

## 2021 ICOM France's Annual conference & General Assembly

### *Museums team up*

24-25 September 2021

Musée national du sport - Nice

Stade Allianz Riviera, Boulevard des Jardiniers, Nice

Online & Face-to-face

Organized with the archeological museums and the national museums of the 20th century in the Alpes-Maritimes

Nineteen months after the museums first closed, four months after their second reopening, members of ICOM France hope to finally meet in person ! This new language, these new ways of working say a lot about how far we have come since the beginning of the pandemic. The consequences of these changes will be at the heart of our annual meeting and the 2021 General Assembly.

Certainly, we will have much to exchange and share in the original setting of the Musée national du Sport in Nice, that will welcome us. This place, both cultural and sporting, obviously inspired the theme of our conference : « Museums team up\* ». Indeed, museums have teamed up throughout the pandemic : it's a fact , but also a promise of solidarity for the future... Museums may have been closed for their audiences, but they were open to work and organized the sharing of their experiences. ICOM France is not only the witness but also the memory of all this, thanks to the 18 online meetings that we held, prepared, animated and recorded. These meetings will remain tangible traces of our remote groping, our intense digital creativity and our new rigorous processes. All over the world, museums tried as much as possible to be close to their audiences, to protect their collections, to prepare their openings by becoming together « the safest places » according to researchers of the Technical University of Berlin.

The sports metaphor is also a way of raising the issue of the museums' social role: this role is firmly longed-for, but what exactly are we talking about ? The last survey we conducted at ICOM France on the museum definition showed us that the notion of access for everyone is at the heart of our concerns: however, is it not what we all tried to reach since many years ? We could see in this desire for social links, in this year in which they were dislocated, a specific expectation for a museum's role that we need to identify. The pandemic do not postpone the vivid issues museums had to usually face, such as the cultural diversity and the community, the research on troublesome objects' provenances, among others.

This meeting will identify some strengths highlighted by the crisis, but also the numerous supports museums will need to not only get up, but also renew, because we totally know that the post-pandemic museum will not be - and shall not be - the same as the former museum.

The ambition of the conference is not to answer everything, but to establish some observations and to draw some lessons from months of a crisis, and to map out our future missions.

The Côte d'Azur and the city of Nice are representatives of a great diversity of museums and gave an important place to the culture and their cultural institutions. We build this program together to give a special place to the field and the museums. As usual, we will devote the second day to visit them.

# Annual conference

## Museums team up

### Program

*The meeting will have simultaneous online translation in English and Spanish*

#### Friday 24 September

9.20 am

**Welcoming by Marie Grasse**, Director of the Musée national du Sport.

9.30 am

#### Official opening

**Robert Roux**, Deputy Mayor of Nice, cultural delegate, Counsilor of Nice Côte d'Azur.

**Pierre-Yves Béranguer**, Head of global cultural operations, Paris 2024 Olympic organizing committee.

**Alberto Garlandini**, President of ICOM.

**Juliette Raoul-Duval**, President of ICOM France.

10 am

#### First session : great unity with great diversity

The disparity of museum situations has become starkly apparent in the crisis. Besides the large museums in the major cities, which are widely visited by tourists, the reality of the museum landscape has emerged in its true dimension, consisting for three quarters of establishments in the regions, on a human scale and welcoming a large number of local visitors base. French museums are not all public museums and not all labeled *Musées de France* - far from it: 1,222 of the estimated 3,000 or so museums in France and the associative establishments are in great difficulty. Although they are very diverse, they all do the same job and have shared a constant concern for the public, protected their collections, developed an original digital offering, and prepared the reopenings with the same rigour. This unity in diversity has also been demonstrated by our European counterparts, who will be invited to testify. Debate with :

**Bruno Ely**

*Director of the Musée Granet.*

**Anne-Sophie de Gasquet**

*Director general of Paris Musées.*

**Emilie Girard**

*Scientific and collections director of the Mucem.*

**Jérôme Magail**

*Research Fellow, Museum of Prehistoric anthropology of Monaco & Secretary of ICOM Monaco.*

**Leisa Paoli**

*Director of the Classical Art Museum of Mougins.*

**Michel Edouard Leclerc**

*President of the Hélène et Edouard Leclerc Cultural Fund.*

Moderation : **Céline Chanas**, FEMS President.

