

Shaker Museum

Shaker Museum Appoints Robert Fuller to Board of Trustees

Robert Fuller brings 20 + years of design and visual merchandising experience to the Museum Board

CHATHAM, NEW YORK, Monday, November 30, 2020 — Shaker Museum announced today the election of Robert Fuller, Group Director of Visual Merchandising for Chanel's corporate U.S. market, to Shaker Museum's Board of Trustees.

Fuller has over 20 years of experience working for some of the world's most recognizable and sought-after brands, most recently at the luxury brand Chanel. He currently leads visual merchandising for Chanel's Fragrance and Beauté division for the entire U.S. where he created the first ever visual merchandising team who he continues to develop and coach. Managing multimillion dollar budgets, creating detailed merchandising directives, and strategizing with the marketing team on product launches are a few of the highlights of Fuller's experience at Chanel.

"Robert Fuller's professional background and creative vision will be a wonderful addition to our board as we develop plans and programming for



Robert Fuller

how Shaker Museum will play an ever more vital role in both the local community and the global cultural conversation,” said Lacy Schutz, Shaker Museum’s Executive Director.

Drawn to the Shaker aesthetic, Fuller was a frequent visitor to the Shaker Museum historic site, staying at the Shaker Mountain Bed and Breakfast in New Lebanon before becoming a permanent resident of Greene County. “I am a longtime admirer of Shaker material and have always dreamt of having my own furniture line. I could not be more thrilled to devote time, energy, and expertise to the Museum as it moves forward with its new permanent facility, exciting collaborations with contemporary artists and makers and programming for residents and visitors,” said Robert Fuller.

This is Fuller’s first Board of Trustees experience.

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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, NY, designed by Selldorf Architects, is estimated for completion in 2023. The Museum also stewards the historic site in New Lebanon, New York and has a campus in Old Chatham, New York, which is open year-round by appointment, where the administrative offices, collections, library, and archives are housed. The museum’s collection can be viewed online at <http://shakermuseum.us>