

Karen Wong
Director of External Affairs, New Museum

In summer of 2006, Karen Wong became the first Director of External Affairs for the New Museum, overseeing marketing/pr, special events and all online and printed materials. She has played a vital role in the reopening of the SANAA-designed museum on the Bowery, award winning ad campaigns, Webby distinction for the redesigned website, innovative marketing events, and quadrupling visitorship. Previous professional experiences include founding in the early '90s Hobbamock Design, a Boston-based communications firm committed to non-profits and social causes. In 2000 she embarked on a new venture in London, becoming Managing Director of Adjaye/Associates a young architectural firm. She oversaw business development, strategy and marketing for a small studio that grew to a mid-size firm during her six-year tenure. She has designed numerous books including seminal exhibition catalogs for David Adjaye and Chris Ofili. She is on the Board of Directors for Storefront for Art and Architecture. She graduated magna cum laude from Brown University.