11.30 am

#### Second session : what cultural policy do museums need ?

This recognition of the different realities is a key to identifying the risks of each museum and the common levers. The financing aspects are obvious, and everybody measures the need to find new economic balances that can only be envisaged with a diversification of own resources. Sponsorship comes to mind, but its limits are well known: cultural engineering appears to be a promising activity. But do we have the tools, the codes, the ethics? What are the skills that museums can develop without losing their spirit of non-profit making? Remote work has produced new methods, not only in the human resources management, but in many aspects of museum activity: collections, mediation, etc. What standards and rules are needed to ensure that these changes are positive, both in human and professional terms, but also environmentally? Museums need a coherent, strong policy that recognises the rigour that they

have shown, but also the extent of the debate on their missions. This debate, which is being held in the world and particularly within ICOM, sometimes calls into question what, here, seems to be central: the collections, universality, the non-commercial public good... Discussion with :

**Sunna Altnoder**

*Head of Unit for Movable Heritage and Museums, Culture Sector, UNESCO.*

**Céline Chanas**

*President of FEMS.*

**Jérôme Farigoule**

*Service des musées de France - Direction générale des patrimoines.*

**Alberto Garlandini**

*ICOM President.*

**Catherine Magnant**

*Head of the Culture Policy Unit, Directorate-General for Education, Youth, Sport and Culture, European Commission.*

**Jacques Sallois**

*Honorary President of the Cour des Comptes, former Director of Musées de France.*

Moderation : **Juliette Raoul-Duval**, President of ICOM France.

1.30 pm

## Lunch break

2.30 pm

## Third session : The social role of museums : learning from the crisis

The crisis has also revealed this: deprived of culture, societies are falling ill and the medical profession is sounding the alarm. Of course, digital technology has made a great contribution. Of course, it would be naive and presumptuous to think that museums have been missed by everyone. On the contrary, we know that the Covid crisis has aggravated inequalities. This is precisely what we need to look at. What kind of artistic and cultural education should be promoted so that everyone feels at home in the museum, finds pleasure in it and has access to their own history, without taboos? What actions should be taken to improve inclusion, to encourage a taste for learning and living together? We will share some of the experiences we have had in making the public co-constructor and actor of their visits. Discussion with:

**Anne Dopffer**

*Director of the national museums of the 20th century in the Alpes-Maritimes.*

**Bruno Girveau**

*Director of the Palais des Beaux-Arts et and the Hospice Comtesse Museum of Lille.*

**Marie Grasse**

*Director of the Musée national du Sport.*

**Estelle Guille des Buttes**

*Chief Curator in charge of modern and contemporary art museums, Ministry of Culture, General Department of Heritage and Architecture.*

*Director of the Pont-Aven Museum from 2006 to 2020*

**& Sophie Kervran**

*Director of the Pont-Aven Museum and the Fishing Museum in Concarneau.*

**Pap Ndiaye**

*Director General of the Palais de la Porte Dorée.*

**Laure Pressac**

*Director of Cultural Engineering at Beaux-Arts Consulting & Professor at Sciences Po.*

Moderation : **Bertrand Roussel**, director of the archaeological museums of Nice.

4 pm

## Ending

4.30 pm

## General Assembly of ICOM France

7 pm

## Reception at the Villa Masséna

Hosted by the City of Nice

With **Robert Roux**, Deputy Mayor of Nice, cultural delegate, Counsior of Nice Côte d'Azur.

## Saturday 25 September

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### Professional guided tours, on registration :

- musée national du Sport.
- musée d'Archéologie de Nice/Cimiez.
- musée national Marc Chagall.
- musée Matisse.

### Practical informations :

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The conference will be held online and face-to-face (please, don't forget to specify your option at registration).

### Physical access

#### National Sports Museum, Nice

Stade Allianz Riviera - Boulevard des Jardiniers - 06200 Nice

- Tramway : from the Nice-Côte d'Azur airport, tramway 3, station « Stade » or « Saint-Isidore ». From the center of Nice, tramway 2 + tramway 3.
- From the Provence's Railway « Train des Pignes » : from the station Nice Center / Libération on the Line 1 of the tramway..
- From the Nice railway station : Tramway 2, then 3, station « Stade » or « Saint-Isidore ».

<p><b>Due to the sanitary regulation, the registration for the day and the "sanitary pass" are mandatory to access to the National Sports Museum.</b></p>
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### Digital access

#### On Zoom, with the following links :

- For sessions 1 and 2 (the morning : 9h30-13h30) :  
<https://us02web.zoom.us/j/81255303382?pwd=RTlCd096Q3ZVOUdFVUJuTTht1TjFSUT09>  
ID : 812 5530 3382  
Secret code : 298014
- Session 3 (the afternoon : 14h30-16h) :  
<https://us02web.zoom.us/j/85631631639?pwd=QkhL0FlldjFVTWtHRUxjVlhtZ3RjQT09>  
ID : 856 3163 1639  
Secret code : 054003