

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events  
Minister for Creative Industries



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## MUSEUM INNOVATOR TO TAKE THE HELM AT ACMI

Continuing to drive audience growth and deliver innovative attractions will be the key priorities for Australia's national museum of screen culture ACMI, with the appointment of a new Director and CEO.

Recognised for his innovative contributions to the cultural sector that blur the lines between art and technology – one of ACMI's senior leaders, Seb Chan has been appointed as ACMI Director and CEO.

Relocating from New York in 2015, Mr Chan joined ACMI in the newly created role of Chief Experience Officer, delivering a pioneering approach for the museum as it embarked on a digital and physical transformation.

Playing a key role in the award-winning experience design and technology that underpinned ACMI's recent \$40 million redevelopment, Mr. Chan also played an essential role in delivering the signature Lens device that allows visitors to 'collect' the objects on display and explore more at home.

Spearheading ACMI's CEO Digital Mentoring Program, Mr. Chan works with leaders across Australia's creative industries to develop their knowledge and understanding of strategic technology.

Prior to joining ACMI, Mr. Chan led the digital renewal and transformation of the Cooper Hewitt Smithsonian Design Museum in New York, and the Powerhouse Museum's groundbreaking work in open access, mass collaboration and digital experience in the 2000s.

He is currently the National President of the Australian Museums and Galleries Association; an adjunct professor at the School of Media and Communications at RMIT; and an international advisory board member of Art Science Museum (Singapore).

Seb Chan commences today as Director and CEO.

### Quotes attributable to Minister for Creative Industries Steve Dimopoulos

*"ACMI is well known for operating at the cutting edge of creative innovation, offering visitors immersive and unforgettable experiences while long delivering Fed Square another unmissable cultural attraction."*

*"Well respected for his groundbreaking creative vision, Seb brings a vivid imagination and deep commitment to ACMI's directive to deliver rich cultural experiences that are accessible and inclusive for all Victorians."*

### Quote attributable to ACMI Chair Janet Matton AM

*"Seb impressed us with his vision, his track record in delivering outstanding creative direction and partnerships at ACMI, and his trailblazing work for international museums."*

### Quote attributable to incoming ACMI Director & CEO Seb Chan

*"I look forward to consolidating ACMI as a place for diverse communities and families to experience the full breadth of screen culture, and to inspire the next generation of screen and interactive storytellers."*