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Arkansas Museum of Fine Arts Expands Marketing Team

January 26, 2022 (Little Rock, AR) -- The Arkansas Museum of Fine Arts announces two significant additions to the marketing team: Bob Tarren as chief marketing officer and Malina Tabor as associate director of marketing.

"AMFA is committed to building a team that is uniquely qualified to transition the museum to the next phase," said AMFA Executive Director Dr. Victoria Ramirez. "We are thrilled to have Bob and Malina on board to amplify our mission across the city, state and nation. We want people to know the new AMFA is a cultural destination for all."

The AMFA is currently undergoing a major transformation realized through a public-private partnership. The 133,000 square foot building transformation is led by the world-renowned architect firm, Studio Gang. The new design increases gallery space totaling close to 20,000 square feet, showcasing the museum's permanent collection and exhibits.

Tarren's professional background includes a similar museum relaunch at the Virginia Museum of Fine Arts. That institution's transformation resulted in the museum becoming a top 10 national attraction. Overall, his marketing career spans more than thirty years, and he has received more than two dozen national and regional advertising and communication awards.

More recently, he served as the chief marketing officer of Murphy Arts District in El Dorado until 2019, and later as a marketing consultant in Miami. He returns to Arkansas to lead the marketing efforts for AMFA. "The new museum's impact will reach far beyond Little Rock, and I am thrilled to be part of this momentous opening," said Tarren.

Tabor spent eight years in banking and finance with the majority of that experience as the vice president and marketing director at Delta Trust & Bank. In 2018, she began freelancing as a marketing and creative director and was a feature writer and stylist for Soiree magazine. During this time, she also served as the marketing and communications director for the Elaine Massacre Memorial in Helena.

“AMFA was designed and built for the community, and we cannot wait to welcome everyone when the doors open. We have a strong and creative team in place, and I look forward to contributing to AMFA’s exciting future,” adds Tarren.

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About the Arkansas Museum of Fine Arts

The Arkansas Museum of Fine Arts is home to a rich and distinctive collection of art, exceptional performing arts experiences, and an innovative art school. With more than 14,000 works of art, AMFA’s collection spans more than six centuries. Its richness, depth, and diversity is exemplified by various media, chief among them are works on paper, sculpture, paintings, and contemporary craft-based art, including ceramics, glass, enamels, fiber, metal, and wood. AMFA is located in downtown Little Rock in historic MacArthur Park.

About the Arkansas Museum of Fine Arts Building

The 133,000 square foot building transformation is led by world-renowned architect firm, Studio Gang. The new design increases gallery space by 15% now totaling close to 20,000 square feet, showcasing the museum’s permanent collection and exhibits. In addition to the expanded galleries, AMFA houses a state-of-the art theatre and lecture hall and an art school with dedicated studio spaces for each medium. A museum store, restaurant, and other community focused areas complete the newly imagined space. An 11-acre landscape plan, design by renowned landscape architects, SCAPE, surrounds the museum.