

THE VANISHING BOX

MUSEUM GROWTH THROUGH CREATIVE NEW DEMOGRAPHICS



Key Learning Objectives

Attendees will learn practical ways to attract new visitors by...

- applying civic problem-solving patterns
- engaging special interest groups
- using interdisciplinary approaches.

see next page for more information

Format and Audience

50-minute highly interactive and visual lecture plus 10-minute Q&A. This presentation is designed for Intermediate skill level, administration, education directors, event directors, marketing professionals.

Technical Requirements

- PowerPoint playback technology
- Hands free microphone OR the option to use Bronson's own sound equipment



Texas
Commission
on the Arts

www.MagicintheLibrary.org 432-413-6816 office@magicinthelibrary.org

B/W artwork (C) Noun Project

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ABOUT THE PRESENTATION

The Vanishing Box: Museum Growth Through Creative Demographics is a practical, hands-on session designed to help museums reach those audiences who may not currently see themselves reflected in institutional programming. Drawing from the same interdisciplinary framework behind Chadwick's Magic in the Library Initiative, recently adapted for the Library of Congress and the Smithsonian, this presentation demonstrates how creative engagement strategies can transform community outreach, visitor development, and program design.

To be clear, this presentation is not a magic show, although participants are sure to experience a bit of magic! Through interactive demonstrations, optical illusions, and real-world examples, participants experience how cross-disciplinary thinking can unlock new pathways to connection. The session emphasizes approaches that are repeatable, scalable, and adaptable to museums of any size, mission, or budget. Rather than offering abstract theory, Chadwick focuses on actionable tools that staff can implement immediately within their own institutions. Participants leave with guidance in three core areas:



1

Aligning museum resources with community needs. How to identify local academic, cultural, or humanitarian gaps — and position the museum as an essential civic partner.

2

Creating targeted programs for special interest groups. Strategies for engaging historical societies, veterans' organizations, STEM clubs, cultural associations, and other organized communities.

3

Using cross-disciplinary and interdisciplinary connections to spark curiosity and broaden reach. Techniques for linking museum expertise to unexpected subjects, creating new points of relevance for audiences who may not initially see a connection.

ABOUT BRONSON CHADWICK

For nearly twenty years, Bronson Chadwick has performed across the United States and abroad, bringing magic to live audiences, television, and educational venues. His work has reached an estimated one million people, shaped by the belief that magic is not merely entertainment but a catalyst for learning, engagement, and community connection. As a professional magician and speaker, he uses an interdisciplinary approach to education through the art of magic. Bronson is the creator of the Magic in the Library Initiative, an outreach program that teaches language arts and research skills in schools, libraries, and museums.



Bronson is no stranger to arts and education organizations. As the past president of the Texas Association of Magicians and regional vice president of the Society of American Magicians, Bronson is constantly looking for creative ways to connect organizations to audiences. Through the current Texas Commission on the Arts Touring Roster, Chadwick now brings this interdisciplinary approach to museums statewide, supporting institutions that seek to reach underserved audiences. It was this work that led to the development of *The Vanishing Box: Creative Growth Through New Demographics*.

