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COMMUNICATING, CONNECTING & INNOVATING WITH STYLE

2016 ICEE Annual Conference
July 4-7, 2016, Milan, Italy



MONDAY, JULY 4TH, 2016

Milano Congressi, Room Amber 5 (South Wing – Level +2)

14:00–14:15

Welcoming Remarks

Prof Dr. Anne-Catherine Robert-Hauglustaine,
Director General, ICOM
Carina Jaatinen, Chairperson, ICEE and Head of Exhibitions,
Espoo City Museum, Finland

14:15–15:00

Keynote Presentation I—How to make a Design Museum attractive in a design oriented city

Arturo Dell’Acqua Bellavitis,
President, Triennale Design Museum, Milan, Italy

15:00–15:30

Coffee break—Generously Sponsored by MuseumsPartner

15:30–17:00

Session 1: Communicating in Style

Moderator: Anne-Marie Raymond, Secretary, ICEE, and
Advisor, Strategic Initiatives, Canadian Museum of History,
Gatineau, Canada

New Styles in Audience Engagement/Exhibition Design

Hillary Spencer, Assistant Director, Global Business
Development,American Museum of Natural History,
New York, USA and Alanna Davidson, Touring Exhibitions
Manager, National Museums of Scotland, Edinburgh, Scotland

Exploring History Through a Life-size Graphic Novel:
The Making of Deadly Skies—Air War, 1914–1918

Caroline Dromaguet, Manager, Exhibitions and Strategic
Initiatives, Canadian War Museum, Ottawa, Canada

A history of the world in 100 objects:
tailoring content for audiences at home and abroad

Amanda Mayne, International Engagement Manager,
and Olivia O’Leary, International Engagement Manager,
The British Museum, London, United Kingdom

TUESDAY, JULY 5TH, 2016

Milano Congressi, Room Amber 5 (South Wing – Level +2)

11:00–11:05

Opening Remarks

11:05–13:00

Session 2: Innovating with Style

Moderator: Antonio Rodriguez, ICEE Board Member and
Consultant, Traveling Exhibitions & International Programs,
Strategic Partnerships and Alliances, Washington D.C., USA

Inspired by Fashion: Thinking Outside the Box
to Deliver Powerful Temporary Exhibitions

Manon Delaury, International Partnerships Director,
Nomad Exhibitions, Edinburgh, Scotland

Experiential Marketing and Design:
How To Keep It Up With Touring Exhibitions?

Agnès Ruiz, Export Marketing Manager, Cité des
sciences et de l’industrie (Universcience), Paris, France
and Kinga Grege, Touring Exhibitions Manager,
Muséum national d’Histoire naturelle, Paris, France

Museums are Leading the Fashion?! Investigation
into the New Style of Contemporary Museum Exhibitions

Feng-Ying Ken, Associate Professor and Head of the Graduate
Institute of Conservation of Cultural Relics and Museology,
Tainan National University of the Arts, Tainan City, Taiwan
and Shin-Chieh Tzeng, Assistant Professor, Graduate
Institute of Conservation of Cultural Relics and Museology,
Tainan National University of the Arts, Tainan City, Taiwan

Fashion at the Museum

Yoonji Kim, Curator, World Jewellery Museum and Adjunct
Professor of Kyunghee University, College of Fine Arts,
Art Theory, Seoul, Korea

13:00–14:00

Lunch

15:05–15:50

Session 3: Connecting with Audiences in Style—Part I

Moderator: Marlies Kleiterp, ICEE Board Member
and Head of Exhibitions, Hermitage Amsterdam,
Amsterdam, Netherlands

NaFiLM: Interactive Exhibitions as a Means
of Informal Film Education for the Public

Terezie Krizkowska, Founder of NaFiLM, Faculty of Arts, Charles
University, Prague, Czech Republic and
Adela Mrazova, Founder of NaFiLM, Faculty of Arts,
Charles University, Prague, Czech Republic

