever: A Cultural Celebration with Mexican and Korean Artists in Los Angeles (Co-curated with Jong Soon Min) at the Korean Cultural Center and the Mexican Cultural Institute, Los Angeles, April 30 – June 13, 1999.

Open House West: Museum Architecture and Changing Civic Identity (Co-Curated) at Fisher Gallery, USC, March 10 – April 24, 1999. Catalog published.

Frank Romero: Urban Iconography/ Iconografía Urbana, The Luckman Fine Arts Complex, Los Angeles, May 16 – June 22, 1998. Catalog published. (Reviewed by William Wilson in the *Los Angeles Times* on June 10, 1998)

TEACHING

2014 *Lecturer*, Marketing Management in the Digital Age
Arts Management Program, Claremont Graduate University

2013 *Lecturer*, Visual Culture and Communication
Annenberg School of Communication and Journalism, USC

2011 *Teaching Assistant and Lecturer*
The Communication Revolution, Entertainment and the Arts
Annenberg School of Communication and Journalism, USC

1998 *Teaching Assistant*, Spanish Colonial Revival Art and Architecture
Department of Art History, USC

1995 *Lecturer*, Modern and Contemporary Greek art
Beaver College (Beaver, Pennsylvania) – Athens, Greece

RESEARCH

2013 – 2017 *Research Team*, **Getty Pacific Standard Time: Los Angeles/Latin America**
Gilbert “Magu” Lujan exhibition, UC Irvine University Art Gallery

2013 – 2016 *Fellow*. **Slover Linett Audience Research** – Chicago, IL
National audience research consulting firm.

- 2011 – 2012 **Co-P.I. and Research Team, University of Southern California**
 “The Distributed Museum” project. Worked with the Los Angeles County Museum of Art to create innovative, digital solutions.
- 2008 – 2011 **Research Team, University of Southern California**
 “Inspiring the Technological Imagination: Museums and Libraries in the Digital Age” project, funded by the MacArthur Foundation.
- 2008 – 2010 **Research Assistant, University of Southern California**
 Getty/Annenberg Arts Journalism Fellowship and the first Arts Journalism Summit in 2009. Annenberg School for Communication and Journalism.
- 1997 **Researcher & Grant Coordinator (Lila Wallace-Readers Digest Grant)**
School of Arts & Letters, California State University at Los Angeles
 Worked with community organizations, schools, and resident theater companies, developed demographic data, made recommendations for audience development at the CSULA Luckman Fine Arts Complex.

PUBLISHED WRITING

Books

Bautista, S. S. (2013). *Museums in the Digital Age: Changing Meanings of Place, Culture, and Community*. Lanham, MD: Alta Mira Press.

Peer-Reviewed Articles & Chapters

Bautista, S. (2016). An Uncertainty of “Place” for Museums. In S. Holo & M-T. Alvarez (Eds.), *Remix: Changing Conversations in Museums of the Americas*. Berkeley: UC Press.

Bautista, S. & Balsamo, A. (2013). Understanding the Distributed Museum: Mapping the Spaces of Museology in Contemporary Culture. In *Museums and Higher Education: Challenges and Opportunities for Collaboration*. University of Brighton, England.

Bautista, S. (2009). The Social Function of Museums in the Digital Age. *The International Journal of the Arts in Society*, Vol. 4, No. 2, pp. 9 – 19.

Non-Peer-Reviewed Writings

The Future of Museums. (2012). HASTAC blog. <http://hastac.org/forums/future-museums>

Inspiring the Technological Imagination: Museums, Libraries in a Digital Age. (2009). Futures of Learning blog at dmlcentral. <http://dmlcentral.net/resources/3854>

2009, July 10. Online (art) Museum Experiences.

2009, July 3. Museum Collections: Digitization → Dissemination → Dialogue.

2009, June 30. Mobile Experiences in Art Museums, with Cara Wallis.

2009, May 28. Digital Media in Community Libraries, Part 2: Teen Websites.

Bautista, S. (2008, October). Chicano Art: Is this the Beginning or the End? *THE Magazine Los Angeles*, pp. 36 – 38.

Bautista, S. (2005). The Creative Process of Architecture. In *Manuel Rosen Morrison: Architecture* (pp. 237 – 244). Mexico, D.F.: Grupo Noriega Editores.

Bautista, S. (1995, December). Six Baskets and a Bag: The Fate of Priam’s Treasure. *Odyssey*, pp. 41 – 42.

Bautista, S. (1995, Summer). Citizen Takis. *ARTnews*, p. 64.

