



Adirondack Experience Appoints Jodi Joseph as Director of Communications and Partnerships

Blue Mountain Lake, NY – September 3, 2020 – The [Adirondack Experience, The Museum on Blue Mountain Lake \(ADKX\)](#) announced today that it has appointed Jodi Joseph, the long-time Communications Director for MASS MoCA (Massachusetts Museum of Contemporary Art), as its Director of Communications and Partnerships. In her new role, Joseph will leverage her success in marketing museum programs and building destination tourism to expand visibility of and engagement with ADKX, which is spread across 24 historic and contemporary buildings on a 121-acre campus in the heart of the Adirondacks. Joseph will begin work at ADKX on September 28, 2020.

“Jodi has been incredibly successful throughout her career in building relationships with the communities in which she works and developing partnerships that have benefited both institutions and the publics they serve. As ADKX enters the next phase of its campus reinvigoration plan with the *Adirondack Creativity* initiative and continues its mission-driven work to center the visitor experience, I know Jodi’s expertise and vision will prove essential to our ongoing success,” said ADKX Executive Director David Kahn. “I am delighted to welcome her to the ADKX team and look forward to starting our work together.”

In 2013, Joseph was tapped to lead public relations and marketing initiatives as Director of Communications at MASS MoCA in North Adams, Massachusetts. She was part of the leadership team, as MASS MoCA prepared for its \$65 million expansion and endowment campaign, which doubled the size of the institution’s gallery space and made it the largest contemporary art museum in the country. As part of her work at MASS MoCA, Joseph collaborated with museum leadership, curators, program directors, and festival producers to double the museum’s annual attendance. During her tenure, ticket sales for MASS MoCA’s year-round performing arts program also doubled.

Joseph first began at MASS MoCA in 2008 directing the museum’s retail operation, following 15 years bringing products to market in the specialty gift industry. Through efforts that included launching the museum’s first online marketplace and opening a satellite museum store, Joseph increased MASS MoCA retail sales by 20% during a recession and while museum attendance remained largely unchanged.

“The Adirondack Experience is a treasure of a museum in the heart of one of the most glorious and wild regions of the country. The dedicated board and staff have developed an enviable program with limitless potential for reaching new audiences,” said Joseph. “It has been an honor to work with the passionate and creative geniuses at MASS MoCA for more than a dozen years, and I look forward to bringing the same entrepreneurial spirit to my work with ADKX. There is a lot of meaningful work—and no doubt good fun—ahead for me in the Adirondacks. I look forward to sharing ADKX with my family and the world.”

ADKX is dedicated to sharing the rich culture and history of the Adirondacks, merging outdoor experiences that capture the incredible landscape with installations and public programs that further engage audiences with the region’s people, environment, and distinct attributes. It is home to an 165,000-object collection that includes fine and decorative art, historic materials, rare books, films, and other important works from and inspired by the Adirondacks. In 2017, ADKX opened an \$11-million, 19,000-square-foot permanent installation, titled *Life in the Adirondacks*, which further explores the culture, past and present, of the region. ADKX recently announced its campaign for the *Adirondack Creativity* initiative, which includes the renovation of its original building to establish a 5,800-square-foot exhibition space dedicated to its fine and decorative art collection.

About Adirondack Experience, The Museum on Blue Mountain Lake

Adirondack Experience, The Museum on Blue Mountain Lake (ADKX), accredited by the American Alliance of Museums, shares the history and culture of the Adirondack region through interactive exhibits, hands-on activities, and culturally rich collections in more than 24 historic and contemporary buildings on a 121- acre campus in the heart of the Adirondacks. The museum is supported in part with donations from the general public, with some general operating support made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature. For additional information, call 518-352-7311 or visit www.theADKX.org.

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