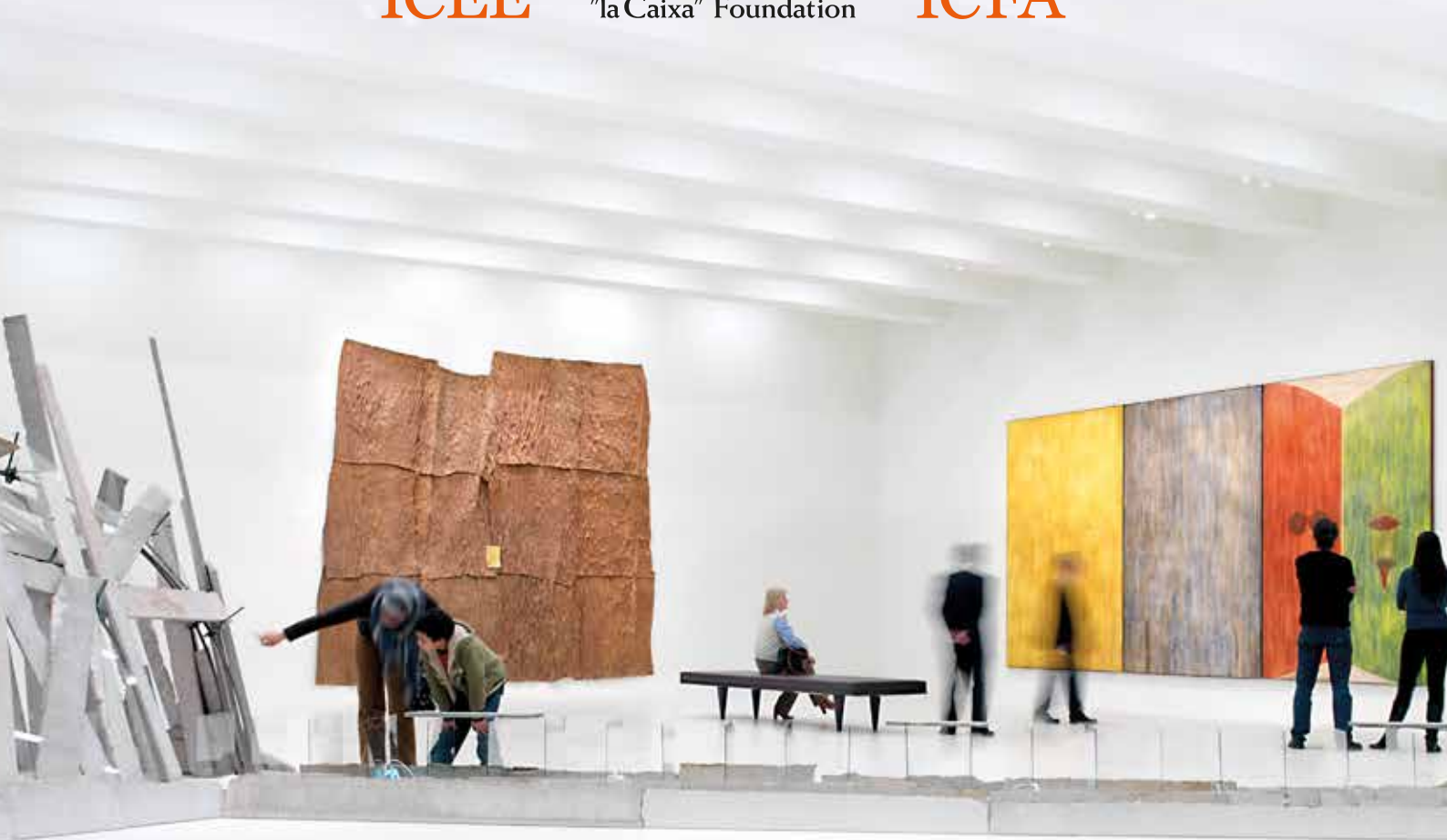


# ICEE O ICFA

## SPAIN 2018

**Cultural Heritage** Transition and Transformation



### Preliminary Programme

**11–17 November 2018**

CaixaForum Madrid | CaixaForum Barcelona, Spain

**Registration Opens August 24**

[www.exhibitionexchange.com](http://www.exhibitionexchange.com)



**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
**#EuropeForCulture**



# ICEE ICFA

## SPAIN 2018

**Cultural Heritage** Transition and Transformation

A seven-day joint conference bringing together members of the International Committee for Exhibition Exchange (ICOM ICEE) and the International Committee for Museums and Collections of Fine Arts (ICOM ICFA) with museum and exhibition professionals from all over the world.

