

DOREEN SCHMID

Curator / Editor / Writer

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PROFILE

- Produced exhibitions, books and campaigns that enhanced institutional profiles.
- Founding team member of five start-ups: three arts institutions, a high-profile international winery joint venture, and an art exhibition traveling service.
- Experience in cultural content interpretive planning/development and strategic approaches to organizational development/branding.
- Teaching/mentoring that integrates connections between arts and culture.

PROFESSIONAL HISTORY – Positions

Adjunct Professor, Art History, Napa Valley College **Napa, CA 2016-**

Guest Curator (contract), Napa Valley Collects/Arts in April **Napa, CA 2014-2015**
Curatorial development and execution of 2015 exhibition/content library for Napa Valley Museum.

Gallery Director, Scott Nichols Gallery **San Francisco, CA 2013-2014**
Curatorial and administrative management of blue-chip San Francisco photography gallery.

Senior Manager for Exhibition Content & Publications Development
National Museum of Qatar **Doha, Qatar 2010-2012**

- Founding team member of leading Arabian Gulf museum re-opening.
- **Curatorial:** *Past/Forward* and *Contemporary Qatar* (permanent exhibition).
Originated exhibition concept and sub-themes, developed curatorial storyline, content development RFP and interpretive text; researched missing provenance; managed web content and social media, prototype “NomadPad” application, and collateral materials/marketing.
 - **Publications:** Developed five-year publications program.
 - **Programming:** Developed strategic brief for new content area, *Food Forum*.

Publications Director

COPIA: The American Center for Wine, Food & the Arts **Napa, CA 1999-2004**

- Originated and implemented the publications program, including design direction, for new, one-of-a-kind institution dedicated to wine and food in conjunction with the arts.
- Successfully managed 26 publishing projects in opening year, including revenue-generating catalogues winning two AAM first place and Annual NY Book Show awards.
 - Commissioned writers & editors, negotiated contracts, acquired rights and images, edited manuscripts, managed design, production and printing, and developed marketing plans.
 - Developed/produced publications, brochures and didactic materials for nearly 40 exhibitions.
 - Wrote and developed grants, funding proposals, docent and direct mail materials.
 - Responsibility for programming photography gallery.

International Director of Marketing

Luce Della Vite Srl **Florence, Italy 1997-1999**

Responsibility for launching two ultra-premium wine brands in 10 countries for Robert Mondavi – Marchesi de’Frescobaldi Italian joint venture and driving allocations and placements for sales and marketing departments. Developed long-range sales, marketing and communications plans; coordinated launches, presentations, market visits, and events.

Additional positions include Director of Communications, Domaine Chandon, Yountville, CA; Enoteca Director, Italian Wine & Food Center (corporate and press communications, public relations, promotional functions for only Italian government U.S. wine center); and assistant copy editor at Holt Rinehart & Winston, NY, NY.

PROFESSIONAL HISTORY – Freelance Curatorial, Writing and Editing

Curator – Selected Exhibitions

- Ongoing freelance projects Qatar Museums Authority
- The Art of Collecting*, Napa Valley Museum, Yountville, CA, 2015
- Vivian Maier: Out of the Shadows; WOMEN: Seeing and Being Seen*, Scott Nichols Gallery, SF, CA, 2014
- Überblick*, Museum Voswinkelshof, Dinslaken, DE, 2013; Gallery 16, SF, CA, 2010
- See: Rich and Strange*, George Eastman House, Rochester, NY, 2013
- Creating a 900-image digital archive, and exhibition, of 1850-1950 photographs of colonial India's Ooty Hunt Club, India, 2013.
- Silver*, developmental, Buck Institute, Novato, CA, 2011
- Know the Rules, Then Break Them*, di Rosa, Napa, CA, 2010
- Innovation & Adaptation: Winery Architecture in the Napa Valley*, Napa Valley Museum, 2007
- Frames of Reference*, Center for Photographic Arts, Carmel, CA, 2004
- Nobody Talks About It*, Bolinas Museum, Bolinas, CA, 2004

Writer/Editor/Selected Publications & Projects

- Articles for Lensculture.com, 2015
- Edited 2015: *The Glass Book*, Doina Uricariu; *The Art of Play: Igniting Your Imagination to Unlock Insight, Healing and Joy*, ; “Folk Medicine and integrative healing in West Asia: Analysis of historical and modern practice and perceptions,” *Avicenna*/Bloomsbury Press, 2014; *Skin Contact*, Alice Feiring, 2014
- Writing/development “The Storybox Adventure,” interactive children’s book on climate change, 2014.
- From Bubbles to Boardrooms*, edited, 2013
- Oyster Culture*, co-authored (Cameron + Company, Petaluma, CA), 2011
- Vit Lit*, edited (Cameron + Company, Petaluma, CA), 2011
- Silent Nests*, essay and edited (Kehrer Verlag, Heidelberg, DE), 2011
- Odyssey: Photographs by Linda Connor*, edited (Chronicle Books, San Francisco, CA), 2010
- Published in *Appellation, exposure, Gastronomica, Los Angeles Times, Quarterly Review of Wine, Saveur, Time Out*
- Edited 2004: *The Elegant Lotus* (Asian Art Museum); *Voorsanger Architects: Of Architecture & Captive Landscapes*
- Website content and strategic planning for Dalla Terra, Alois Lageder and Meteor Vineyard

Affiliations/Organizations

- Board member PhotoAlliance and formerly Ansel Adams/FOP; di Rosa auction committee.
- Founder, Subject Matters: Launched traveling exhibition service placing socially relevant art in corporate settings. Curated content/co-created funding plan, contracts, marketing, and website.

EDUCATION

California College of the Arts (CCA)	San Francisco, CA
MA, Visual Criticism, additional studies in Curatorial Practice	
San Francisco State University	San Francisco, CA
MA, English	
San Francisco State University	San Francisco, CA
BA, English	
George Eastman House Photographic Preservation & Collections Management Program, Rochester, NY	
Gawain Weaver, “The Care and Identification of Photographs” Certificate Workshop, San Anselmo, CA	

Teaching Experience

Ongoing volunteer writing tutor Afghan Women’s Writing Project
T.A. for undergraduate oral history course, CCA, San Francisco, CA

Volunteer Instructor, Literacy Program, Napa Public Library, Napa, CA
Volunteer Instructor, Literacy Program, New York City Public Library
T.A. for undergraduate creative writing course, San Francisco State University, SF, CA
Instructor, Poetry in the Schools (PITS), San Francisco, CA

Languages

Read, write and speak Italian; minimal French.

Awards

2015 Emily Harvey Foundation Venice residency
2005 Creative Work Fund grant and Minnesota Arts Fellowship
2004 CCA Honors Award scholarship for non-fiction writing
2001 Bread Loaf Writer's Conference fellowship

Selected Presentations

Di Rosa, Napa, CA, 2009; Department of History, University of Zimbabwe, 2007; *Milkmaids to Memahibs*, Fourth Annual Conference on Colonialism: India and Ireland, National University of Ireland, Galway, 2007 & University of South Carolina at Beaufort, 2006; *Delight and Disgust: Memento Mori in Contemporary Art*, 18th Annual AEGS Interdisciplinary Conference, University of Southern California, 2005.