

worcester art museum

Worcester Art Museum Names Adam Reed Rozan As Director Of Audience Engagement



*Adam Reed Rozan, Director of Audience Engagement, pictured in
WAM's Art Since the mid-20th Century Gallery alongside works by Gene Davis and Ellsworth Kelly*

(WORCESTER, Mass., February 25, 2013) – The Worcester Art Museum (WAM) today announced the appointment of Adam Reed Rozan to the position of Director of Audience Engagement. The Audience Engagement Division is a newly formed team that will focus on attracting and retaining diverse audiences to the museum through the creation of fresh programming, expanded museum promotion and deepening the museum's connection to the community and beyond. This group will also establish a more welcoming, visitor-centric environment for all museum patrons.

“The creation of an Audience Engagement Division positions WAM at the forefront of innovative, audience-based museum thinking. What has been considered the traditional core audience is no longer comprehensive enough. In order to remain viable, we must look at how we engage broader audiences through an entirely new lens,” said Matthias Waschek, director.

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WAM launched a national search to fill this unique position. “We were looking for someone who could inspire creative thinking and promote positive change and dialogue in the community,” said Waschek. “Out of an exceptional pool of candidates, Adam rose to the top due to his variety of professional experience and the contagious creative energy he emanates that reflects what museums should be all about.”

Rozan has held marketing, public relations, teaching and programming positions at a number of Boston-area cultural institutions, including Harvard University Art Museums, the Museum of Fine Arts, Boston Children’s Museum, Boston Public Library, and the Children’s Museum. He has consulted widely on the topics of social media and audience engagement, and has written numerous articles for HuffingtonPost.com, Museum id, and the Warholian.com, among others. Rozan earned a bachelor of fine arts degree from Elon University, Elon, N.C., and a master’s degree in liberal arts in museum studies from the Harvard University Extension School.

Rozan was most recently the audience development manager with the Oakland Museum of California.

The Worcester Art Museum opened in 1898 and serves Worcester and the regional community. WAM features an encyclopedic collection of paintings, sculpture, decorative arts, photography, prints, drawings and new media from around the world. For more information, visit worcesterart.org.

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