

Curriculum Vitae May 2020
Arthur M. Cohen

CEO and Co-Founder, LaPlaca Cohen
arthur@laplacacohen.com

Studies and Surveys

Past/Completed:

Culture Track: A national tracking studies of attitudes, motivators and attitudes towards cultural participation in the United States

Description: Multiple iterations of what has now become the largest tracking study of its kind in the world, first fielded after the events of 9/11.

Includes:

- Seven iterations of national study between 2001 and 2017
- Rapid response study after the economic downturn on 2008 to assess impact on audience behaviors and cultural participation
- Special *Culture Track: Canada* version conducted on behalf of the Canadian government and cultural community, presented at Banff (2018) and at the *Toronto Globe and Mail* (2018)

In Preparation:

Culture Track Rapid Response/COVID 19 and the Cultural World survey

Description: National study to be conducted in two- to three phases over the coming months, designed to illuminate, and historically contextualize, current attitudes among the general public about their behaviors/uses, perceptions, intentions, and values with respect to the arts in a time of COVID-19. Provided free to the field. Sponsored by The Wallace Foundation and supported by a national panel of leading arts and public policy practitioners. First wave to be completed in June 2020.

Clients (Partial List)

VISUAL ARTS

The Art Institute of Chicago
Asian Contemporary Art Fair
The Baltimore Museum of Art
Barnes Foundation
Brooklyn Museum Christie's
The Cleveland Museum of Art
College Art Association
Columbia Museum of Art

The Corning Museum of Glass
Crystal Bridges Museum of American Art
The Drawing Center
El Museo del Barrio
The Farnsworth Art Museum
The Frick Collection
Georgia O'Keeffe Museum
Glenstone
Hammer Museum, UCLA
High Museum of Art
Hirshhorn Museum and Sculpture Garden
International Center of Photography
Kimbell Art Museum
Louisiana Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
Museum of Fine Arts, Boston
Museum of Contemporary Art, Chicago
The Museum of Fine Arts, Houston
The Museum of Modern Art, New York
National Gallery of Art
Newfields
The Norman Rockwell Museum
The Nelson-Atkins Museum of Art
The Newark Museum
Norton Simon Museum
Oklahoma Contemporary Arts Center
Parrish Art Museum
Peabody Essex Museum
Pennsylvania Academy of the Fine Arts
Philadelphia Museum of Art
Rubin Museum of Art
Saint Louis Art Museum
Salvador Dali Museum
San Jose Museum of Art
SFMOMA
SITE Santa Fe
Smithsonian American Art Museum
Sotheby's
Solomon R. Guggenheim Foundation
Sterling and Francine Clark Art Institute
Studio Museum in Harlem
Tate Gallery

Terra Foundation
Virginia Museum of Fine Arts
Wadsworth Atheneum Museum of Art
The Walters Art Museum
Whitney Museum of American Art
Yale Center for British Art

PERFORMING ARTS

Alley Theatre
American Ballet Theatre
Atlantic Theater Company
Ballet Hispanico
Boston Ballet
Boston Symphony Orchestra
The Broadway League
Center Theatre Group
Dance at the Music Center
Ford's Theatre Society
Geffen Playhouse
Hollywood Bowl
Hopkins Center for the Arts, Dartmouth College
The Joyce Theater
Kansas City Repertory Theatre
Kennedy Center for the Performing Arts
Kimmel Center for the Performing Arts
Los Angeles Chamber Orchestra
Los Angeles Philharmonic Association
Mesa Arts Center
MOMIX
The Music Center, Los Angeles
Nashville Symphony
New Jersey Performing Arts Center
New York City Center
New York Philharmonic
Nuyorican Poets Cafe
Segerstrom Center for the Arts
Orange County's Pacific Symphony
Ordway Center for the Performing Arts
Philharmonic Baroque Orchestra
The Richard B. Fisher Center, Bard College
The Roundabout Theatre Company

Santa Fe Opera
Savion Glover / Nederlander Worldwide
Shakespeare Theatre Company
Symphony Space
Wallis Annenberg Center for the Performing Arts

EDUCATION & COMMUNITY

Bard Graduate Center
Cal Performances, UC Berkeley
California Institute of the Arts
Cranbrook Academy
Harvard University Art Museums
Institute of Contemporary Art, University of Pennsylvania
Memorial Art Gallery, University of Rochester
RISD Museum
Overcoming Obstacles
Smart Museum of Art, The University of Chicago
Stanford University
Thaden School
UCLA School of the Arts & Architecture
University of Pennsylvania
University of Southern California, School of Architecture
Yale University

ARCHITECTURE & PUBLIC SPACE

53West53 Above MoMA
American Craft Museum
American Institute of Architects
ArtScience Labs
Chicago Architecture Biennial
Cooper Hewitt National Design Museum
el dorado
Leroy Street Studio
The Museum at FIT
Museum of Glass
Partnership for Architecture and Urbanism
Pelli Clarke Pelli Architects
Polshak Partnership Architects (Ennead)
Selldorf Architects
SHoP Architects
Ten Arquitectos
Tod Williams Billie Tsien Architects

