



from the president

**Eric Siegel**  
President

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## Dear NAME Colleagues,

**C**ontent Wants to be Free! was the rallying cry of the open source movement during the heady growth days of the World Wide Web. Over time that has evolved to a more nuanced approach to sharing knowledge, in which free content is monetized through advertising, data mining, or reputation-building. Well, NAME, always at the forefront of cultural and technological developments, is setting its content free.

The new NAME website at [www.name-aam.org](http://www.name-aam.org) now has individual articles and entire back issues downloadable for free, going back as far as Spring 2005. Remarkable resources such as model RFP's for design, for artists, and for multimedia production are available gratis from the site. Our Spring 2008 issue on family learning in museums, with contributions from some of the leading lights of the exhibition field, is currently the most recent issue that you can download in its entirety. We will make the more recent issues available one year after the publication date, and older issues will be scanned for downloading as time and resources permit (anyone want to volunteer to do this?)

And why are we doing this? Because NAME believes that this content is valuable, and should be shared as widely as possible. We also believe that one of the joys of the exhibition profession is our collegiality, our willingness to share ideas, and our generosity towards others in the profession. How many times have you welcomed colleagues with a camera who are looking for new ideas for an exhibition? Aren't you happy when you see one of your ideas refined into a new exhibition in another museum? We all want to see our work have as broad an impact as possible, and recognize that we learn from each other.

So, please download freely, use as you see fit for non-commercial/educational purposes. We only ask that you recognize NAME, **Exhibitionist**, and the author of the article if you choose to share the articles with your colleagues.

I want to thank all those who contributed services to make the new web site, including Jim Spadiccini and others at Ideum, and particularly Jason Jay Stevens, a great colleague and friend who has volunteered his time to organize and update the web content.

You will read in this issue about the Creativity and Collaboration retreat that NAME and AAM put together in Monterey, CA in May 2009. I want to take this opportunity to thank once again the incredible team that made this come alive, including NAME board members and friends Darcie Fohrman, Jenny Sayre Ramberg, and Nina Simon; and Dean Phelus and Greg Stevens of AAM. They all brought their own creativity and collaboration to the experience. We hope to build on this success, so keep your eyes peeled for announcements over the coming year.

Sincerely,