The event provides a multidisciplinary forum to discuss the challenges and opportunities exhibition and museum professionals face in the presentation of Cultural Heritage in today's complex cultural economy. Hosted by "la Caixa" Foundation, the 2018 conference schedule includes sessions, workshops, and private tours in Madrid and Barcelona.



Sunday November 11

## Joint ICEE-ICFA Event

CaixaForum Madrid

Paseo del Prado, 36, 28014 Madrid

18:00–20:00

**Welcoming Toast for Conference Delegates  
at CaixaForum**

*Light refreshments will be served*

Monday November 12

## Joint ICEE-ICFA Sessions

CaixaForum Madrid

Paseo del Prado, 36, 28014 Madrid

08:30–17:00

**Registration**

09:00–09:30

**Welcoming Remarks**

09:30–10:30

**Keynote Presentation**

10:30–11:00

**Coffee Break**

11:00–13:00

**Session 1:  
Cultural Heritage for Social Engagement**

**Session Chair: Anne-Marie Raymond, ICEE Secretary;  
Acting Director, Exhibitions and Visitor Experience.  
Canadian Museum of History, Gatineau, Canada**

***“Such Is the Story That Comes Down to Me”:  
The Words of Sally Hemings’s Son Tell Her Story  
at Monticello***

Leslie Greene Bowman, President, Thomas Jefferson  
Foundation, Charlottesville, Virginia, USA

Geneviève Angio-Morneau, Creative Director, GSM  
Project, Montreal, Canada

***Changing Hearts and Opening Minds – Songlines –  
Tracking the Seven Sisters Exhibition Directly  
Connects Audiences to a Foundation Story of  
Aboriginal Culture***

Sarah Ozolins, Manager, Exhibition Projects and  
Interpretation, National Museum of Australia, Canberra,  
Australia

11:00–13:00 cont.

***Bringing History to Life in the Middle-East: Dubai's New Shindagha Museum***

Shatha Al-Mulla, Architect and Project Manager, Dubai Municipality, Dubai, United Arab Emirates

Eve-Lynne Cayouette Ashby, Content Director and Creative Director, GSM Project, Montreal, Canada

***Unchanging Museums in A Changing World: Towards Poverty Eradication Through Zimbabwe's Site Museums***

Humphrey Andreeva, Getrude Nyakabawu and Tapiwa Chikalipo, Faculty, University of Zimbabwe, Harare, Zimbabwe

***Dealing with a Social Issue through a Museum Exhibition: Exhibition of Afghan Refugee Labour Children Artworks in Malek National Library and Museum of Iran***

Negar Sagharichi, Exhibition Designer, Malek National Library and Museum, Tehran, Iran

13:00–14:00

**Lunch** (*included in registration fees*)

Vilaplana Restaurant at CaixaForum

14:00–16:00

**Session 2:**

**Cultural Heritage, Display and Preservation**

**Session Chair:** Amanda Mayne, ICEE Board Member; International Engagement Manager, The British Museum, London, United Kingdom

***Visualizing Language: Oaxaca in L.A. Exploring Identity, Migration, and the Shared Cultural Experience Between Los Angeles and Mexico***

Lourdes Ramos, President and CEO, The Museum of Latin American Art (MOLAA), Long Beach, California, USA

***The Preservation of the Endangered Archaeological Patrimony of Sukur World Heritage Site***

Chinwe Abara, Director, Arts and Crafts Department, National Council for Arts and Culture, Abuja, Nigeria

***The Role of Dialogue in "Encounters". Estonian National Museum Practices***

Kristjan Raba, Head of Exhibitions, Estonian National Museum, Tartu, Estonia

***Cultural Artworks Exhibition Curating and Practice: The Case of Oil Painting – The Mandolin Player***

Wan-Yu Wu, Conservator and Yu-Jing Wang, Associate Specialist & Collection Management, Chimei Museum, Tainan City, Taiwan

14:00–16:00 cont.

***The New Orleans Jazz Museum and the Community: Their Joint Roles in Preserving the Jazz Heritage of New Orleans***

Greg Lambousy, Director and Linda Potter, Manager, International Relations, New Orleans Jazz Museum, New Orleans, Louisiana, USA

16:00–16:30

**Coffee Break**

16:30–17:00

**Conference Sessions** (*Special Presentation*)

18:00–20:30

**Evening Programme: Private Visit to Sorolla Museum** (*To be confirmed*)

Calle General Martínez Campos, 37 28010 Madrid  
*Light refreshments will be served*

Tuesday November 13

**Joint ICEE–ICFA Sessions**

CaixaForum Madrid

Paseo del Prado, 36, 28014 Madrid

08:30–13:00

**Registration**

09:30–09:40

**Opening Remarks**

09:40–10:30

**Special Presentation** (*To be announced*)

Introduction by Lourdes Ramos, President and CEO, The Museum of Latin American Art (MOLAA), Long Beach, California, USA

