

ICOM ICMAH Corporate Museums Working Group Workshop

***"The Shared Archive and Collection
Reimagining Corporate Museums as Civic Hubs"***

Date: June 23, 2026 **Venue:** Hybrid (Musée de la Poste, Paris -France and online)

• **INTRODUCTION**

As the world's oldest continuously operating institution, the corporate museum embodies the evolution of a "corporate" entity into a national monument of intangible heritage and craftsmanship. Since the end of the twentieth century, corporate museums have experienced a significant revival and have proliferated on an international scale. Numerous small business museums are established across various national territories, focusing on food and agricultural expertise, as well as traditional crafts and industrial productions with which local populations can resonate. At the global level, certain sectors, such as luxury goods and automotive, have developed expansive facilities, often designed by prominent architects. Fashion and automobile enthusiasts frequent these venues to appreciate the exhibited objects and the complementary shops and workshops where purchases can be made. Additionally, museums have emerged from the service industries, particularly manufacturers of computer components and video games, intending to educate the public on new applications of digital technology, artificial intelligence, and the internet. While many corporate museums began as private storehouses for brand identity, they are increasingly expected to act as "third places"— accessible venues for lifelong learning and community dialogue.

In this spirit, we invite researchers, museum professionals, and educators to submit proposals for a one-day workshop exploring how corporate museums can transcend their private origins to serve as vital **civic hubs**. This workshop seeks to investigate the strategies that transform industrial archives and collections into shared public assets, to explore the following themes:

- **Transforming into Third Places:** Strategies to transform private industrial archives and museums into community spaces that promote urban revitalization and social interaction.
- **CSR and Empowerment:** Utilizing corporate history to support marginalized communities, promote diversity, and build social impact initiatives.
- **Beyond the "Brand Story":** encompassing the perspectives of workers, residents, and other marginalized stakeholders in the corporate museum's exhibition.

• **IMPORTANT NOTICE**

- The language of the conference is **ENGLISH/FRENCH**.
- For the paper proposal submission, please fill out the form online through this link: <https://forms.office.com/e/jQVnVmuteY>
- Participation in the workshop is free of charge. Please **Register here:** <https://forms.office.com/e/SkFzCJmBRy>
- The presentations will be in PowerPoint format, and should be submitted before June 20, 2026.
- A digital publication will be ensured on the ICOM ICMAH Website <https://icmah.mini.icom.museum/publications-2/our-publications/>.

• **IMPORTANT DATES**

- Abstract submission deadline : April 20, 2026
- Notification of acceptance of abstracts : May 20, 2026
- Workshop date : June 23, 2026

• **CONTACTS & INFORMATION**

For information, queries, and Abstract Submission, please contact: secretary.icmah@icom.museum

Or visit: <https://icmah.mini.icom.museum/>

Cordially,

ICOM ICMAH Board