



News Release/For Immediate Release

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TIFFANY BRADLEY APPOINTED ASSOCIATE DIRECTOR OF COMMUNICATIONS AT SCMA



Northampton, MA April 29, 2022— The Smith College Museum of Art (SCMA) is pleased to announce the appointment of Tiffany Bradley—arts marketer, media consultant and program development leader— as Associate Director of Communications at SCMA. Tiffany brings deep experience in developing strategic communications and audience engagement, most recently through her work as founder of Colored Criticism,

a media and consulting firm convening people of color in the arts since 2015. She joins the SCMA staff on April 29, 2022.

"Smith College has educated women and women-identified students in the arts for over a century. I'm thrilled to join SCMA in linking artists and advocates for generations to come."—Tiffany Bradley

As a member of SCMA's Senior Leadership Team, Tiffany will provide strategic leadership, prioritize a broad range of communications and develop an array of digital and print promotions for racially diverse audiences. In addition, she will ensure a dynamic public image for SCMA and compelling communication for the museum's programs. Tiffany will also manage the museum's media relations including outreach at the local, regional, national and international level.

"I'm delighted to welcome Tiffany Bradley to the SCMA team," said museum Director Jessica Nicoll.

"Tiffany's forward-looking vision is evident in her work founding Colored Criticism, which has helped change the conversation in the art world. We are excited to have Tiffany bring her breadth of experience and communication skills to SCMA in service of reaching new audiences, telling new stories and engaging and inspiring the next generation of cultural participants."



Tiffany has extensive leadership experience that centers around critical audience engagement in the arts. Her communications skills include editorial writing, online curriculum development, database management and content creation for social media and online channels. She has created compelling communications at arts and culture organizations where she has developed and implemented online and print marketing strategies to expand audiences. She has managed teams of graphic designers, videographers and Web developers to create public-facing stories around art and culture. Tiffany's program development experience in the arts includes webinars, interviews and public panels focusing on communities of color.

Tiffany joins SCMA's Department of Marketing and Communications following concurrent responsibilities. She founded the New York-based organization Colored Criticism to serve racially and ethnically diverse communities through arts storytelling. In this role, Tiffany developed 13 episodes of #ArtOffPause, a digital conversation space for artists, curators and scholars to explore how the COVID-19 crisis shaped their practice and communities. Tiffany directed videos of exhibitions at the Metropolitan Museum of Art, the Brooklyn Academy of Music, ImageNation Harlem and the Whitney Museum. She convened public programs at the Mead Art Museum in Amherst, MA, Guild Hall in East Hampton, NY, Brooklyn Community Foundation in New York and Rush Arts Foundation in Philadelphia, PA. Her team reached 5,000 people annually through public-facing media and collaborations, with 81% of their audience under the age of 35 years old.

Her recent corporate consulting has supported foundations and research organizations in growth. Working with the Deutsche Bank Americas Foundation, Tiffany managed a portfolio of grants supporting opportunities for children with disabilities and elderly persons. She created online programming for employee engagement and served as an advisor for multicultural grantmaking and initiatives. While at WolfBrown, Tiffany consulted on equity and inclusion throughout the pandemic. She facilitated the survey design process for an IDEA (inclusion, diversity, equity and access) initiative through qualitative research with arts service organizations and regional arts agencies. During the COVID-19 crisis, Tiffany managed and curated the social media for Audience Outlook Monitor (AOM), a survey of arts audiences including 20+ global partners and 500+ participating organizations.

Prior to those positions, Tiffany worked in audience development at the U.S. Department of Arts & Culture (USDAC), Race Forward, Americans for the Arts and Fractured Atlas. She has worked with artists, curators, researchers, donors and grantmakers to develop programs and initiatives.

In addition, Tiffany has written *The Color Edit*, a monthly blog and newsletter for Colored Criticism over the past three years. She has published several articles including: "Local Westchester Leaders Reflect on Race" Westchester Magazine, 2020; "The Art of Politics" The Nation, 2016; "How to Talk About Race Without Getting Stuck in 'Clybourne Park'" Colorlines, 2012; and "Kickstart This: Why the NEA Is Irrelevant to Artists of Color" Racialicious, 2012.

Tiffany holds a Bachelor of Arts in Africana Studies from Brown University and has studied at the Arabic Language Institute at the American University in Cairo. She was awarded a Fulbright Scholarship in Museum Studies for research at the University of Haifa, Israel, and in 2020 earned a *Keep NYS Creating Grant* from NYSCA/NYFA.



ABOUT SCMA

As a teaching museum affiliated with Smith College, SCMA is dedicated to connecting people to art, ideas and each other by engaging people with firsthand experiences of art, artists and museum practice; collecting, researching, presenting and preserving an expansive collection of art in the service of learning, teaching and critical dialogue; and by fostering an environment that welcomes diverse perspectives and inspires imagination.

In SCMA's galleries, classrooms and Cunningham Center for the Study of Prints, Drawings, and Photographs visitors experience a world-class collection that includes modern and contemporary art, American and western European masterworks, antiquities, emerging collections of Asian and African art and a

comprehensive collection of works on paper. SCMA and the Museum Shop are open to the public year-round Tuesday–Sunday, 11am to 4pm.

An accredited member of the American Alliance of Museums and a founding member of Museums10, a regional cultural collaboration, SCMA is also a member of the College Art Association and the New England Museum Association.

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