

**FOR IMMEDIATE RELEASE**

# Shaker Museum

## **SHAKER MUSEUM NAMES RACHEL ROBBINS TO BOARD OF TRUSTEES**

*Cofounder and Executive Director of Tangible Mind Brings Design Strategy and Social Innovation Knowledge to the Cultural Institution's Board*

**CHATHAM, NEW YORK. January 27, 2025** – Shaker Museum, which stewards the most comprehensive collection of Shaker material culture and archives, announced today the appointment of Rachel Robbins to its Board of Trustees. Shaker Museum's Board of Trustees now has 17 members.

Robbins, who brings extensive experience in both design strategy and social innovation, is joining the Board of Trustees during a pivotal time for Shaker Museum as the cultural institution breaks ground on its new permanent facility in downtown Chatham, NY, this spring. The physical building, designed by Selldorf Architects, will embody Shaker values of inclusion, innovation, and equality to create a museum that both tells the Shaker story and is responsive to the needs of the community in Chatham, Columbia County, and the surrounding Hudson Valley.

Robbins is the cofounder and executive director of Tangible Mind, a design and social innovation nonprofit based in the Hudson Valley and Cambridge, Massachusetts. Prior to her work in the social sector, she spent 18 years in emerging tech, helping companies to innovate through design leadership and strategy, and has taught design at the Keller Center for Innovation in Engineering at Princeton University in their entrepreneurship track and in the Parsons School of Design Strategic Design and Management program.

"Rachel Robbins is a fantastic addition to the Shaker Museum Board of Trustees. She has spent her career at the intersection of design, technology, and social change and we are thrilled to have her be a part of the museum as we move forward," said Paul Cassidy, Board Chair of Shaker Museum. "Our institution is at a transformative moment, and I look forward to collaborating with Rachel to advance Shaker Museum's goals and maximize its impact and service to the community."

"It's an honor to be invited to take part in preserving the beauty of the Shaker legacy — a testament to a uniquely American spirit of design and innovation. I am consistently inspired by the incredible contributions and profound wisdom of the Shakers on simplicity of form, community values, and the honesty of utility," said Robbins. "History gives us so many gifts, not the least of which is who we are today. It will be a joy to steward the mission as a board member of Shaker Museum and to help realize the scale of the vision set forth in this new era for the institution."

With degrees in fine art and graphic design, Robbins has worked in the fields of design strategy and user experience in principal roles at Fortune 500 companies and startups alike. As a consultant, Robbins worked with clients such as the Museum of Modern Art, the MIT Media Lab Social Computing Research Group, and Barclays Investment Bank. In 2024 she cofounded Tangible Mind, which fosters traditional and emerging ways of making as a vehicle for social innovation and transformation.

### **About Shaker Museum**

With more than 18,000 objects, Shaker Museum stewards the most comprehensive collection of Shaker material culture and archives. It is the leader nationwide among organizations devoted to Shaker history. Its permanent new facility in Chatham, New York, which is in development, was designed by Selldorf Architects. The museum also stewards the historic site in New Lebanon, New York, and will soon be moving its administrative offices, library, and archives to 29 Jones Ave. in Chatham. The museum's collection can be viewed online at [shakermuseum.us](https://shakermuseum.us).

**A photo of Rachel Robbins can be downloaded [here](#).**

**Photo Credit:** Courtesy of Shaker Museum

**Media Contact:**

Vicki Elkins

Ainsworth Associates

Phone: 917 854 7539

Email: [vicki@ainsworthassociates.net](mailto:vicki@ainsworthassociates.net)