

PRESS RELEASE

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SEATTLE ART MUSEUM (SAM) ANNOUNCES DOMENIC MOREA AS ITS NEW DIRECTOR OF COMMUNICATIONS

Cindy McKinley promoted to Associate Director of Communications



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SEATTLE, WA – Domenic Morea has joined the Seattle Art Museum (SAM) as its new director of communications. As a member of SAM’s senior management team, Domenic will guide all aspects of the museum’s communications efforts, including marketing and paid advertising, graphic design, public relations, media relations, and editorial services. In addition, SAM’s Cindy McKinley has been promoted to associate director of communications.

“Domenic brings to the museum a unique communications perspective spanning arts, entertainment, and consumer marketing. It is a pleasure to welcome him to SAM,” said Kimerly Rorschach, Illsley Ball Nordstrom Director and CEO of the Seattle Art Museum. “Cindy McKinley has been an integral part of the SAM communications team since 2010, starting during the run-up to the museum’s blockbuster *Picasso* exhibition. She’s been actively involved since then in promoting every special exhibition. She and Domenic are going to make a great team.”

Domenic comes to SAM from the Oprah Winfrey Network in Los Angeles, where he was part of a team that launched the network in 2011. In his role as director of communications and publicity, he created and implemented communications campaigns for more than 25 television shows, in addition to handling press for numerous personalities, including Oprah Winfrey, Tyler Perry, the Duchess of York, and Lisa Ling, among others. Prior to OWN, he was the manager of consumer publicity for the Style Network and E! Entertainment Television.

He has an extensive background working with museums managing their strategic communications efforts. He formerly worked at the international public relations firm Ruder Finn as their vice president of consumer marketing and arts communications. During this time, he worked with the Hammer



Museum, the Norton Simon Museum, the Getty Villa, the Orange County Museum of Art, the Natural History Museum of Los Angeles County, and the Museum of Contemporary Art San Diego, among other cultural organizations.

He also served as a public affairs specialist at the National Gallery of Art in Washington DC, and spent time at Fox Television/20th Television and Fleishman Hillard, Inc.

Domenic holds a bachelor's degree in Art History from the University of Maryland, College Park.

Cindy McKinley has been with SAM for six years, bringing to the museum over 25 years of marketing experience in the Seattle area. She previously worked as a senior account manager at several advertising agencies and design firms, as a communications consultant, and as the advertising director for Group Health Cooperative. She has managed communication projects for many well-known local and global brands, including Regence Blue Shield, Microsoft, DHL, and Corona Beer, as well as a stint marketing cars to US military personnel in Frankfurt. Cindy brings to SAM a wide range of relevant experience and accomplishments.

Domenic and Cindy will be working together creating and implementing communications strategies for upcoming SAM exhibitions including *Yves Saint Laurent: The Perfection of Style* (opening October 11) and *Seeing Nature* (opening February 16, 2017).

Photo credits: Natali Wiseman.

ABOUT SEATTLE ART MUSEUM

As the leading visual art institution in the Pacific Northwest, SAM draws on its global collections, powerful exhibitions, and dynamic programs to provide unique educational resources benefiting the Seattle region, the Pacific Northwest, and beyond. SAM was founded in 1933 with a focus on Asian art. By the late 1980s the museum had outgrown its original home, and in 1991 a new 155,000-square-foot downtown building, designed by Robert Venturi, Scott Brown & Associates, opened to the public. The 1933 building was renovated and reopened as the Asian Art Museum. SAM's desire to further serve its community was realized in 2007 with the opening of two stunning new facilities: the nine-acre Olympic Sculpture Park (designed by Weiss/Manfredi Architects)—a "museum without walls," free and open to all—and the Allied Works Architecture designed 118,000-square-foot expansion of its main, downtown location, including 232,000 square feet of additional space built for future expansion.

From a strong foundation of Asian art to noteworthy collections of African and Oceanic art, Northwest Coast Native American art, European and American art, and modern and contemporary art, the strength of SAM's collection of more than 25,000 objects lies in its diversity of media, cultures and time periods.