



Introduction to Joel Hoffman. 1:55 min. Interview: Raymond Elman. Post-Production: Katherine Miranda + Sidney Peralta. Music: TrackTribe. Recorded via Zoom: 10/7/2022 – Vizcaya Museum & Gardens.

Joel Hoffman:

Interpreting + Preserving Vizcaya

By Elman + Peralta

JOEL HOFFMAN has been Executive Director/CEO of Vizcaya Museum and Gardens since January 2004. He holds doctorate and master's degrees in art history from Yale University and an undergraduate degree in English literature from the University of Pennsylvania.

Throughout his museum career, Hoffman has focused on making visual arts and history engaging to diverse public audiences. In the past decade, Vizcaya's visitation has more than doubled, in large part due to the introduction of new programs. Following voter approval of a bond, through which \$50 million was allocated to Vizcaya, Hoffman and his team have been working to advance the physical rehabilitation of the estate.

– American Alliance of Museums

The videos below were recorded via Zoom, are organized by Success Factor, and run between 30 seconds and 9 minutes. Click on any video. You must be connected to the Internet to view the videos.

INSIGHT & INSPIRATION: 9:08 min.



How do you connect the local South Florida audience with the Vizcaya experience?

CRITICAL THINKING: 3:07 min.



What are some of the elements you consider when telling the story of Vizcaya?

UNDERSTANDS THE AUDIENCE'S PERSPECTIVE: 7:16 min



Tell us the story of "The Village" at Vizcaya.

CRITICAL THINKING: 2:27 min.



How big a part of your daily concern is climate security?

COMMUNITY VALUES: 0:48 sec.



Can you use volunteers to help protect Vizcaya from climate security issues?

CREATES A UNIQUE PERSONAL BRAND: 1:45 min



Albert Barnes was notorious for buying artwork by the truckload from artists' studios. How discriminating was James Deering when he purchased art objects?

OVERCOMES CHALLENGES TO SUCCEED: 3:06 min.



How has the vision for managing Vizcaya evolved over the past 70 years?

OVERCOMES CHALLENGES TO SUCCEED: 7:04 min.



Describe a challenging situation with a successful outcome.

SELF-AWARENESS: 2:43 min.



Where did you grow up and what was your first awareness of art of any discipline?

INSIGHT & INSPIRATION: 4:47 min.



Where did you go to school and what did you learn that still informs you today?

UNDERSTANDS THE BUSINESS OF ART: 4:54 min.



Tell us about the evolution of your career and the path that led you to Vizcaya.