

Anna Salaman – Cultural Heritage Learning Consultant
BA (History of Art/English Literature); MA (Museums Studies)

E: mail@annasalaman.com M: 07848 878424 W: www.annasalaman.com

Location: York, UK Testimonials: <https://annasalaman.com/testimonials/>



Key Strengths

- Successes in developing and launching new visitor attractions and large-scale initiatives, with particular experience in content for children and new audiences.
- An experienced heritage leader, specializing in strategic developments, interpretation, audience development, and learning, nationally and internationally.
- Expert in attracting new audiences, including local communities and culturally diverse groups.
- Strong track record in developing and implementing new programmes, increasing income through activities, and building visitor numbers.
- Experienced senior manager with robust understanding of human resources protocols.
- Published author and practiced speaker at conferences.

Principal achievements

- Over twenty five years of experience immersed in the heritage, cultural and visitor attractions sectors, specializing in public engagement, including at Science Museum, Natural History Museum, Victoria & Albert Museum and English Heritage, and Playeum and ArtScience Museum (Singapore).
- UK-based and International programmes consultancy provided for the Natural History Museum, Royal Opera House, National Museums Liverpool, York Museums Trust, Ashmolean Museum, Historic Royal Palaces, and the Royal Collection (UK), and Children’s Museum of Peace and Human Rights (Pakistan).
- Track record in start-up and renewal projects, including Playeum (www.playeum.com), Discover (www.discover.org.uk), Bishopsgate Institute (www.bishopsgate.org.uk) and the Ashmolean Museum (www.ashmolean.org), resulting in full operational understanding of programmes to ensure strategic level success.
- Co-author of ‘Planning educational visits for the early years’ (Sage Publications Ltd, 2005), covering museums, art galleries, the built environment, arts venues, zoos, farms and aquaria.
- Award-winning speaker and presenter at conferences including presentations in Singapore, Vietnam, Indonesia, Belgium & widely within the UK.

Current employment

July 2017 – present Freelance Consultant for Heritage and Cultural organisations

Specializing in the development of accessible, interactive and engaging content for all ages and abilities, strategic-level programming, interpretation, activity planning, audience development, volunteer management, training delivery and plans, and fundraising, including for Heritage and Resilience National Lottery Heritage Fund grants. Recent and current clients include Science Museum Group, Temple Newsam (Leeds City Council), English Heritage, Taylor’s Bellfoundry, Norfolk Museums Service, Stockton & Darlington Railway (TVCA), The Wilson Museum & Art Gallery, Ampleforth Abbey, Brymbo Heritage Trust, and *Eureka!*

2005 – 2012 & 2018 – present Expert Advisor for National Lottery Heritage Fund

Expert advisor, Mentor, and Associate Monitor, specializing in programmes, learning, audience development and interpretation for the UK’s largest heritage grant-giving agency. Key achievements included monitoring of \$65 million grant provided to the Ashmolean Museum, Oxford, UK. Current projects include Bevis Marks Synagogue, New Unity Church, and Croydon Old Palace, all in London.

Previous employment

July 2015 – July 2017 Executive Director, Playeum, Singapore www.playeum.com

Strategic, creative and operational leadership of the Children's Centre for Creativity, Singapore, including: realisation of vision and overseeing the successful opening and running of Asia's first centre for creativity, resulting in significant increase in local, regional and international reach; driving thought-leadership; managing the core team, part-time/freelance staff and a changing team of interns and volunteers; training and development for full team, Board liaison; financial and fundraising responsibility and management; developing new businesses, leading on major grants applications, and strategic partnership to ensure continual growth and development.

Aug 2012 – Jul 2015 Ass. Dir. of Programming, ArtScience Museum at Marina Bay Sands, Singapore

New Associate Director position, leading an Education & Programmes Department of 16 staff, focusing on the strategic development and implementation of programmes and related activities for the touring exhibition programme and ongoing provision. Driving high quality interpretation for all audiences, including development of hands-on interactives, activity spaces, tours, creative workshops and evening programmes. Key achievements include launching four new initiatives, still ongoing: 'ArtScience Late'; 'Sunday Showcase'; 'Conversations', and 'Family Fridays'. www.marinabaysands.com/museum.html

Jan 2011 – Jun 2012 Freelance Consultant for Heritage and Cultural organisations

Specializing in strategic-level programming, and audience development and training. Clients included Historic Royal Palaces, Cambridge Curiosity & Imagination, The Royal Collection and Bentley Priory.

Jan 2006 – Feb 2012 Director of Public Programmes, Bishopsgate Institute www.bishopsgate.org.uk

Director of Public Programmes, responsible for the strategic development and use of all public programmes at this thriving cultural centre in the City of London. Key achievements included raising of funds for and internal project manager of capital development programme (£7 million).

