

HANNA CHO

Associate Consultant & Thought Leader



Hanna (Hye-Na) Cho is a multidisciplinary creative strategist and cultural planner, with 15+ years of experience working with museums, knowledge institutions, and community-based groups. Her work brings together a unique background in digital humanities, community engagement, and programs/exhibit development. From Alaska, Vancouver, Washington DC, Rejkavik, to Zhuhai, her focus has been on developing participatory public programs, digital-first exhibits, collections-based learning tools, as well as strategic plans for organizations seeking transformation.

Relationship-driven, collaborative, and with a keen drive to understand how arts and culture can help bring about social transformation, Hanna has spearheaded innovative projects in many different contexts, at the nexus of community, creativity, and change. She has served as Curator of Engagement and Dialogue at the Museum of Vancouver, Director of Learning and Engagement at the Royal BC Museum, and Project Director at NGX Interactive (a digital experience design studio). She is adept at bringing together multidisciplinary project teams, stakeholders, partners, and community members to tackle ambitious, audacious, and creative endeavours, in a way that foregrounds shared values, process, goals, and mutual respect.

As a digital strategist, Hanna brings a seamless understanding of audience, emerging technology, infrastructure, operations, programming, and experience design to the Lord team and KDCC strategic planning project. Rather than conceiving of digital as a separate area of development, Hanna brings her experience and a philosophy of technology that recognizes the layered and embedded way that digital and networked ways of learning, teaching, and working, are part of our lives and communities.

Grounded in critical cultural theory and anti-oppression frameworks of working, Hanna also brings deep experience working with and within cultural institutions to be more diverse, inclusive, and equity focused. Most recently, she led the Royal BC Museum and Surrey Art Gallery through strategic and systems-based approaches to thinking about how to shift organizational teams and planning towards decolonialized, rematriation-oriented models of change.

Collaboration fuelled by clarity and communication, is central to Hanna's approach to projects, as are trust, transparency, and flexibility to meet changing contexts and the variables that come with community-driven work. As a facilitator and digital strategist, Hanna is often the critical cultural bridge between heterogenous stakeholders - artists, technologists, government representatives, curators, researchers, community members, administrators - and delights in helping groups journey to unique, strategic outcomes, and pathways that reflect shared understanding, language, and vision.

Hanna's recent work includes strategic planning for the newly created Chinese Canadian Museum of BC, Surrey Art Gallery (aka future Surrey Interactive Art Museum), 50+ digital exhibits for the revamped Smithsonian National Air and Space Museum, and a multi-phased provincial engagement strategy and consultation process for the Royal BC Museum. She is a long-time programming committee member of the international Museums and Web group and conference, and is a former two-term Board Director for the BC Museums Association.