Bautista, S. (1995, January/February). Takis Unmasked. *Odyssey*, pp. 57 – 59.

Bautista, S. (1994, July/August). On The Road. *The Art Magazine*, pp. 80 – 83.

Book Reviews

Holo, Selma & Alvarez, Mari-Tere. (2010, Spring). Beyond the Turnstile: Making the Case for Museums and Sustainable Values. *Journal of Museum Education*, Vol. 35, pp. 114 – 115.

Levine, Caroline. Provoking Democracy: Why We Need the Arts. (2009, Vol. 3). *International Journal of Communication* [Online], pp. 941 – 947.

Krause Knight, Cher. Public Art: Theory, Practice and Populism (August 28, 2008). *International Journal of Communication* [Online], pp. 964 – 967.

Revised Second Edition of Dunitz's *Street Gallery* (1998, Vol. 1). *Mural Conservancy of Los Angeles Journal*. p. 6.

Art Criticism (Selected)

Cypriot Course – 4th Minos Beach Art Symposium, *ARTI International*, Vol. 32, January/February 1997: 213 – 215. (Review of exhibition at 4th Minos Beach Art Symposium, Agios Nikolaos, Crete, June – September 1996)

Costas Archaniotis, *ARTI International*, Vol. 30, July/August/September 1996: 186 – 187. (Review of exhibition at Gallery 7, Athens, Greece, April 23 – May 23, 1996)

Garbage, *ARTI International*, Vol. 30, July/August/September 1996: 222 – 227. (Review of exhibition at Center of Contemporary Art, Larissa, Greece, May 24 – June 30, 1996)

Sigmar Polke. Photoworks: When Pictures Vanish, *ARTI International*, Vol. 29: 218 – 219. (Review of exhibition at Museum of Contemporary Art, Los Angeles, December 3, 1995 – March 24, 1996)

Yishai Jusidman, *ARTI International*, Vol. 27, November/December 1995: 218 – 219. (Review of exhibition at Jardin Borda, Cuernavaca, Mexico, April 27 – June 4, 1995)

Josie Wilkinson, *ARTI International*, Vol. 26, September/October 1995: 208. (Review of exhibition at Gallery 7, Athens, Greece, May 22 – June 10, 1995)

Costas Evangelatos, *ARTI International*, Vol. 25, May/June/July 1995: 202 – 203. (Review of exhibition at Athens Cultural Center, Greece, April 4 – 20, 1995)

Yannis Spyropoulos, *ARTI International*, Vol. 25, May/June/July 1995: 194 – 196. (Review of exhibition at National Gallery of Art, Athens, Greece, April 10 – June 30, 1995)

Time is a Child Moving Pieces in a Game; The Kingship is in the Hands of a Child, *ARTI International*, Vol. 24, March/ April 1995: 213 – 217. (Review of exhibition at Athens Municipal Gallery, Greece, February 8 - March 8, 1995)

Urban Views: Europe 1870-1993. The City of the Artist/ The City of the Architect, *ARTI International*, Vol. 22, Nov./ Dec. 1994: 200 – 210. (Review of exhibition at Center of Contemporary Culture, Barcelona, Spain, June 21 – October 9, 1994)

!Gronk! A Living Survey, 1973–1993, *ARTI International*, Vol. 20, May/June/July 1994: 190 –193. (Review of exhibition at the Los Angeles County Museum of Art, 1993)

Rolywholyover A Circus, *ARTI International*, Vol. 18, January/February 1994: 182 – 188. (Review of exhibition at the Museum of Contemporary Art, Los Angeles, September 12 – November 28, 1993).

Exhibition Catalog Essays/ Text

Artifex: New Work by Einar and Jamex de la Torre, Harry Gamboa Jr., Shizu Saldamando and John Valadez. Koplín Del Río Gallery, Culver City, 2013.

Borderlandia: Cultural Topography by Einar and Jamex de la Torre. The Craft and Folk Art Museum, Los Angeles, 2010.

The Third Center of the World, *The Labyrinth of Multitude: Contemporary Latin American Artists in Los Angeles* (Los Angeles: The Luckman Fine Arts Complex, California State University Los Angeles, 1999).

Centro Cultural de Tijuana: A New Cultural Paradigm for the Postmodern Condition. 1999. In *Open House West: Museum Architecture and Changing Civic Identity*. Los Angeles: USC Fisher Gallery.

The Rocky Road Forward, *Frank Romero: Urban Iconography/ Iconografía Urbana* (Los Angeles: The Luckman Fine Arts Complex, California State University Los Angeles, 1998)

INVITED LECTURES

Re-Calculating: The Uses and Abuses of Technology in Museums. Second Triennial Museum Encuentro, Oaxaca, Mexico. March 18 – 20, 2015.