Mar 2004 – Jan 2006 ABL Cultural Consulting (1989-2009)

Consultant (Museums and Heritage) specializing in learning, public programmes and interpretation for heritage and cultural venues for this sector leader in cultural consultancy. Key achievements included a review and recommendations for the Natural History Museum's Adult Education Programme, & formulating the Education programme for York Museums Trust.

Jan 2000 - Mar 2004 Discover – Children's Story Centre www.discover.org.uk

Deputy Director (from 2002), Education & Operations Manager (from 2001) and Education Manager (from 2000) at this highly acclaimed, award-winning children's museum in Stratford, East London. Key achievements including leading the creative content and reaching over 22,000 participants through a highly acclaimed outreach programme; shaping strategic developments; fundraising over \$2 million through grants, and establishing and leading on all operations within Discover.

Sept 1997 - Feb 2000 Victoria & Albert Museum: www.vam.ac.uk

Gallery Events Officer, responsible for all activities for families and adult learners. Key achievements included doubling the provision of the Family Events Programme, launching the successful Adults Events Programme, creative direction for the Art Nouveau Festival, and devising and running the two-week long gallery programme, 'Going Graphic' (1999), the UK's inaugural digital activity reaching over 2,000 participants and prompting conference papers and published articles.

May 1994 - Sept 1996 UK: Reading Museum Service (Education Assistant); Science Museum (Explainer); Natural History Museum (Explainer); Tate Gallery (Project Assistant); Horniman Museum (Project Assistant; Outreach Officer); BBC Music Library (Issue Clerk).

Training

Pedagogy and facilitating play in informal learning environments (2017); Clore Leadership programme (short course, 2010); Financial management and financial accounting; Project Management; Cultural Awareness; Disability Awareness; Dealing with difficult people; Presentation Skills; Quality Service; Positive Programming (museum events); Object lifting & Handling; British Sign Language; Duties of a Company Secretary; Special Needs; Storytelling; Time Management; Interview Skills; Team Management; Appraisals; Plain English; Excel; Typing and Word Processing (professional certificate, 50 w/p/m).

Education

1995 - 1996: MA, Museum Studies, University College London, UK
1990 - 1993: BA Joint Honours (2.i), English/History of Art, University of York, UK
1987 – 1989: A-levels: 3 x Grade A in Music, English Literature & History of Art, Bryanston School, Dorset, UK

Presentations, publications & international consultancy and travel

- **Publications and research:** *Planning Educational Visits for the Early Years*, (Sage Publications 2005); *Playing with Stories* (editor, published by Discover 2003); *Off to a Flying Start* (editor, published by Discover 2002); *Discover's Children's Forum* (Museums Journal 2002); *Playing to Learn? The Educational Role of Children's Museums* (joint editor, published by Discover 2002); *Going Graphic: an educational event at the V&A* (Manual of Curatorship, 1999); *Poster Power* (Museums Journal 1999); *Adult participation in museums* (MA dissertation, 1996).
- **Conferences and presentations:** *Asian Festival for Children's Content* (Singapore, 2016 & 2017), Panel contributor to National Youth Council discussion, *Hack For Good* (2017), Panel contributor to 'Raising Joyful Learners!' Parents Dialogue at Tinker Fest, organised by Imagin8tors (2016), *National Educators Conference 2015* (Jakarta, Indonesia 2015); Interviews for Create2Learn: Promoting Children's Open-Ended Creativity (2016), The Straits Times (2016) and multiple online and print family platforms (2015-2017); *Creativity in Learning*, British Council conference, Hanoi, Vietnam (2014); *Fundraising for sustainability, Curiosity and Imagination* (2005); *Fundraising for Hands-on and Science Centres*, ECSITE (2005); Antwerp Royal Art Gallery: *Museum Learning & Hands-on Centres in the UK* (2003); City University Diploma/MA course students: *The Development of Discover* (2001, 2002, 2003); University of Greenwich MA course students: *Development, creativity and learning: Discover* (2002); ECSITE: *Creative consultation with children* (2002); Group for Education in Museums: *Digital learning* (1999); Computers and the History of Art (Chart): Computing and Visual Culture: *Going Graphic* (1998).
- **Consultancy and professional travel** (see also Employment, above): External panelist for Goldsmiths' five-year Periodic Review for Lasalle College of the Arts (Singapore, 2017); Pre-school Teacher Training in Hanoi, Vietnam; International Advisor for Children's Museum of Peace and Human Rights, Karachi, Pakistan (2004 to present); business planning, education, and operations consultancy for Istanbul Children's Museum (2004; book reviewer for Sage Publications (2004); (2003); study tour to the US (2001) with in-depth look at three US Children's Museums; Associate Board Member of Hands On! Europe from 2001, attending Board meetings in Lisbon, Milan, and London; conference committee member for *Playing to Learn?*, Hands On! Europe conference in 2001; key organiser of that event.

References: Available on request.