

FOR IMMEDIATE RELEASE

NEVADA MUSEUM OF ART ANNOUNCES VALERIE PRIMEAU AS DIRECTOR OF COMMUNICATIONS

Reno, Nev. (December 19, 2024) – The Nevada Museum of Art today announced Valerie Primeau as its new Director of Communications.



“Valerie’s impressive expertise with communications and media as well as her passion for connecting people to the visual arts make her a valuable addition to our team,” said Amy Oppio, COO and Deputy Director of the Nevada Museum of Art. “As we look forward to increasing our educational offerings for Nevada and exhibitions reach nationwide, Valerie’s experience will help us share the Museum’s mission and vision even further.”

In her new role, Valerie will lead strategic communications initiatives, strengthen relationships with media and partners, and amplify the Museum’s voice in the regional and national arts landscape. She will oversee public relations and messaging to elevate awareness of the Museum's exhibitions, programs, and community impact.

“I am thrilled to join the Nevada Museum of Art in this important time of growth and anchoring,” said Primeau. “This institution supports creativity and fosters meaningful connections through art. I look forward to collaborating with the incredible team here to share the Museum's dynamic programs and exhibitions with our communities.”

Valerie joins the Nevada Museum of Art with over 15 years of experience in the communications and media industries. Most recently, Valerie served as Corporate Communications Manager at Sierra Nevada Corporation (SNC), a global aerospace and defense company. While at SNC, she led content strategy, crisis communications, and corporate impact initiatives. Primeau has a record of community-focused service that precedes her engagement with the Museum including a decade as an active member of the Junior League where she held multiple board and leadership positions.

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ABOUT THE NEVADA MUSEUM OF ART

The **Nevada Museum of Art** is the only art museum in Nevada accredited by the American Alliance of Museums (AAM). A private, nonprofit organization founded in 1931, the statewide institution was designed by architect Will Bruder. The four-level, 120,000 square foot building is inspired by geological formations in Northern Nevada and is a visual metaphor for the institution's scholarly focus on art and environment. The Museum's permanent collections are divided into thematic focus areas including the Art of the Greater West, the Altered Landscape, contemporary art, and work ethic in American art.

The Museum's **Center for Art + Environment** is an internationally recognized research center that supports the practice, study, and awareness of creative interactions between people and their natural, built, and virtual environments. The Center houses significant archive materials from more than 1,000 artists working on all seven continents.

Learn more at nevadaart.org.

Land Acknowledgement

The Nevada Museum of Art acknowledges the traditional homelands of the *Wa She Shu* (Washoe), *Numu* (Northern Paiute), *Newe* (Western Shoshone), and *Nuwu* (Southern Paiute) people of the Great Basin. This includes the 27 tribal nations that exist as sovereign nations and continue as stewards of the land. We appreciate the opportunity to live and learn on these Indigenous homelands.