Design in Time: “Geneva at the Heart of Time”
by Capital Museum—Beijing in collaboration with Museum
of Art and History—Geneva & Vacheron Constantin

Laura Zani, Executive Advisor, Musée d’art et d’histoire
de Genève, Geneva, Switzerland

15:50–16:10

Coffee break—Generously Sponsored by MuseumsPartner

16:10–17:30

Session 3: Connecting with Audiences in Style—Part II

Creating the experience of Alexander McQueen:
Savage Beauty

Rachel Murphy, Senior Exhibitions Manager, Victoria
and Albert Museum, London, United Kingdom

Kids Deserve Good Design Too

Megan Smith, Project Director, Wegmans Wonderplace,
National Museum of American History, Smithsonian Institution,
Washington D.C., USA

Connecting Audience at the Heart of China’s Museum Boom

Yu Zhang, Museum Consultant, Neuilly-sur-Seine,
France and Laishun An, Secretary General of
Chinese Museums Association, Beijing, China

WEDNESDAY, JULY 6TH, 2016

Milano Congressi, Room Amber 1 (South Wing – Level +2)

11:30–11:35

Opening Remarks

11:35–12:20

Keynote Presentation II—Innovation: Planning
for The Future of Exhibitions

Myriam Springuel, Director,
Smithsonian Institution Traveling Exhibition Service,
Washington, D.C., USA

12:20–13:00

ICEE Business Meeting and Elections

13:00–14:00

Lunch

14:05–15:00

Marketplace of Exhibitions and Ideas—Part I

Pre-registration required
Moderator: Gevorg Orbelyan, ICEE Board Member
and Deputy Director, Yerevan History Museum, Armenia

15:00–15:30

Coffee break—Generously Sponsored by MuseumsPartner

15:30–16:30

Marketplace of Exhibitions and Ideas—Part II

Pre-registration required

16:30–17:30

Storytelling Workshop with izi.Travel

THURSDAY, JULY 7TH, 2016

A morning of offsite visits and tours, followed
by an afternoon tour and reception at MUDEC—
Museo delle Culture

ICOM MPR, ICOM’s International Committee for
Marketing and Public Relations will join the ICEE
for the afternoon programme at MUDEC.

10:00–12:00

Cultural Tours and Walks in the city

Pre-registration for both tours is required via Eventbrite

Option 1: Pirelli HangarBicocca

Pirelli HangarBicocca is located at
2 Via Chiese, 20126 Milano, Italy

A tour of Pirelli HangarBicocca, a unique non-profit foundation
born in Milan in 2004 from the conversion of an industrial plant
into an institution devoted to the promotion and production of
contemporary art.

Option 2: Navigli Tour

The meeting point for the Navigli tour is
the Piazza XXV Aprile, 20154 Milano, Italy

A guided walking tour focused on the history of the Milanese
Navigli network of historic canals. The tour will invite
participants to discover the site of the old infrastructure, the
ancient city harbour and will be led along its waterfront. The
tour will also include a visit of the Museo Nazionale della
Scienza e della Tecnologia Leonardo da Vinci.

12:00–15:00

Lunch and time on your own

15:00

Afternoon Session and Reception
at MUDEC—Museo delle Culture.

MUDEC is located at via Tortona 56, Milano, Italy

MUDEC is an initiative of the City of Milan to establish
a center dedicated to interdisciplinary research on world
cultures and a place for dialogue on contemporary themes
by the mediums of visual, performing and sound art, as well
as design and costume. <http://www.mudec.it/eng/>

15:05–16:00

Welcoming Remarks

Paola Cappitelli, Head of Development
and International Relations, MUDEC

Presentation of MUDEC business model

Simona Serini, MUDEC Manager

Presentation of the winners of the ICEE
& izi.TRAVEL Audio Guide Creation Contest

16:00–17:30

Guided Tours of MUDEC with museum staff

17:30–19:30

ICEE & MPR Networking Reception

Pre-registration required via Eventbrite

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