Course Title: The Innovations of World-Class Museums: The Guggenheim, the Smithsonian, and Beyond
Course Code: ARTH 194
Instructor: Christina J. Hodge
Dates/Times: 7 weeks, Feb 1—March 15, Thursdays 7:00—8:50 pm

Course Summary:
Each week, we will consider one of the world’s leading museum institutions, reviewing some of its most exciting and controversial modernization programs. We will begin with the oldest museum on our “tour”—the British Museum (established 1753)—and end with the most recent—the Guggenheim (established 1939).

Required Reading will be posted on the course website and must be completed before class. The Recommended textbook for this course is Riches, Rivals and Radicals: 100 Years of Museums in America (Marjorie Schwarzer, 2006) (referred to as “RRR”). This textbook provides a readable grounding in the history and contemporary challenges of American museums, as well as a comparative context for international museum case studies discussed in class. If you choose to read it, you should read it before class. Further Reading suggests more books on related topics. Recommended and Further Reading are not required.

*Please see course page for full description and additional details.

Grade Options and Requirements:
No Grade Requested (NGR)
• This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

Credit/No Credit (CR/NC)
• Students must attend at least 4 out of 5 on-campus classes).
• If students registered for CR/NC fail to attend at least 80% of required class sessions, their enrollment will be changed to NGR at final grading.

Letter Grade (A, B, C, D, No Pass)
• Students must attend at least 80% of class sessions (4 out of 5 on-campus classes).
• Students must complete a piece of written work. Students receiving a Letter Grade will write an essay reviewing a current museum, exhibit, or gallery that they find “innovative” (experienced in person or online). Students must choose a subject that has not been covered in lecture.
• If students registered for a Letter Grade receive a No Pass grade on written work, their enrollment will be changed to CR/NC at final grading. If they also fail to attend at least 80% of class sessions, their enrollment will be changed to NGR.
*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

**Tentative Weekly Outline:**

**Thursday Feb 1 — WEEK 1**
Lecture topic:
  What Makes a Museum Innovative?  
  *The British Museum: Online Innovations & Strategic Partnerships*

**Required Reading:** TBD online  
**Recommended Reading:** RRR: Introduction & Afterword  
**Further Reading:**  
  *Representing the Nation: A Reader*, by David Boswell and Jessica Evans (1999).

**Thursday Feb 8 — WEEK 2**
Lecture topic:  
  *The Louvre: Embracing New Business Models at an Old Museum*

**Required Reading:** TBD online  
**Recommended Reading:** RRR: People & Money  
**Further Reading:**  

**Thursday Feb 15 — WEEK 3: OFF SITE MEET @ SF MOMA**
Lecture topic: Innovation in Practice at the San Francisco Museum of Modern Art  
  Gallery visit, on-site lecture, and discussion  
**Required Reading:** browse SFMoMA website  
**Recommended Reading:** none  
**Further Reading:** none

**Thursday Feb 22 — WEEK 4**
Lecture topic:  
  *The Smithsonian: Architecture as Innovation—the National Museum of the American Indian and National Museum of African American History & Culture*

**Required Reading:** TBD online  
**Recommended Reading:** RRR: The Building  
**Further Reading:**  

Assignment due (Letter Grade only):
SUBMIT TOPIC TO INSTRUCTOR for Museum Innovations: Review Essay

Thursday Mar 1 — WEEK 5
Lecture topic:
The Metropolitan Museum: Reimagining the Art Canon at an Encyclopedia Institution
Required Reading: TBD online
Recommended Reading: RRR: The Exhibition
Further Reading:

Thursday Mar 8 — WEEK 6: OFF SITE MEET @ CANTOR CENTER
Lecture topic: Innovation in Practice at the Cantor Center for Visual Arts
Gallery visit, on-site lecture, and discussion
Required Reading: browse Cantor Center and Anderson Collection websites
Recommended Reading: none
Further Reading: none

Thursday Mar 15 — WEEK 7
Lecture topic:
Solomon R. Guggenheim Museum: Museum as Global Franchise
What Makes a Museum Innovative? (Revisited)
Required Reading: TBD online
Recommended Reading: RRR: The Collection
Further Reading:
Assignment due (Letter Grade only):
Museum Innovations: Review Essay

EXPECTATIONS

Assignments
Students are expected to complete required reading assignments in advance of the class meeting for which they are assigned.

For those enrolled for a Letter Grade, the Review Essay is due submitted on our course Canvas Site by the beginning of class (7PM) on March 15. It must be formatted...
in Times New Roman 12 pt. font, with 1 in. margins, double-spaced, with NO extra space between paragraphs. Citations will use Chicago Author-Date in-text style (http://www.chicagomanualofstyle.org/tools_citationguide.html). Students will be graded on fundamental writing skills (mechanics, style, grammar), as well as on scholarly argument skills (research, reference, argument, critique). More details will be provided during class.

Letter grades are:
- A Excellent (“plus” and “minus” may be used as modifiers with letter grades)
- B Good
- C Satisfactory
- D Minimal Pass
- NP Not Passed
- I Incomplete*

Academic Integrity & Conduct
All students are expected to abide by Stanford’s Fundamental Standard and Honor Code with regard to all classwork, activities, assignments, and interactions. Plagiarism is defined as the use, without giving reasonable and appropriate credit to or acknowledging the author or source, of another person's original work. Plagiarism is strictly forbidden as a part of Stanford’s Honor Code. Ignorance of standards is not an excuse for plagiarism.


On Revisions
This syllabus is current as of its posted date and is subject to revision. Minor additions or changes to the syllabus may occur as the quarter develops.