10:30–11:00

**Coffee Break**

11:00–13:00

**Session 3:  
Cultural Heritage in the Digital World**

**Session Chair:** Hanneke Kik, ICEE Board Member; Project Manager, National Museum of Antiquities, Leiden, Netherlands

***Digital Museum Visitor Experience: Defining your Strategy – Case study from the New Mexico Department of Cultural Affairs***

Kathleen Brown, Chief Operating Officer and Sarah Hill, Senior Consultant, Lord Cultural Resources, Toronto, Canada

11:00–13:00 cont.

***Bringing Archaeology to Life... and to New Audiences***

Anne Elisabeth Thibault, Director of Exhibitions and Technology Development, Pointe-à-Callière, Montreal Archaeology and History Complex

Jeremy Taylor, Creative Director, GSM Project, Montreal, Canada

***Influence of New Media Technologies on the Success of Museum Exhibitions***

Sofia Widmann, Marketing Manager, PARTNER Culture + Projects, Vienna, Austria

***The Use of WeChat and Other Social Media by Chinese Museums***

Yu Zhang, Museum Consultant, Yu Culture, Paris, France

***Enhancing Museum Spaces with Invisible Technology – A Flexible and Unobtrusive System***

Martina Sciannamè, Interior Designer and Davide Spallazzo, Assistant Professor, Politecnico di Milano, Milan, Italy

13:00–14:00

**Lunch** (*included in registration fees*)

Vilaplana Restaurant at CaixaForum

14:00–16:00

**Session 4:  
Creating Legacy Through Cultural Heritage**

**Session Chair:** Petra Rotthoff, ICEE Board Member; Director of Exhibitions, MuseumsPartner, Innsbruck, Austria

***Van Gogh Dreams. A Journey into His Mind***

Nikola Elting, Director of Museum Affairs, Van Gogh Museum, Amsterdam, Netherlands

***Exhibiting Conflicted Heritage – Welcome to Jerusalem***

Gregor H. Lersch, Head of Exhibitions, Jewish Museum Berlin, Berlin, Germany

***Peruvian International Exhibitions: A Legacy for the World***

Patricia Arana, Fundación Miguel Mujica Gallo, Lima, Perú

***Developing Lasting Exchange Programs. The 150th Anniversary of Japan-Italy Relations***

David Gramazio, Head of Asia-Pacific and Rosella Menegazzo, Guest Curator, MondoMostre, Rome, Italy

14:00–16:00 cont.

***Creating Legacy Through the Act of Display***

Kali Tzortzi, Assistant Professor in Museology, University of Patras, Patras, Greece

18:00–20:30

**Evening Programme: Private Visit to Museo Nacional Del Prado *(To be confirmed)***

Paseo del Prado, s/n, 28014 Madrid

Wednesday November 14

**Joint ICEE–ICFA Activities**

Off-site Visit  
Madrid

09:30–11:30

**Private Visit to Museo Nacional Centro de Arte Reina Sofía *(To be confirmed)***

Calle Santa Isabel, 52, 28012 Madrid

Wednesday November 14

**ICFA Individual Activities**

Sessions  
Madrid (Venue to be confirmed)

11:30–13:00

**ICFA Free Time & Lunch on Your Own**

13:00–17:00

**ICFA Individual Sessions & General Members Meeting**

**Moderator:** Christoph Lind, Chairman of the Board, ICOM ICFA; Director, Reiss-Engelhorn-Museum Kunst und Kulturgeschichte, Mannheim, Germany

***The Open Restoration Project in the Borodino Panorama***

Ilrina Gribova, Museum-panorama The Battle of Borodino, Moscow, Russia

***Seitaro Kitayama and the Reception of Western Art: Modification of its Meaning through Presentation***

Aoki Kanae, Curator, The Museum of Modern Art, Wakayama, Japan

***CIS Heritage. Traditions for the Future***

Galina Andreeva, Chief Advisor, Decorative Arts Museum, Moscow, Russia

13:00–17:00 cont.

