

**Professional day 2023**  
**ICOM France general assembly**

***New publics, new uses, new models***

**Friday 22nd September 2023**

***Tours city hall community center : Place Jean Jaurès, 37000 Tours***

On site and on line (zoom)

Organized with the Musées-Château of Tours

Since the gradual end of the last health crisis, and with the reopening of our institutions, many professionals of museum have noticed that, in addition to a return to pre-crisis attendance levels, there have been changes in the sociology of their audiences and in their visiting habits. While it is undoubtedly too early to assert whether these significant changes are linked to the crisis or are the result of a longer process, some observations can nonetheless be made, perhaps differing from one museum to another, and which will be either confirmed or refuted on a site-by-site basis by current and future studies: a (temporary?) decrease of school public, an explosion of family and student visitors, a younger visitor base, an increase in the number of first-time visitors, the return (or emergence?) of a local audience sometimes to the detriment of tourists, extended visiting times, an increase in group visits, a desire to discover the museum in a different way and to have experiences that go beyond just visiting exhibitions...

At the same time, professionals are facing fundamental questions about their practices and offerings, sometimes coming up against contradictory injunctions.

- How can we promote our institutions while still reaching out to the local public?
- How can we develop our audience while minimizing our carbon footprint?
- How can we create events and attract visitors, while moving away from a productivist model and reinvesting in our permanent collections?
- Should we encourage an increase in visitor numbers, or focus on visitor comfort and an improved visiting experience - in short, should we welcome fewer visitors but in a better way?

Museums are demonstrating great creativity in experimenting with new ways of relating to their audiences: developing new mediation models, based on a sensitive or sensory approach; paying renewed attention to certain types of audience, leading to the implementation of dedicated offers; proposing an enhanced experience of visiting the museum, taking into account the question of well-being and thinking of the museum as a place to live; rethinking the museum's audiences as a "community" built around the museum itself; and so on... As museums are increasingly assuming their social responsibilities, it seems important to examine the new missions of their professionals, in order to outline the possibilities of a museum that is more and better committed to social sustainability, in tune with society and focus on its core business. The aim of this one-day event is to explore the responses already in place, share best practices, and highlight successes and areas for improvement, in order to define new operating models and provide better support for new uses and new public expectations.

*Emilie Girard, July 2023*

# Program

---

## 09:30 Official openings

**Christophe Dupin**

*Deputy Mayor, responsible for culture and cultural rights in the City of Tours*

**Medea Ekner**

*Acting director general of ICOM International*

**Sylvain Amic**

*Advisor to the Minister for Museums, Arts and Crafts, Design and Fashion, Ministry of Culture*

**Emilie Girard**

*President of ICOM France*

**Hélène Jagot**

*Director of museums and castle of Tours*

## 10:15 Introduction : Public after-Covid - first analysis

**Francis De Bonnaire**

*Head of the "Sentomus" project, a European survey of museum audiences projet "Sentomus",*

**Anne Jonchery & Jasmina Stevanovic**

*Head of Studies, Department of Forward Studies, Statistics and Documentation, Ministry of Culture*

## 11:00 Session 1 : New uses, new forms of mediation

**Olivia Bourrat**

*Director of Collections and Research, Paris Musées*

**& Yaël Kreplak**

*Head of the university diploma "Pour l'accès à l'art et au patrimoine: outils et recherche", associated with the Delphine Lévy Chair, University of Paris 1 Panthéon Sorbonne*

**Bruno Girveau**

*Director of Palais des beaux-arts de Lille*

**Valérie Guillaume**

*Director of musée Carnavalet Histoire de Paris, Crypte archéologique de l'île de la Cité and ICOM France vice-president*

**Hélène Jagot**

*Director of musées et Château de Tours*

**Mwanaima Salim,**

*Curator at the Nairobi Museum (Kenya)*

Moderation : **Anne-Sophie Grassin**, head of the public relations team - mediation and cultural initiatives at the Musée d'Art Contemporain du Val-de-Marne and director of ICOM France.

## 13:00 Lunch break

14:00

## Session 2 : New models, new offers

**Philippe Brunella**

*Director of musée de l'archéologie, Eurométropole of Metz*

**Gautier Verbeke**

*Director of Mediation and Audience Development, musée du Louvre*

**Adrien Joly**

*Head of Development, Mucem*

**Helen Charman**

*Director of Education, National Programmes and Young V&A, Victoria & Albert museum (United Kingdom)*

Moderation : **Nathalie Bondil**, *director of the museum and exhibitions at the Institut du Monde Arabe and director of ICOM France*

16:00

## Major witness

17:00

## ICOM France general Assembly

19:00

## Cocktail at the Musée des Beaux-Arts de Tours

---

### Useful informations

The annual congress will take place both on site and remotely (please select the option when registering).

#### On site access

**Tours city hall community center, Place Jean Jaurès Tours 37000 Tours,** Public welcome from 8.45 a.m.

Registration for the day is compulsory to attend the on-site conferences.

#### On line access

On Zoom, via the following links

*Information coming soon*

*The meeting will be available in simultaneous online translation in Spanish, English and French thanks to the support of the DGLFLF - Ministère de la Culture.*