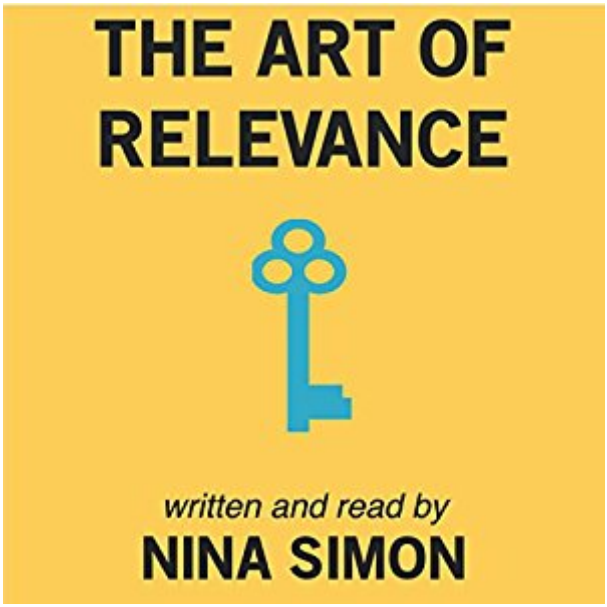
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The Art Of Relevance



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Synopsis

The Art of Relevance is your guide to mattering more to more people. You'll find inspiring examples, rags-to-relevance case studies, research-based frameworks, and practical advice on how your work can be more vital to your community. Whether you work in museums or libraries, parks or theaters, churches or afterschool programs, relevance can work for you. Break through shallow connection. Unlock meaning for yourself and others. Find true relevance and shine. Author and narrator Nina Simon has been described as a "museum visionary" by Smithsonian Magazine for her audience-centered approach to design. She is the executive director of the Santa Cruz Museum of Art & History, where she led an institutional turnaround based on grassroots community participation. Nina is the best-selling author of The Participatory Museum, The Art of Relevance, and the popular Museum 2.0 blog. Previously, Nina worked as an independent consultant and exhibition designer with over 100 museums and cultural centers around the world. Her work has been featured in the Wall Street Journal, the New York Times, NPR, and TEDx. Nina began her career at the International Spy Museum in Washington, DC.

Book Information

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Customer Reviews

If you work with groups of people at all (audiences, customers, communities, whatever) you should read this book.Nina Simon does a fantastic job of talking about how people relate to each other and find meaning with clear, strong arguments. It's very tempting, when writing about deep cultural or aesthetic experiences, to overdo it, or to get sloppy with your terms, your thinking, or your argument.

Many people writing about this stuff end up declaring that their way is the solution to all of your problems.This book talks about tricky, elusive, powerful experiences that change lives. But it does it without overstepping the impact that a museum, or any organization you happen to work at, can actually have.Also the stories are great and the examples concrete. You can learn a lot of useful things on your own terms just from the anecdotes included to illustrate the author’s points.If I were teaching marketing, this is the textbook I would use.

Imagine an engineer turned Executive Director of a museum. A great read and observation of what is and what becomes relevant to people and how we connect to the things we do. Given the desire for companies to connect with consumers and the need for people to remember how to connect with one another, The Art of Relevance was eye opening, interesting and a great read from a holistic, human, art, culture and overall perspective. The opening story of historical surfboards and their surprising relevance to Santa Cruz hooked me.

This is a must-read for anyone working with and within communities. Many people working in organizations that aim to serve communities of any and all types struggle to engage those very communities in deep, meaningful, mutually-beneficial, and long-lasting ways. In "The Art of Relevance", Nina Simon doesn’t just tell us how to do this, she shows us. She makes incredibly important points and offers them to the reader in tasty, digestible morsels peppered with intriguing real life examples. This book is an enjoyable page turner that you can’t wait to get through and yet want to savor. Nina makes what many find challenging and even impossible to do, possible. She breaks down our own barriers so that we, and our organizations, may become (more) relevant.

This book is plainly written but OH so thoughtful. Based in museums but much wider application is clear. How do you reach new members, patrons, audiences? This book helps you think and test your ideas.

When trying to fit the round peg of an arts organization into the square hole of the Twenty-First century’s attitudes towards classical entertainment, Nina Simon hits a home run. I don’t use these cliches lightly; Simon demonstrates how to take an existing medium and reshape it to fit a community’s busy entertainment palette without altering the original product. Whether you call it spin, presentation, finding your niche market or simply making your product more approachable, The Art of Relevance is a good guide.

The Art of Relevance provides compelling and practical examples of how organizations can begin to shift their thinking on "outreach". Meeting communities where they are and determining where interests connect offers the more equitable invitation to participate and to build a relationship. Easy read that I was able to finish on a coast to coast plane ride. Already passed along to everyone in my organization.

If your organization wants to be vital to its community, this is your guide. Based on solid research and experience, The Art of Relevance includes precise descriptions of what relevance looks like and multiple case studies as references. A must-read for museum boards and staff.

I loved the use of the door metaphor to explain how institutions can work to welcome diverse groups of people and help them take ownership of th

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