HISTORY & HERITAGE

Autry National Center
Center for Jewish History
Cooperstown/Baseball Hall of Fame
The First Americans Museum
The Jewish Museum
John F. Kennedy Library and Museum
Museum of the City of New York
National Museum of American Jewish History
National Women's Hall of Fame & Museum
New Center for Arts & Culture
The New-York Historical Society
The New York Public Library
The Pew Center for Arts & Heritage

SCIENCE & NATURE

University of Pennsylvania Museum of Anthropology and Archaeology
The Adirondack Experience
American Museum of Natural History
Brooklyn Botanic Garden
Central Park Conservancy
Chicago Botanic Garden
City Parks Foundation
Friends of the High Line
Grounds for Sculpture
Hillwood Estate, Museum & Gardens
Le Laboratoire, Cambridge
Natural History Museum of Los Angeles County
The New York Botanical Garden
Royal Ontario Museum
Snug Harbor Cultural Center & Botanical Garden

FOUNDATIONS

Arts & Business Council
Bill & Melinda Gates Foundation
Common Cents
The Elizabeth A. Sackler Foundation
Ford Foundation
The Frank Lloyd Wright Foundation
The J. Paul Getty Trust
The Jerusalem Foundation
National Endowment for the Arts
National Foundation for Advancement of the Arts

Cohen, Curriculum Vitae, May 2020, page 6

Palace Arts Foundation
Praemium Imperiale
Japan Art Association
Sachs Collection
Terra Foundation
YoungArts

Selected Lectures and Speaking Engagements

Yale University, School of Drama, New Haven CT
Yale University, School of Architecture, New Haven CT
Harvard University, Graduate School of Design, Cambridge MA
University of Pennsylvania, Philadelphia PA
Columbia University, New York NY
University of Southern California, School of Architecture
Stanford University, School of Engineering
L'Université de Paris, Paris France

Cohen, Curriculum Vitae, April 2020, page 2

Alliance of American Museums (AAM)
Association of Art Museum Directors (AAMD)
International Council of Museum (ICOM)
American Institute of Architects (AIA)
Center for Architecture, New York
Getty Leadership Institute (GLI)
Center for Curatorial Leadership (CCL)
Association of Art Museum Curators (AAMC)
Art Museum Development Association (AMDA)
National Arts Marketers Association/American for the Arts
Audiences Norway
AGENDA Arts Conference
Museums Next
Art Museum Membership Conference
Alliance for the Arts
International Leadership Program in Visual Arts Management
The High Line Network
The Architectural League of New York
The Ford Foundation

Global Museum Leaders Colloquium, Metropolitan Museum of Art

Museum of Modern Art, New York (MoMA)
Louisiana Museum, Denmark
Philadelphia Museum of Art, Philadelphia PA
Nelson-Atkins Museum of Art, Kansas City, MO
Hammer Museum, UCLA, Los Angeles, CA
Getty Museum, Los Angeles, CA
Crystal Bridges Museum of American Art, Bentonville AK
Guggenheim Museum, New York NY
SFMOMA, San Francisco, CA
Metropolitan Museum of Art, New York NY
Colby College Museum of Art, Waterville ME
Museum of Fine Arts, Boston MA
Isabella Stewart Museum, Boston MA
Dallas Museum of Art, Dallas TX
Palm Springs Art Museum, CA
Museum of Contemporary Art, Chicago IL
Gardiner Museum, Toronto ON Canada
Wellcome Collection, London England

Board Positions (Past and Present)

NYC & Co: Executive Committee
The Center for Architecture
Provincetown Art Association and Museum: Executive Committee
The Smithsonian Archives of American Art: Vice Chairman
Architectural League, New York
Harvard University Art Museums: Modern and Contemporary Collections Committee
Americans for the Arts
The University of Pennsylvania/Institute of Contemporary Art
American Federation of Arts
Harvard Medical School: Visiting Committee at the Center for Experimental Medicine

Education

Harvard University
Cambridge, MA
Masters of Business Administration
1988

London School of Economics
London, England
Term Student in Philosophy
1981

University of Pennsylvania
Philadelphia PA
B.A., Consumer Behavior (Individualized Major), *Magna cum laude* with Distinction in the Major
1982

Academic Appointments

Stanford University, Stanford in New York program
Palo Alto, CA and New York, NY
Adjunct Professor, 2019
Lecturer, 2015-2018
Course Title: *Outside In: The Changing Cultural Audience*

New York University, Steinhardt School of Culture, Education and Human Development
New York, NY
Associate Professor, 2010-2014
Course Title: *Cultural Branding*

Other Employment

LaPlaca Cohen, New York NY
Co-Founder and CEO
1991-present

Institute of Contemporary Art, Boston MA
Acting Deputy Director
Marketing Director
1990-91

Gillette Company, Boston MA
Brand Manager
1988-90

J Paul Getty Museum, Malibu CA
Planning and Strategy Intern
Summer 1987

Proctor & Gamble Company, Cincinnati OH
Brand Management Intern
Summer 1987

DC Heath & Co, Publishers, Lexington MA
New Business Development Manager
Financial Management Development Program
1982-1985

KYW Television, Philadelphia PA
Newsroom Intern
1977