Museums and Digital Technology: Idealism and Pragmatism. Critique of Digital Reason. Statens Museums for Kunst, Copenhagen, Denmark. November 7, 2014.

Artifex: Art Effects Beyond Identity. Koplín Del Río Gallery, Culver City, CA, May 18, 2013. Moderated panel with artists Einar and Jamex de la Torre, Harry Gamboa Jr., Shizu Saldamando, John Valadez, and Chicano art collector Cheech Marin, on May 18, 2013. Panel aired on John Rabe's KPCC radio program OFF RAMP on June 8, 2013.

ArtTable Talks Tech: Institutions. Kayne Griffin Corcoran Gallery, Los Angeles. March 26, 2014. Moderated panel with Amy Heibel, Emma Reeves, and Sarah Stiffler.

Museums and Digital Technology: Implications for the Fisher Museum of Art. USC Fisher Museum Advisory Board, Los Angeles. June 11, 2012.

The Virgin of Guadalupe: How Cortes Brought the Apocalypse to Mexico. Avenue 50 Studio and Gallery, Los Angeles. March 30, 2006.

Latin American Photography from the U.S. Perspective. FotoSeptiembre 2005, Casa de la Cultura de Playas de Tijuana, Mexico. September 30, 2005.

The Flight of Culture: A Case Study of the Tijuana/San Diego Border. Keynote speech (in Spanish) at the 2nd Annual Conference of Northwestern Mexican Artists, Centro Cultural Tijuana, Mexico. November 23, 2001.

Contemporary Latino Photographers in Los Angeles. FotoSeptiembre 2000, Casa de la Cultura de Tijuana, Mexico. September 29, 2000.

ACADEMIC PRESENTATIONS

Diversity Engagement in Museums: Social Work Education as a Case-in-Point. International Conference on the Arts in Society. University of California, Los Angeles, August 10 – 12, 2016.

Placemaking in the Digital Age. Museum Computer Network Conference (Re:Making the Museum). Montreal, Canada, November 20 – 23, 2013.

Situated Technology Praxis in U.S. Museums Today. International Conference on Technology, Knowledge and Society. University of California, Los Angeles, January 16 – 18, 2012.

Museums and Social Capital in the Digital Age. Revisiting the Contact Zone: Museums, Theory, Practice. European Science Foundation. Linköping, Sweden, July 17 – 21, 2011.

Lurking in Museums: In Support of Passive Participation. Digital Humanities Conference. Stanford University, CA, June 17 – 22, 2011.

Inspiring Uses of Digital Media in Museums and Libraries: A Creative Inventory and Collaborative Analysis. Digital Media and Learning. University of California, San Diego, February 19, 2010 (Co-presentation).

Museum Teen Websites, A New Space for Plurality and Discourse. National Communication Association, Chicago, November 12 – 15, 2009.

The Social Function of Museums in the Digital Age. International Conference on the Arts in Society. Istituto Veneto di Scienze, Lettere ed Arti, Venice, Italy, July 28 – 31, 2009.

Narrativity and Visitor Meaning Making in Art Museums. Narratives in Health Communication, Persuasion, and Cultivation. University of Erfurt, Germany, July 26 – 27, 2008.

Landscape Painting and the Formation of Mexico as a Modern Nation: Two Parallel Developments in 19th Century Mexico. Southwestern Regional Conference of the Popular Culture Association, Albuquerque, New Mexico, 2000; Art History Symposium of Scripps and Pomona College, Claremont, CA, 2000; Art History Symposium of the University of Minnesota, Minneapolis, 2000; Pasadena Museum of California Art, October 2003.

DIGITAL COMPETENCIES

Productivity Tools: Microsoft Office Suite, Google Docs, Prezi, MailChimp, Basecamp, Constant Contact
Customer Relationship Management (CRM): eTapestry, Raiser's Edge

Web Development: HTML, WordPress

Data Analytics and Survey Tools: SPSS, Survey Monkey, Qualtrics

Learning Management: Blackboard

Social Media Platforms

OTHER SKILLS

Foreign languages (fluent): Spanish and Modern Greek

International experience

- Lived in Europe for 8 years

- Family is from Canada, Mexico, and Colombia

- Traveled throughout Latin America and Europe

Classically trained pianist

Conceived, established, and managed two private business enterprises in Athens, Greece, 1989 – 1997

- La Tequila Loca – Mexican bar and restaurant

- El Sabor – factory that produced Mexican foods and products