***Museums and Cultural Landscapes. Civic Museums and City Museums in Italy***

Giuliana Ericani, Director Emeritus, Museo Civico di Bassano el Gappo, Bassano, Italy

***Cosmopolitan Alternatives***

Anna Schram Vejlbj, Curator, Hirschsprung Collection Copenhagen, Denmark

***The Landgraves of Hesse-Darmstadt and the Museum Today***

Anja Geldermann, Curator, Landesmuseum Darmstadt, Darmstadt, Germany

***Museums, Castles, Palaces and Parks Form a Landscape. The Kassel Cultural Infrastructure***

Gisela Bungarten, Deputy Director, Museumslandschaft Kassel, Kassel, Germany

**General Meeting (Members) & Closing Remarks**

Wednesday November 14

**ICEE Individual Activities**

Travel & Off-Site Visit  
Barcelona

11:30–15:00

**ICEE Participants Travel by Train from Madrid to Barcelona, Check into Hotels and Accommodations**

18:00–20:30

**ICEE Private Visit to Fundació Joan Miró  
(To be confirmed)  
Parc de Montjuïc, 08038 Barcelona**

Thursday November 15

**ICEE Individual Sessions**

CaixaForum Barcelona  
Av. de Francesc Ferrer i Guàrdia,  
6-8 08038 Barcelona

09:00–09:30

**Welcoming Remarks**

09:30–10:30

**ICEE Keynote Presentation**

10:30–11:00

**Coffee Break**



11:00–13:00

## **ICEE Individual Sessions: Cultural Heritage and Innovation**

Session Chair: Hillary Spencer, ICEE Treasurer; Director, Nomad Exhibitions, Brooklyn, US

### ***Who am I? Creating Identity Through Exhibition-Making***

Geneviève Angio-Morneau, Creative Director, GSM Project, Montreal, Canada

### ***Americans: A Curated Confrontation to American Cultural Legacy***

Haley Clouser, Graduate Student, Art History and Museum Studies, Virginia Commonwealth University, Richmond, Virginia, USA

### ***Multisensory Audio Description in the Inclusive Museum***

Rachel Hutchinson, PhD Candidate, Department of Psychology, University of Westminster, London, United Kingdom

### ***Botswana Post's Philately Museum: Poised to Become a National Legacy Builder and Heritage Preserver***

Renée Eisen-Khonat, Executive Committee Member, Botswana Society of the Arts, Gaborone, Botswana

### ***The C's of Modern Museums – Contemporary, Challenging, Community, Controversial and Collaborative***

Robert M. West, President, Informal Learning Experiences, Denver, Colorado, USA

### ***Heritage and Art in Accessible Exhibitions***

Doris Couto, Independent Curator, Federal University of Rio Grande do Sul, Porto Alegre, Brazil

### ***The Liquid Museum: A Museum that Seeks to Adapt to Its Community***

Juan Gonçalves, PhD Candidate, Faculdade de Belas-Artes da Universidade de Lisboa, Lisbon, Portugal

13:00–14:00

**Lunch** (*included in registration fees*)

Vilaplana Restaurant at CaixaForum

14:00–15:30

### Marketplace of Exhibitions and Ideas (Part I)

Moderators:

Gevorg Orbelyan, ICEE Board Member; Deputy Director, Yerevan History Museum, Yerevan, Armenia

Laura Zani, ICEE Board Member; Fund-raising and International Relations Advisor, Museum of Art and History of Geneva, Geneva, Switzerland

15:30–16:00

### Coffee Break

16:00–16:30

### Marketplace Part II and ICEE Business Meeting

16:30–17:15

### ICEE Business Meeting

18:00–20:30

### Evening Programme: ICEE Private Visit (and Closing Toast) to Museu Nacional d'Art de Catalunya (MNAC) *(To be confirmed)*

Palau Nacional, Parc de Montjuïc, s/n, 08038 Barcelona

Friday November 16

## ICEE Post Conference Workshop

CaixaForum Barcelona

Av. de Francesc Ferrer i Guàrdia,  
6-8 08038 Barcelona

09:00–09:30

### Welcoming Remarks

09:30–10:30

### Workshop Sessions

Content developed in partnership with Universidad de Barcelona

10:30–11:00

### Coffee Break

11:00–13:00

### Workshop Sessions

Content developed in partnership with Universidad de Barcelona

13:00–14:00

### Lunch *(included in registration fees)*

Vilaplana Restaurant at CaixaForum

14:00–15:30

### Workshop Sessions

ICEE Panels and Special Presentations

Moderator:

Yousef Khacho, ICEE Board Member; Head of Exhibitions, Qatar Olympic and Sports Museum, Qatar Museums, Doha, Qatar

15:30–16:00

Coffee Break

16:00–17:00

Workshop Sessions

ICEE Panels and Special Presentations (continuation)

17:00–17:10

Closing Remarks

Saturday November 17

## ICEE Post Conference Program

Optional Field Trip

Sitges (Several Locations)

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10:00–17:30

ICEE Participants Travel to Sitges

Additional information to be provided soon

11:00–14:00

Private Visit to Museu Maricel *(To be confirmed)*

Calle Fonollar, s/n, 08870 Sitges, Barcelona



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